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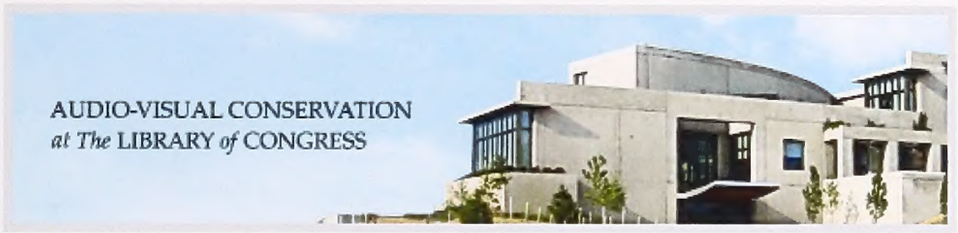

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VOL. XI. No. 1.

SINGLE COPIES, 10 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, January 15, 1915

Victrola XVI, $200
Mahogany or oak

The instrument by which the value of all musical instruments is measured

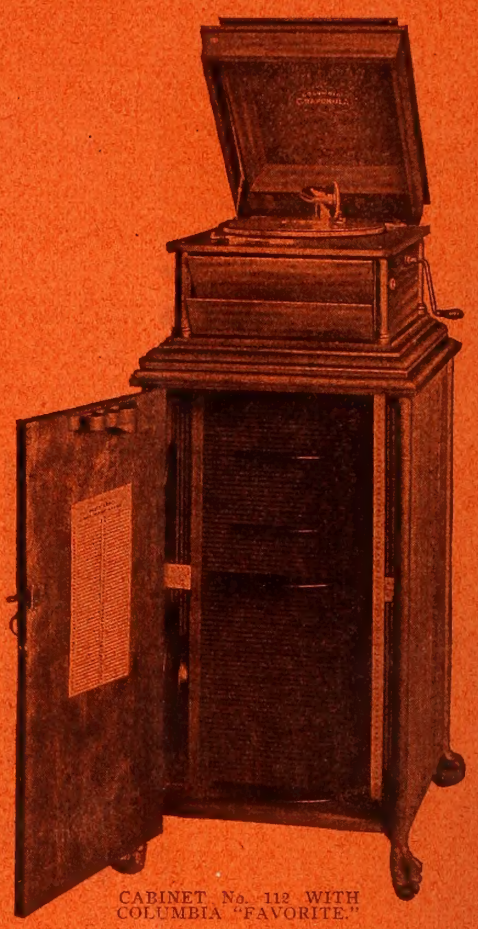
Victor
"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

DEALERS IN THE SALTER LINE

MADE MANY THOUSANDS OF DOLLARS DURING THE HOLIDAY SEASON SELLING THESE CABINETS

THEY ARE SELLING THEM THIS MONTH, TOO, AND WILL BE NEXT MONTH TO BUYERS OF MACHINES WHO ARE JUST BEGINNING TO FEEL THE NEED OF A PLACE TO PUT THEIR RECORDS.



CABINET No. 112 WITH COLUMBIA "FAVORITE."

SALTER CABINETS

Standard of Industry

CABINET No. 19 AND VICTROLA IX.

OF COURSE, YOU HAVE GOT TO CALL THE ATTENTION OF YOUR TRADE TO THEM AND SHOW THEM. IT IS THE ONLY WAY TO ILLUSTRATE HOW PERFECTLY THE CABINETS COMBINE WITH THE MACHINES.

WE HAVE STORAGE CABINETS FOR THOSE WHO HAVE A LARGE COLLECTION AND OTHER CABINETS THAT WILL MEET ANY CONDITION THAT CONFRONTS YOU.

SALTER MFG. CO.

337-39 Oakley Boulevard CHICAGO

The Talking Machine World

Vol. 11. No. 1. New York, January 15, 1915. Price Ten Cents

HEAVY FIRE LOSS IN ATLANTA.

All of Talking Machine and Record Stock of Elyea-Austell Co. Destroyed by Fire with Loss of $100,000—Able to Supply January Records to Dealers—Will Have Old Quarters in Right Good Shape Again This Month.

(Special to The Talking Machine World.)

ATLANTA, GA., January 7.—The Elyea-Austell Co., the prominent Victor talking machine distributers and bicycle and supply dealers of this city, are making rapid progress in having their quarters remodeled and refurnished, following the fire which destroyed practically the entire stock of talking machines, records and supplies, bicycle and automobile supplies and bicycles on December 15.

Although employes managed to save some of the bicycle and supply stock, the talking machine stock was burned up completely, the entire loss amounting to about $100,000 and being well covered by insurance.

In discussing the fire and its consequences, E. N. Upshaw, manager of the Victor department of the company, said: "When the fire occurred we had not, fortunately, received our shipment of the January records and these we were able to ship promptly on December 24 to our dealers. We were also able to secure temporary quarters which we are now occupying and this enabled us to handle the machines that the Victor Co. could furnish us with, which helped to relieve the situation among our dealers to a certain extent.

"Our plans now are not exactly perfected, but we expect to be firmly re-established in business by the 15th of January, and we believe that we are going to be in a position to give our dealers in all of our lines much better service than ever before. We shall adhere very strictly to our exclusively wholesale policy throughout our entire business.

"Fortunately, practically all of our office records were saved and this greatly facilitates our resuming business."

PREPARES WINDOW DISPLAY PUZZLE.

Thomas Devine Uses Odd Signs to Arouse Curiosity of Kansas City Citizens and Gets Results That Please Him in Highest Degree.

(Special to The Talking Machine World.)

KANSAS CITY, MO., January 9.—Thomas Devine, a traveling representative for the Columbia Graphophone Co. working out of the Kansas City office, came into the office the other day and offered to trim the window. His offer was very promptly accepted, and so he accordingly set about his work. After several hours' work he showed the office force the result of his labors. There was nothing particularly unique about the window except a couple of signs that he had made. One read:

Grafonolas Shorten the Way to Tipperary.

The other sign proved to excite more interest. It read:

Terms
To Suit Jack and His
Master.

When asked what terms "To suit Jack and his master" were, Mr. Devine said that he didn't know. But he advised the force to keep a close watch on the pedestrians and see how many stopped and puzzled over the sign. The result was that many people were seen to stop and ponder over the sign. Some more curious than the rest came in and asked what its meaning was, but the salesmen were naturally at a loss to explain the meaning. However, the difficulty was overcome by saying that the sign meant terms that were suitable to everyone.

During the week after Columbia University had given Walter Damrosch the degree of Mus. Doc., the noted conductor received a note from Alexander Lambert in which the piano pedagogue remarked: "I am so glad that you are a 'doctor of music.' Now when I get sick of music I shall know where to go."

H. C. BROWN AS A BIG GAME HUNTER

Advertising Manager of Victor Co. Gets Recreation by Hunting in the Great North Woods and Gets His Share of Big Game.

Henry C. Brown, the ever active advertising manager of the Victor Talking Machine Co., is one of those red-blooded men who believe that the greatest relief from the cares of business is to get deep into the North Woods for big game, and whenever the opportunity offers Mr. Brown wires his guide, packs up his hunting clothes and his rifles and is off for Canada.

Mr. Brown, who is a member of the Campfire Club, when he took a hunting trip two years ago wrote an interesting story of his adventures for the Field and Stream magazine under the alluring caption of "The Moose That Charged." Last fall the advertising man took another trip into the wilds and although he did not have to dodge wounded moose, found game so thick that he soon had his

Henry C. Brown and His Caribou.

lawful limit of moose and caribou securely tagged. He tells of his latest trip in Field and Stream for January under the caption of "Getting Your Moose and Caribou Within Two Days of Broadway." The story is plentifully illustrated with snapshots of the author and his guides, and serves to create in the reader the desire to get after the big game on his own account. Such recreation between times serves to augment Mr. Brown's great abundance of energy—for he is a wonder, judging from the amount of work he manages to dispose of.

LOUIS BUEHN INCORPORATES.

Faithful Employes Made Officials in Louis Buehn Co., Inc.—To Handle Victor Goods Exclusively—Excellent Business Record.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 7.—The business of Louis Buehn, the well-known talking machine jobber at 825 Arch street, this city, has been incorporated with capital stock of $75,000, under the title of the Louis Buehn Co., Inc., the change being effected on January 1. The officers of the new company are Louis Buehn, president and treasurer; Charles W. Miller, vice-president, and Frank B. Reineck, secretary. Mr. Miller has been connected with Mr. Buehn for the past thirteen years, and Mr. Reineck for over six years, and their election to office in the new corporation is a tribute to their ability and persistent efforts.

The Louis Buehn Co., Inc., will in future handle the Victor talking machines, records and supplies exclusively.

Mr. Buehn states that the year just closed has been the most successful in the matter of business volume that he has ever experienced, and he is making preparations for an even increased demand for Victor goods, which he feels sure will come during 1915.

Nowadays business is made to grow by using plenty of good advertising to cultivate new trade.

GET-TOGETHER MEET IN BUFFALO.

Talking Machine Dealers' Association in That City Working to Create a Better Understanding Between Dealers and Agents in Buffalo and Neighboring Towns—Live Campaigns Following Annual Meeting This Week.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 8.—In a well-directed effort to establish a talking machine of some sort in every home in northern New York, the Talking Machine Dealers' Association of Buffalo, one of the livest organizations of its kind in the eastern section, has decided to create a better understanding and greater co-operation among city, town and village agents and dealers through get-to-gether meetings. The first defined step in this direction will be taken on the night of January 13 in the banquet hall of the Hotel Statler, when the annual meeting will be held, with the out-of-town dealers as guests.

Advertising campaigns, sales schemes along with other new trade-getting wrinkles that have worked out well in Buffalo, will be divulged by the local leaders in the talking machine world, while the visitors will be called upon to enter into the discussions. President W. H. Poling, of the association, who is the head of the J. N. Adam talking machine department here, is bending every effort to obtain good speakers and plenty of entertainment.

Invitations are now being sent out to dealers living within a radius of fifty miles of Buffalo, and up to date many acceptances have been received. Several perplexing problems will be finally determined at the affair, which is being awaited with considerable interest.

SOUND WAVES ON SCREEN.

Interesting Lecture by Dr. Dayton C. Miller, Noted Physicist, Who Says the Musical Critic of the Future Need Not Leave Home.

The musical critic in the year 1960 should be able to sit at home and report accurately the work of an operatic singer or an orchestra in a hall miles away from him, said Dr. Dayton C. Miller, the noted physicist of Cleveland, O., in the course of a lecture on "The Science of Musical sounds" last week at the Asbury Methodist Episcopal Church, Thirty-third and Chestnut streets. The address was delivered in connection with the convention of the American Association for the Advancement of Science.

Upon an instrument of his own invention, called a "phonodeik," Dr. Miller projected sound waves upon a screen, so that his audience was able to "see" each sound as it was made. The human voice, a flute, a cornet and operatic and orchestral selections upon a phonograph were used to show the various sorts of sound waves, the spectators being able to see upon the screen the slightest changes in the pitch, quality or complexity of the music. The waves sent out by the simple tones of a tuning fork gave long, even curves, while the delicate variations in the human voice sputtered upon the screen like fireworks. "The telephone transmitter already reproduces the 'color' of the voice at long distances," said Dr. Miller, "and fifty years hence we shall have perfected apparatus which will enable the musical critic to judge an opera or a concert intelligently without leaving his own fireside."

ELECTRIC SIGN FOR BLACKMAN CO.

The Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, installed recently an expensive and attractive electric sign that is visible from quite a distance. This sign features the famous Victor trade-mark, with the word Victor in large letters. An electric clock arrangement adds to the practicability of the sign. The background of the sign is multi-colored, with red and white lights for the flasher effect.

DETROITERS MAKE SUGGESTION AS TO STYLE CHANGES.

Suggest That New Models of Machines Be Placed on Market During the First Half of the Year to Facilitate Holiday Preparation—Holiday Demands Clean Out Local Stocks—Tendency Toward the Better Class of Trade—J. H. Ling Pleased with Department.

(Special to The Talking Machine World.)

DETROIT, MICH., January 5.—The talking machine dealers of Detroit lost probably $10,000 worth of business in December owing to inability to get the goods. They thought last year that such experiences were a thing of the past, the enlargements of the factories having enabled the manufacturers to fill orders promptly, even in the rush days. But apparently the growth of the retail trade has been such that the manufacturers are again outstripped.

January 1 the stores of Detroit are almost clear of goods, except records. The few machines scattered about the spacious floors look awfully lonesome in their effort to carry the impression that there is stock on hand. The Columbia wholesale store has just one model in stock, a $50 machine, and only a few of that. The Max Strasburg Co. has about one machine to a demonstration room and one in the reception room. The new talking department of J. Henry Ling, in its first holiday trade, was almost denuded of machines. In the two or three days before Christmas it sent out no less than three wagon loads of Columbias. Grinnell Bros., Victrola jobbers, had such a big retail trade that they were unable to fill orders from local dealers, to say nothing of turning down orders from other cities. One day shortly before Christmas they sold so many machines that the delivery and shipping departments were compelled to work until daylight the following morning removing the sold machines from the salesrooms, getting them ready for delivery and replacing them with new machines from the stockrooms.

The dealers have a suggestion to make to the manufacturers that will help a lot in solving this holiday shortage problem. It is that the styles be changed in the first half of the year instead of in the last half. The large downtown houses have ample storage facilities and would like to buy large quantities of stock in advance. But with the styles changing in the autumn machines bought in the summer are out of date when the holidays arrive. So they are not readily salable. It is necessary to get a special dispensation from the home office to dispose of them at a discount, and this makes a bad impression. If the new styles were brought out in the spring or early summer the dealers could then go ahead and buy all they expect to handle, and would not lose business in December for lack of stock.

The J. L. Hudson Co. was the first in Detroit to advertise the new $250 electric Victrola. It sold all of that style that it could get hold of. This company sold from forty to fifty machines per day in the last two weeks of the Christmas trade. Having absorbed all that the local jobbers could supply one week before Christmas, it wired to Cleveland, Columbus, Chicago, Buffalo and New York jobbers for more. An inventory of the machines on the floor showed 296. There were nine more in the windows, making 305. Yet with the aid of such reinforcements as could be obtained from other cities, it just barely survived the rush. These figures do not take into consideration the small box machines. Only the cabinets are counted as the real goods.

The class of trade throughout Detroit was higher this year than ever. This is ascribed to the fact that the cabinet machines are now put up in styles fit for anybody's fine home. The demand for mahogany, undoubtedly to match mahogany furniture, was tremendous. There is not one of the downtown stores but has from ten to twenty-five unfilled orders for mahogany styles, most of which were tided over Christmas by the delivery of some special design to be exchanged when mahoganies arrive in stock. This process is undesirable from several points of view. It makes the used machines slightly second hand, it creates a shortage of stock in those styles, it makes it necessary to sell them over again and it costs the price of two deliveries. As mahogany furniture is found only in the best of homes, this experience is a good indication of the class of trade.

The shortage of Columbias is attributed largely to the recent and unforeseen opening of two very large accounts in New York and Chicago, those of the Aeolian Co. and Marshall Field. Both of these big institutions absorbed so many machines that they created a shortage elsewhere.

J. Henry Ling is so well satisfied with his short experience with a talking machine department that he has arranged to have Robert B. Barclay, of the Columbia Co., remain all winter as manager of the department. Originally it was the plan to have Mr. Barclay pilot the house through the holiday season and then retire in favor of the regular ship's captain. But Mr. Barclay has made a huge success of the department, and Mr. Ling wants him to remain as long as possible, figuring him a profitable addition to his business force.

Max Strasburg estimates the increase of December business this year over that of 1913 at 30 per cent. F. A. Denison, manager of the Grafonola wholesale house, estimates an increase of from 25 to 30 per cent. The business of December was more than double that of the average of the preceding three months. S. E. Lind, city sales manager, sold more machines in December than he ever sold in any three previous months of his career, and his career has been an active and successful one. All the Grafonola dealers in the city have sold out nearly all their stock and have orders waiting; orders for machines actually sold and money paid on them. So they must be delivered, and the Columbia store itself can get no machines to put on its floors.

The Columbia store is to be remodeled in January to make room for enlarged general business and a Dictaphone department. The Dictaphone department has been for some time on Lafayette Boulevard, but is to be moved to the main store. H. Q. Duble, formerly Dictaphone manager in Baltimore and Washington, will come to Detroit to take charge of it. A mezzanine floor is to be built in the front part of the store, probably extending back over the demonstrating rooms. The record cases will be rearranged. This will make room for the Dictaphone department upstairs, and also take care of part if not all of the offices, thus making more room for general business on the first floor.

The personnel of the store made the first Christmas of the new manager, F. A. Denison, in Detroit, a memorable one by presenting him with a fine library lamp.

The four principal Edison stores, the "Edison Shop," Story & Clark, Frank J. Bayley and the American Phonograph Co., all had good sized stocks laid up in advance, so were not seriously bothered by the destruction of the Edison factories by fire. They did not have all the machines they could have sold, but were in no worse condition than their competitors.

There is one cheering feature in the loss of this $10,000 worth of business by Detroit dealers. The business probably will come back. The people evidently were "sold" before they called for the goods. Their purchases simply are just a little delayed. The several stores may not get the exact business they lost in December, but probably they will get equal amounts. Business in records is steady and continually increasing. There seems to be a demand for almost everything in the catalogs.

SECURE PATHEPHONE AGENCY.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., January 9.—The Milwaukee agency for the Pathephone talking machine line, manufactured by the Pathé Frères Phonograph Co., has been taken up by the Billings & Sons Piano Co., 504 Grand avenue. The line is being featured in the window displays at the store. Good sales of Mehlin, Holland, Cable-Nelson and Billings & Sons pianos and players are reported.

Service Is the Paramount Asset of a Victor Distributor

The factory controls the Prices and Terms. The distributor controls his Service

This is the reason we have endeavored to make

EASTERN SERVICE THE BEST EVER

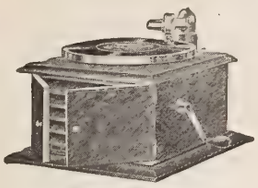
And we believe we have succeeded, and will convince you if you will give us the opportunity. A trial order will do.

Will you do it? Thank you. When may we expect it?

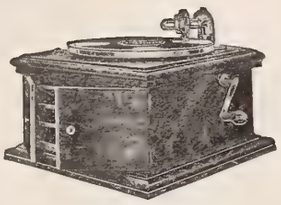
EASTERN TALKING MACHINE COMPANY

177 TREMONT STREET, BOSTON, MASS.

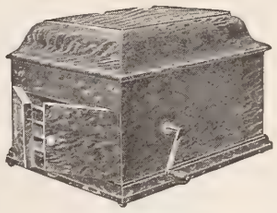
EDISON — *FOR NINETEEN YEARS TALKING MACHINES EXCLUSIVELY* — VICTOR



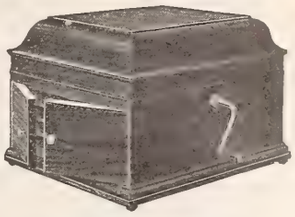
Victrola IV, $15
Oak



Victrola VI, $25
Oak



Victrola VIII, $40
Oak



Victrola IX, $50
Mahogany or oak.

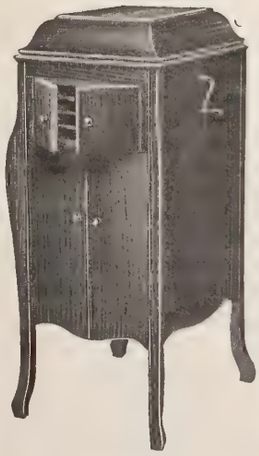
The prosperity of the music trade centers around the Victrola.

It is the biggest single factor in the success of every music dealer.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

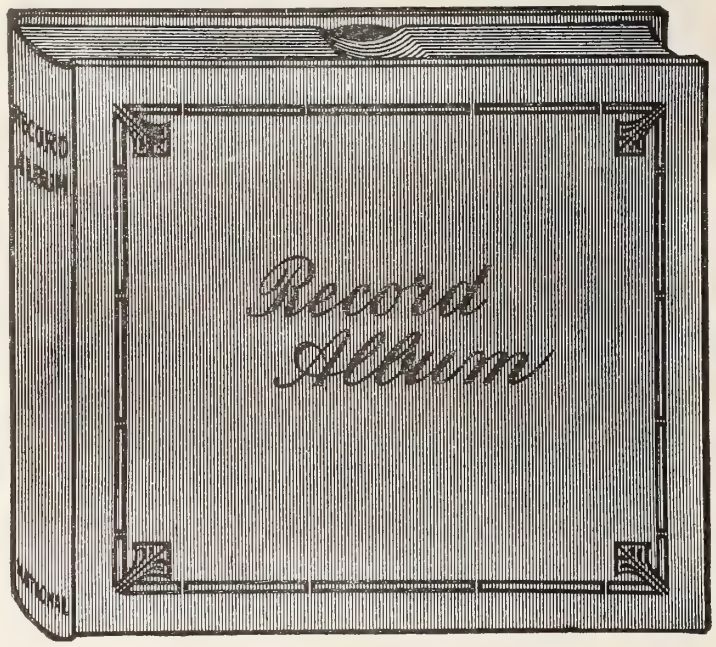
FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

These Record Albums will Pay for Themselves in a short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes these Albums make a complete system for filing all disc Records.



For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workman. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

Write for samples of our Albums, which are superior to all others

Address **NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.**

KANSAS CITY TALKING MACHINE MEN IN CROWING MOOD.

Scarcity of Machines and Records the Only Cloud on the 1915 Horizon—December Proves a Record Month with the Majority of the Dealers and Jobbers—How Young Lady Demonstrator Uses Prospect-Picking Ability—Fine Window Displays—Other News.

(Special to The Talking Machine World.)

KANSAS CITY, MO., January 9.—Those talking machine dealers that let their spirits have leeway on occasion are very apt to be heard crowing. And they have a right to crow; and why shouldn't they? Never before have the talking machine men done such a business as they have done during the holidays. There is not a single dealer that does not complain of the scarcity of machines. Every dealer sold down to the "very dregs" as one man said. This condition is not only unusual, but it is unprecedented as well. The prospects for 1915 were never brighter that at the present time. Business instead of showing a decided relapse after Christmas has shown a remarkable steadiness, and at the present time there is more buying going on than at any time since the first of August.

Joe Mullin is one of the jubilant talking machine men. He is manager of the Victrola department of the Carl Hoffman Music Co. When he came down the morning after Christmas and surveyed the debris he found that he was "entirely cleaned out," to use his own words. This fact was not nearly so surprising as it was gratifying. "And the best of it is," he adds, "that business didn't slump afterwards as it usually does,"

R. S. Peer, assistant manager of the Kansas City office of the Columbia Graphophone Co. says that the sale of the new push button Grafonolas exceeded all expectations. Every machine of that type that was in the house was sold before the Christmas rush had fairly begun.

J. H. Best, manager of Dictaphone sales in Kansas City, says that he had the best business during the month of December that he has had for years. The record business was unusually heavy, due no doubt to the destruction of the Edison plant by fire. He reports that he has installed several machines in the geology department of the Kansas University during the past month.

E. A. McMurty, manager of the Columbia Phonograph Co. in Kansas City, spent several days in Chicago during the latter part of December conferring with W. C. Fuhri, district manager.

Arthur A. Trostler, manager of the talking machine department of Schmelzer Arms Co., jobbers for the Victrola, reports that his sales for the month of December ran way ahead of last year and that the total for the year would do the same. "Practically everything that we had was sold," says Mr. Trostler. "That includes electric and all other styles of machines." As to the prospects for the 1915 trade Mr. Trostler expressed himself as being satisfied that it would show the increased volume that the past year's business has.

The Means & Pearson Music Co. boast of the distinction of having the largest variety of talking machines of any store in the city. This firm handles the Victrola, the Grafonola and the Edison. During the holidays the major portion of the business was in talking machines. Mr. U. L. Means says that during the month of December the firm took in more money than in any month of any year since he has been in business.

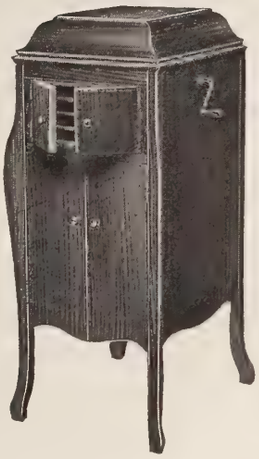
"Just come right back here," says Mr. Harry Wunderlich, manager of the F. G. Smith Piano Co., "I want to show you the number of Victrolas that I have left after the rush." Dragging us ruthlessly by the arm, he displayed his remaining half dozen instruments. "If that factory doesn't get me some more in a hurry I'll have to commence selling them from the window."

M. M. Blackman, manager of the Phonograph Company of Kansas City, presents the picture of satisfaction when the Christmas trade is mentioned. Although handicapped in some lines by the fire that occurred at the Edison factory, he said that it in no way injured business. The company spent considerable money previous to the holidays advertising its concerts and instruments. This, according to Manager Blackman, helped.

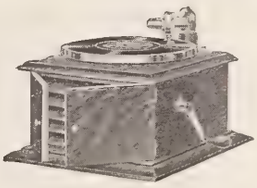
Miss Yula Cutler, who has been added to the force of the Phonograph Co. of Kansas City as concert demonstrator, has a remarkable faculty for picking prospects. Nobody has ever tried to account for this ability. However, around the office she is generally said to use "remarkable originality in picking prospects." As to the methods used, these are her secrets and stock in trade. It is noticeable that she stands at the front of the concert hall and scrutinizes the faces of the listeners. It is presumed that when she sees a person look particularly well pleased or satisfied she decides that that person is in the market for a machine. Or if he isn't he ought to be. However, this pertinent fact remains: Miss Cutler has made a name for herself in the number of prospects that she has turned over to the salesmen.

A distinctive Christmas display of Victrolas in the window of the J. W. Jenkins Sons' Music Co. proved to be notably successful in catching the attention of the Christmas crowds in the shopping district of Kansas City. The company called attention to its Victrola department each day in its newspaper advertisement also.

In the window were seven instruments, four of the smaller Victrola cabinet models, one of the medium size and two of the largest style. The four smaller machines were mounted on a revolving table which was built on a level with the floor in the window space. The table and floor were carpeted with green felt. Tasteful placards were placed on top of each machine, describing the combination offer of ten double records with each Victrola, the cost, and the monthly payment plan.



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Mahogany or oak

Success in the music trade is measured by the Victrola.

The dealers who are the most successful are those who make the most of the opportunities the Victrola offers them.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Frederick Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Machine Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Brothers.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking-Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Neb.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Louisville, Ky.	Montenegro-Riehm Music Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Machine Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landay Brothers, Inc. New York Talking Machine Co. Ormes, Inc. Silas E. Pearsall Co. Ben. Switky.
Omaha, Neb.	Nebraska Cycle Co. A. Hospe Company.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressy & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	Robert C. Rogers Co. The E. F. Droop & Sons Co.

Columbia Records — Note the Notes

Right *now* is a remarkably appropriate time for you to write us for particulars.

Columbia Records — Note the Notes

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

"TALKERS" TEACH MUSIC IN KANSAS.

State Back of Campaign Being Carried on by Prof. Frank A. Beach, Head of the Music Department of the Kansas State Normal School—100,000 in Music Courses Last Year—250,000 Students Expected in 1915.

(Special to The Talking Machine World.)

TOPEKA, KAN., January 5.—The talking machine, backed by the State of Kansas, is teaching Kansans how to understand and appreciate good music. Last year nearly 100,000 persons studied the courses in music appreciation prepared by Prof. Frank A. Beach, head of the music department of the Kansas State Normal School, and made available to the general public by printed lectures and phonograph records.

This year at least 250,000 are expected to enroll in this unique music school, which will open its season in a short time.

The idea was first tried out by Prof. Beach on the students at the normal school in an effort to arouse the teachers in the grade and high schools to the need of teaching music to the children in the common schools.

A considerable number were found to be unable to teach music. The first move was to insist upon all students attending the recitals of the students and faculty of the normal school, but these lacked regularity and gradation and could not be formed into a successful music appreciation course.

Then Prof. Beach asked the State to buy his department a phonograph and the necessary records to form a complete music appreciation course, starting with the simplest melodies and gradually extending into the classics.

But the State school authorities refused to purchase the instrument. So Prof. Beach bought it out of his own pocket and began giving regular graded lessons in music by the phonograph to the teachers. In a few weeks the value of the course was seen and the State purchased the instrument and also a player-piano for the school, and has purchased additional phonographs for the use of the movable music appreciation courses that are traveling throughout the State.

When the teachers went home and began teaching music or told their friends how they had learned enough about music to sit through a concert, vocal or instrumental, and really enjoy it, the folk who couldn't go to school began asking about it. So Prof. Beach compiled a series of lectures on music. He started with many of the beautiful and simple folk songs of Ireland, England and Germany and gradually took the student through a full course of music lessons, including Mendelssohn's "Spring Song," the "Hallelujah Chorus," the overture from "William Tell," and many other compositions coming under the designation of the lighter classics. Many of the phonograph records were prepared especially for the music appreciation movable school in Kansas.

Circles Pay Shipping Expense.

It is a circle proposition. A group of persons in any community ask for the course and contribute enough to pay the expense of shipping the records. The circles meet regularly, one series of songs or instrumental numbers being given each evening. One of the group reads the lecture prepared on each number by Prof. Beach and then the selection is played. The members of the circle discuss the selection, the manner of construction, the relation of the various parts of the composition, the characteristics of different voices and instruments, the different forms or molds in which music is cast, and other interesting features of the music that would give the listener an understanding of the music. The ability to recognize and recall melodies is made a prominent part of the work. This phonograph music appreciation course was taken before more than 2,000 groups of Kansans during its first year. The demand this year is much heavier than ever before. The course is entirely free, except the expense of shipping the records. A result of the music appreciation course is a great interest in music throughout the State, and the lyceum and music bureaus cannot get enough artists to fill the calls for concerts in the Kansas towns, big and little.

The people have learned to understand and enjoy the concerts which once bored them, and which they attended only because they were fashionable, and hereafter, it is predicted, that musicians who tour the State will have no reason to find fault with "rural coldness."

DEATH OF LEN SPENCER.

Well-Known Recording Artist of Other Days Dies Suddenly in New York.

Len. G. Spencer, who in the early days of the phonograph was one of the most popular of the recording artists, died suddenly in his office in New York December 18. At the funeral services there were played several records made years ago by Mr. Spencer for that particular purpose, and which contained the Lord's Prayer and several Psalms. The remains were cremated.

After several years spent as a recording artist for the Edison, Columbia and other concerns, Mr. Spencer branched out as a manager of a lyceum bureau in New York, providing entertainment for various occasions, and was fairly successful.

DITSON *Victor* SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

UNPARALLELED DECEMBER TRADE IN CINCINNATI.

Factories Apparently Unable to Fathom Out the Extent of the Pocketbook of the Cincinnati Buying Public, Judging from the Inability to Supply Instruments — Close to $20,000 in Orders Unfilled When the Holiday Rush Ended in Cincinnati.

(Special to The Talking Machine World.)

CINCINNATI, O., January 5.—Even though the talking machine business was scattered over a larger territory through new retailers coming into the field since last Christmas, reports from all sources indicate a phenomenal business. The factories apparently were unable to fathom out the extent of the public's pocketbook. From confidential sources it is learned that close to $20,000 in orders remained unfilled when the holiday rush was over.

The situation is clearly outlined in the following interview with Manager Dittrich, of the wholesale Victor department of The Rudolph Wurzlitzer Co., whose retail section is to be enlarged more than a third this month on account of last month's development:

"The month of December was a big surprise to all concerned in the talking machine business, for while extensive trade was naturally looked for, neither dealers nor the factory were in a position to even begin to meet the tremendous demand for Victrolas and Victor records. The Christmas trade started exceptionally early in the season and continued with daily increase until it reached its climax on Monday, December 21, which was undoubtedly the biggest day that the talking machine trade ever experienced, and in fact was probably double that of the largest previous day on record.

"The feature of the holiday season was the almost universal demand for the cabinet style Victrolas, and the average price of the Victrolas sold during the holidays was over $100. Dealers, in spite of large reserved stock, were absolutely unable to cope with the situation, and from reports gathered from various sources throughout the Central States we estimate that there must be many thousand dollars worth of business as yet unsupplied because of the shortage, which should very materially increase the sales during January and February.

"We have just announced to our retail trade that we are installing a new set of eight record booths on the main floor of our establishment in order to meet the increased demand which the heavy machine sales are causing. The record business is growing very rapidly, not only on account of Victrola sales, but also because of the fact that the Victor record is in demand universally.

"Conditions, in spite of the financial stringency, are exceptionally good and there is no question but what the remainder of the winter and the spring months will show an increase in proportion as great as the holiday season."

Throughout December and up into January business at the local headquarters of the Columbia Co. was characterized by strenuous hustle and bustle throughout the day and, let it be said, far into the night.

"Our holiday business was very gratifying," said Manager Whelen of the local Columbia store, "and we closed with a large increase over the same period last year. We were practically cleaned out and had we been able to secure all the stock necessary to supply the unprecedented demand and more room to accommodate the customers, results would have been far in advance of what they were. The factory, on account of the financial condition of the country, did not anticipate such a demand, that knocked all previous records in the head, and consequently were not prepared to fill all orders. The new $85 Leader with the individual record ejector proved to be a winner and had we been able to get enough machines of this type could have more than tripled our sales on this machine alone. The higher priced machines seemed to be in the lead, although the smaller types held their own."

Mr. Whelen further said: "Business throughout the wholesale territory during the month was extremely satisfactory and all the dealers report a good holiday business. The year on a whole has been very gratifying and we are ready to pitch in with renewed vigor to make last year's figures loom up small in the distance when the next glad New Year rolls around."

A Victrola as an aid to firemen fighting a fire is the proper thing. Owners should please take notice. Several days ago in the home of Miss Lillian Ludlow, 2446 Highland avenue, Mount Auburn, the Christmas tree caught fire, due to crossed wires. An S O S signal was sent out for firemen. They responded and started to work. While busy confining the spread of the fire the laddies were much surprised to hear the strains of "Nearer, My God, to Thee." Miss Ludlow had simply placed the record on her new machine and released the music. She believes the firemen used more energy after the music was started than upon the initial stages of the blaze.

An assortment of old machines, picked up in Cleveland, it is said, were offered here during the holidays by Charles M. Robinson, who opened an office in the Glenn Building for the purpose. Robinson promised to donate half of his profits to any charitable institution.

The Cable Company had wonderful success with its Victrola department. But four machines were left on the floor Saturday, all the remainder of the stock having been sold out. The same is true of the Otto Grau Piano Co., which buys its goods from Chicago.

The Phonograph Company has lined up George Gross as an Edison disc deal. Gross used up considerable space in the newspapers during the holiday season.

While nothing official is available at this time, it is believed some of the piano houses, particularly those controlled by factories, will take up the handling of talking machines during the coming year. The officers find that their competitors, with phonograph supplies, are doing business every day of the year in addition to their piano lines, and this condition is said to have brought about a desire for a little more activity on their part as well as the profits which go with the business.

The New Idea Attachments

For

Victor, Edison, Columbia and Pathé Machines

gives YOU, Mr. Dealer, the opportunity of pleasing your customers, and incidentally increasing your own business. Why not order a sample of each of the following, and be convinced that WE always LEAD, and others follow.

Our New No. 1 Attachment to play Victor and Columbia Records on Edison Machine.

Our New No. 2 Attachment to play Edison Disc Records on Victor Machine.

Our New No. 3 Attachment to play Edison Disc Records on Columbia Machine.

Our New No. 4 Attachment to play Victor and Columbia Records on Pathé Machine.

Our New No. 5 Attachment to play Edison Records on Pathé Machine.

Our New No. 6 Attachment to play Pathé Records on Victor Machine.

Our New No. 7 Attachment to play Pathé Records on Columbia Machine.

Our New No. 8 Attachment to play Pathé Records on Edison Machine.

Write us for information and prices.

The Union Specialty & Plating Co.

409 Prospect Ave. N. W. Cleveland, Ohio

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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NEW YORK, JANUARY 15, 1915.

A HAPPY NEW YEAR to talking machine men everywhere! May 1915 add to the prosperity records of this trade.

It is off with the old love and on with the new.

Gone is the Old Year, with its shadows and its sunshine—its triumphs and its sorrows.

Gone is 1914, a year unlike any other in all history—a year in which the whole world has been saddened by the greatest war of all the ages—a year in which, as a natural sequence, there has been disturbances of various kinds.

And yet, in casting a retrospective glance over 1914 it must be admitted that we have much to be thankful for. It must be conceded that much of our trouble is mental; that, after all, we have no real troubles, such as those destroying the warring European countries.

While we understand, to some slight extent, the magnitude and awfulness of this war, we should realize, to a greater degree perhaps, the blessings which are ours—the blessings which come from living in a country free from war and famine, and blessed with an agricultural yield which has added from eight to ten billions to its national wealth. That is something to think about—something to cheer the heart, as we face the future. For, after all, the world spends but very little time in contemplation of the past. We are not built on the yesterday plan.

If we turn toward yesterday—that is, the old year—we will perhaps see much to fill our minds with sadness and clog our mental machinery somewhat with despair and doubt. But why yesterday when we face to-morrow? Let us wisely improve the present.

Our greatest asset is the present time, and it is the only thing that we can truly call our own, and when we face the future let us face it in a sunshiny mood, and the sun always shines for the to-morrow mind!

Nineteen fourteen is dead—it is but a memory; but 1915—that is now with us—is large with promise and rich in the elements which make for human advance.

Of course, we cannot all be victors; some of us will be defeated in the New Year, and what is life but one defeat after another.

When some men meet with reverses it only seems to encourage them to bigger things.

The more energy you have, the more hard knocks you can receive and come up under them.

One type of man receives a sudden blow amounting to great reverses, and he sits down and howls with all the ginger departed from him. The other type wipes the blood from his face and strikes out, vitalized with a new force.

It is hard work to down a true fighting spirit, but no triumph can long stiffen the backbone of a whiner.

The men with chocolate eclair backbones have no place in the modern ranks of business fighters. They are simply cumbering up the earth, and are bound to be pushed aside by the triumphant army of producers—men who are trade builders in the truest sense.

The cruelty of fate cannot check the men with an unconquerable spirit. Those men to whom 1914 was a failure come up fresh on the threshold of 1915 with a smile on their lips and with an undaunted spirit. In other words, they strike out manfully for newer and bigger things. They are the kind of men who do not think of yesterday, because that is dead; but with them it is to-day—the New Year. It is to the scrap heap with failures of the past, no matter what they are, and it should be to the scrap heap with antiquated systems and a lot of suicidal policies which have hampered the business of the country in the past. Why stick to a method when its failure has been clearly proven by past events?

We have men in the talking machine trade of large vision—business builders—and we have others of the type who are always thinking of yesterday, and whose whole view of life is narrow and contracted. They are the road blockers, nothing else.

When we stand on the threshold of the New Year it seems to be quite time to figure out definite plans for the new twelve months, and if we have found by results that anything is radically wrong in our program of yesterday, why stick to it to-morrow?

The New Year can be a good one for talking machine men if they will do their part.

We cannot expect to have a good reaping unless there is planting of the right seed.

No use to sit back and theorize—work is the thing—and faith in our ability to win out.

EDISON jobbers were delighted to receive the following telegram dated from Orange on the last night of the Old Year: "At 8:30 p. m., December 31, 1914, we turned out finished Blue Amberol Records at the old stand, which was practically wiped out by fire on the night of December 9. Getting back to the ring in twenty-two days is going some. A Happy and Prosperous Year to you all."

Indeed it is going some, and it emphasizes that the Edison forces have improved every minute since the flames devastated the great Orange plant. The ashes were not cooled before preparations had been made for its immediate rehabilitation. Undaunted by the cold of winter and the fearful shock to the great enterprise by its destruction by fire, the Edison forces faced the situation resolutely, and in twenty-two days are "back in the ring." Such accomplishments are the results of concentrated and loyal effort on the part of every man in the organization. Edison enterprise again breaks all records regarding time accomplishments after a total destruction by fire.

May 1915 be a bright and prosperous year for this great American corporation, which, undaunted by a fire-swept plant in the midst of winter, has again scored a tremendous victory.

DURING the first part of 1914 the country, with nervousness and apprehension, faced a change in the whole economic structure brought about by a complete and almost revolutionary change in our tariff program. Naturally business would not adjust itself instantly to conditions which affected so many industries.

Then there was the fear of other legislation more or less disturbing, and this condition created nervousness among financial and industrial chiefs.

Surrounded by these influences, business moved along the first half of last year in a very unsatisfactory manner, and when the great European war came naturally the bad state existing was materially accentuated; but it should be remembered that business was of a most unsatisfactory nature before the war broke out.

While we may attribute a good many things to the war which is raising havoc in so many countries, yet, as a matter of fact, we should not forget that conditions in this country, financially, industrially and commercially, had reached a low point, if not the lowest point for years before the great struggle commenced in foreign lands. However, a new state of affairs has now been forced upon us and we are resolutely adjusting ourselves to them.

January will probably be a quiet month. It usually is, and there is no reason to expect that things will be changed materially for the better during the first month of the year. However, we

face the future with the fixed belief that the building-up process has arrived, and having been way down in the sub-cellar of doubt and uncertainty, we are now climbing to the upper stories.

The granting of the increased rates to the railroads has been a factor which is bound to make for business advance in hundreds of different ways. It gives the roads backing which will enable them to make purchases on a scale which will mean demands upon various lines of trade. Furthermore, it gives confidence to scores of industries and will give a foundation of the right kind for plans in the industrial world.

Now we know what we have to face, for a while at least, in tariff conditions, and the war in Europe has created a deficit in manufactures which we must make good, because we are the only great producing nation left, outside of the line of belligerents. We must make good and we will.

The American spirit never falters, and we are going ahead to bigger and better things during 1915.

Trade may reach a boom in many lines before the year is very old.

Many well-posted men feel assured of this and predict this happy state, but we are rather inclined to a more temperate view of the situation. We believe that the return to prosperity will be gradual, but that the move is in the right direction cannot be denied by those who are in touch with the fundamentals. Let us help the move with a boost rather than a knock.

There is every reason why we should face the future with a firm belief in the business prospects of the new year.

If business men sit around waiting for prosperity to come thundering at their doors they will wait a long time and they will have failed to do their part in bringing about the desired improvement.

There is no better way in which we can aid the general prosperity of the country than to show by our own acts that we ourselves have confidence in the business future of America.

Let us all be a nation of boosters rather than a nation of knockers. It is said in some cases that every knock is a boost, but in this case every knock helps to retard the wheels of prosperity to a certain extent. It is sand in the bearings.

If business men go ahead and make their arrangements for the new year along systematic, regular lines, without hanging back to see what the other fellow is going to do, they certainly will have played a useful part in helping the onward march of prosperity.

There is much which this nation has to be thankful for. It is rich in every kind of resources—in fact, the richest nation in the world.

We are at peace with all nations and the country is peopled by the most progressive men on earth; but if we hold back in doubt we are not playing just the part we should in the nation's prosperity. Do not let us be holdbackers.

WHILE a large number of Aeolian Vocalion sales had been made from Aeolian Hall before the beginning of the year, the formal introduction of this product to the public did not take place until the beginning of 1915.

Striking announcements were then made in the daily papers of this new claimant for musical patronage. An unusual compliment was paid this new creation by complimentary notices which appeared in all of the leading dailies, emphasizing some of its distinctive features.

An introductory announcement was also made to Aeolian patrons through artistically prepared brochures in which some of the distinctive features of the Aeolian Vocalion were interestingly featured.

As previously stated in The Talking Machine World, the distinctive features of the Vocalion are the symphonetic horn, a new sound box, and, perhaps, the most important feature is a device termed the Graduola, which enables the operator to personally control the tone and power in the playing of a record.

The interest thus far created in the Vocalion has been at once a tribute to the strength of the producing company in musical New York.

The Aeolian Co., through its various American and European factories and branches in the principal cities throughout this country, is conceded to be the largest music trade organization in the world, and when such a corporation enters the talking machine field, it must be at once conceded that it has definite and clean-cut plans regarding the creation and distribution of this special product.

TRY SWITKY SERVICE

You can refer to any of our regular dealers. Ask them about our holiday service to them.

Speed, Accuracy, Fairness to All

The reason? **WHOLESALE ONLY**

Do not say that you can't get it until after you have tried us.

'PHONES, 7531-7532 MADISON SQUARE

BENJ. SWITKY **NEW YORK CITY**

Thomas A. Edis
Manufacture of Edison

It is with much gratification that we are able to announce the resumption of manufacture of Edison Diamond Disc and Blue Amberol Records. Both kinds of records were made in the fire swept buildings on December 31st (22 days after the fire). Shipment of Blue Amberol Records were made to Jobbers on January 10th and arrangements now made assure the beginning of shipments to Jobbers of Diamond Disc Records on February 1st.

So rapid has been the recovery from the fire that there will be no interruption in the Blue Amberol Supplements. The February supplement will be issued as usual. The weekly supplements of Disc Records will be resumed with the com-

n, Inc., Resumes Phonographs and Records

pletion of No. 20 (which was being shipped on December 9th) and the beginning of No. 21.

B-80 Disc Phonographs are now being brought through and shipments will probably begin on January 18th.

Shipments of $30.00 Amberola Phonographs will begin about February 5th.

Then will follow shipments of Disc Phonographs, $150, $200 and $250, and other types of Amberolas.

During February we expect to begin making shipments of all popular types in constantly increasing quantities.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., January 9.—As the local talking machine houses review the business of December, and the whole year of 1914 for that matter, there is a general feeling that the business certainly took a leading place among the most prosperous of the commercial lines. Scarcely a house but reports a good holiday business, and the great trouble seemed to be that the scarcity of goods badly handicapped most of the houses. This applied equally to machines and to many records, and there were some of the latter of which dealers seemed continually to be without. There were several cases where local managers went over to the home offices to try and get goods, but to no purpose, for it is reported that the cry from all over the country was the same; from the Victor, the Edison and the Columbia alike.

Helped in Demonstrating Work.

A group of men from the headquarters of Thos. A. Edison, Inc., who had been visiting various points in New England, have been visiting the Boston establishment of the Pardee-Ellenberger Co., Inc., at 26 Oliver street, where they helped greatly in demonstrating work. These men were Mr. Shearman, the manager of the department; H. R. Moses, H. A. Brennan, M. F. Jolliff, F. Belldelli and F. G. Gilmore. They were thus brought into close touch with Mr. Pardee, head of the company, who has been making frequent trips over to Boston, and with Manager Silliman. These men have been able to fit into valuable places in the business and they have found much to do throughout New England.

Exultant Over Business Showing.

Manager Erisman, who has been over in New York conferring with the head officers of the Columbia Graphophone Co., is quite exultant over the business which his department has been able to show not only for December, but for the whole of last year, the increase over the preceding twelve months having been something unbelievable. Mr. Erisman says that the business building club of his house is arranging for a busy season, and in a fortnight there will be a gathering of the office staff at the Hotel Thorndike. It is hoped that with hearty co-operation and with the help of the factory to double the business during the coming year.

Joins Columbia Forces.

H. Tosi, formerly with the Tosi Music Co., of Boston, and later the representative of the Thomas A. Edison Co. in Italy, with headquarters at Milan, is back in Boston and will associate himself with the Columbia Graphophone Co. He will take charge of the foreign record department for the Boston offices of the Columbia. As he is well acquainted with the talking machine business, Manager Erisman has made a good selection in him.

Pleased with Season's Business.

When The World correspondent called at the Eastern Talking Machine Co.'s Tremont street quarters a few days ago the season of stock taking had arrived and everyone was busy making out inventories. Thanks to a very busy season, the company did not have much stock on hand, and Manager Taft is well pleased over the holiday business, for toward the close of the year it was practically impossible to get goods.

A Visitor from Canada.

Harry Brown, pleasantly remembered a few years ago as one of the valued attaches of the Eastern Talking Machine Co., but who now is in Montreal, Can., with the Berliner Gramophone Co., was a caller in Boston a week ago and was cordially greeted by his many friends.

Honors for Arthur Erisman.

Manager Arthur Erisman, of the Columbia Graphophone Co., has been elected a member of the Boston Chamber of Commerce, and attended his first meeting of that body a few days ago. Mr. Erisman also has been elected a member of the product committee of the Columbia Co. and he will be called over to New York once a month to confer with the committee.

Did a Great Victor Business.

Business at the Victor department of the Henry F. Miller Co. in Boylston street made a good showing during the holidays, and Manager Batchelder reports that since the advent of the new year there has been a very good business in Victor outfits.

To Visit Friends in New York.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., and his brother, R. C. Sylvester, of the Columbia Graphophone Co., are planning to go over to New York for a week-end trip shortly. Both have many good friends in the talking machine business.

Visited the Trade in Maine.

Manager Royer, of the Arch street Victor quarters of the M. Steinert & Sons Co., was up in Maine for a few days looking over the field, and returning he said that the Maine dealers had had a good holiday trade, and the prospects were good for a busy winter and spring.

Some Distinguished Visitors.

Two of the featured people of "The Midnight Girl," playing at the Shubert Theater, are Miss Margaret Romaine and George MacFarlane, and during the week they have made several visits to the Tremont street quarters of the Eastern Talking Machine Co., where their records have been good sellers, especially by those who patronized the musical comedy.

A visitor to the Victor department of the Henry F. Miller Co. has been George Waters Douglas, who has lately returned from Europe, where before the war he had been studying grand opera. Some of his teachers have been Mme. Eames, Plancon and Tomagno.

Plans of the Talk Club.

The Talk Club of the Eastern Talking Machine Co. is making its plans for a busy season, and some interesting sessions are likely to be held during the winter, which will prove of profit and enjoyment for the members.

Developing Good Edison Business.

The Edison business of the Furbush-Davis Piano Co. in Boylston street has been developing at a rapid rate since the warerooms were opened about two months, and a number of sales of Edison diamond disc outfits have been made to some of the leading people of Greater Boston. John A. Davis, one of the partners in the combination and who devotes his attention largely to the Edison line, has returned from a visit to East Orange, where he went to confer with some of Thomas A. Edison's lieutenants regarding business details.

Demand for Gerville-Reache Records.

It is interesting that quickly following the announcement of the death of Mme. Gerville-Reache, the opera singer, who had been one of the Columbia artists, there was a surprising demand for her records at the Boston quarters of the Columbia. Her work as Delilah in "Samson and Delilah" had brought her into considerable prominence, and the particular aria of the opera was always a favorite.

Billy Fitzgerald Remembered.

Billy Fitzgerald, manager of the wholesale department of the Eastern Talking Machine Co., received as a Christmas gift a fine photograph of Fred J. Hager, at one time connected with the Boston Talking Machine Co. in Boston and a man whose friends are legion in the business. At pres-

PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

NO NEEDLES

Real Music At Last

EDISON DIAMOND-DISC PHONOGRAPHS

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

ent Mr. Hager is with the Rex Talking Machine Co., of Philadelphia. Mr. Fitzgerald also heard from George Cheney, also pleasantly remembered in the trade, who now is in Japan, where he is experimenting to find the most primitive language and is working under the auspices of a leading college.

One of Boston's Landmarks.

Those traversing the territory in the neighborhood of Washington and School streets in the downtown district are regaled every day now with the martial airs of some stirring band number, including "Tipperary." Upon looking about for the source of the music they find that it comes from the third story of the building occupied by Rosen's Talking Machine Shops. The stand is one of the famous landmarks of Boston, familiarly known as the Old Corner Bookstore; and with the additions lately made by Mr. Rosen to his suite, he now has one of the largest retail talking machine shops anywhere about. His rooms occupy parts of two floors and number many rooms, including demonstration booths. Mr. Rosen always has on hand a large stock of Victor, Columbia and Edison outfits, language equipments and business Dictaphones and dictographs. Mr. Rosen's holiday business was very large and he expresses the greatest appreciation at the way he has been treated by the trade and the public.

Captivates Mayor of Boston.

An interested individual stood watching the dancing of Rastus in the Columbia Co.'s windows the other day and then he went inside and made a purchase of one, giving voice to his belief that it was one of the funniest things he ever had seen. He gave orders where it should be sent, and the astonished saleswoman discovered that her customer was Mayor Curley, of Boston.

PARDEE-ELLENBERGER CO.'S BUILDING DAMAGED BY FIRE.

Fire Originating on Second Floor of Building Causes Serious Loss to Company—Could Use Stock in New Haven Store to Meet Demands—Sympathy from Mr. Edison.

(Special to The Talking Machine World.)

BOSTON, MASS., January 8.—The Pardee-Ellenberger Co.'s building was badly damaged as a result of fire yesterday noon, but the extent of the damage, which is entirely from smoke and water, mainly the latter, has not yet been estimated. The fire originated in a paper stock warehouse on the second floor of the building, 26 Oliver street, into which the Pardee-Ellenberger Co. only moved about a year ago. It started in the rear, and the first thing that Miss Young, the office secretary, knew of any trouble was when the engines stopped short in front of the building, the first of the apparatus having been summoned by an automatic alarm. Manager Silliman was out at lunch at the time, and the only ones beside Miss Young about the Pardee-Ellenberger premises were Mr. Boyd, one of the salesmen; Mr. Carpenter, one of the shippers, and Billy Gibbs. At first no one thought there was anything serious, though they realized that there was considerable excitement overhead, but when the fireman ordered Miss Young and the others out they knew that it was something serious. The automatic was soon followed by a regular box alarm, and shortly after a third alarm was rung in, the second being skipped.

The firemen battled with a very smoky fire for three hours, but the protective corps was early on hand and covered over all the Edison machines and cases of records, doing a pretty good job, too. All the windows in the floors above were smashed, but the large plate glass ones of the Pardee-Ellenberger Co. were saved. Manager Silliman early 'phoned to Mr. Pardee at New Haven and he came right up to Boston, arriving early in the evening. In the meantime the water began to pour onto the ground floor and run out into the streets in torrents, and the metal ceiling in the stock room at the rear was burst in several places due to a hot air explosion.

The heating apparatus in the basement and the electric lights were put out of commission, so that no one was able to work in the Pardee establishment to-day. The floors were covered with sawdust so as to absorb the moisture, and there were several pails about the place to catch the water that still continued to drip down. Mr. Pardee, in a conversation to-day, said that the house escaped well from a more disastrous loss, and it was fortunate, especially that no fire got into the company's quarters. By to-morrow it is expected that the heating plant will be in operation and the lights on by Monday. After the floors have been dried and cleaned up, the staff will be able to resume work. Mr. Pardee said that had the loss been any greater the house could fall back upon the New Haven warerooms for stock needed to supply demands.

Early in the evening Manager Silliman received a wire from Thomas A. Edison sent from Orange, N. J., which read as follows:

"Have just heard your building is burning. I know how to sympathize with people who have fires. Hope loss is small. I know it will take more than a fire to stop you.—Edison."

"TOO MUCH CONTROL OF TRADE."

President Humphreys of Stevens Says Commissions Very Often Err.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., January 4.—The tendency of the Interstate Commerce Commission and of the State Public Utilities Commission has been to extend their powers from regulation to general control of business enterprises, said President Alexander C. Humphreys, of the Stevens Institute of Technology, in an address to-night at Brown University, given in connection with its 150th anniversary celebration.

"While the Federal and State commissions have instituted some much needed reforms," he said, "they have done much which has been injurious.

"I am of the opinion that the great majority of those who are conducting our public service corporations are more ready honestly to co-operate for real progress and efficiency than are the representatives of the people, the politicians, amateur reformers, professional reformers and know-it-all cranks."

VISITS NEW ENGLAND TRADE.

H. A. Yerkes, manager of the wholesale department of the Columbia Co., and New England district manager, is expected back to-day from a trip through the South, on which he visited the prominent Southern cities of Atlanta and Birmingham, which are included in his territory. Mr. Yerkes' report of conditions in these cities indicate that business in the South is steadily approaching a normal status, with the people adjusting their affairs to the new conditions which confront them.

RUSKIN IS RIGHT.

No man ever got nervous prostration pushing his business; you get it only when the business pushes you. The *doing* that makes commerce is born of the *thinking* that makes scholars.—*Ruskin.*

"MADE IN AMERICA"

63,000,000

IN 10 CONSECUTIVE DAYS

Still stands as the world's record for volume of output in talking machine needles.

Even with this remarkable volume, arrangements are under way to **triple** our capacity, due to the growing demand at home and abroad for Bagshaw-made Needles.

W. H. BAGSHAW, Lowell, Mass.

Oldest and Largest Manufacturer—Established 1870.

Joan Sawyer, originator of the Fox Trot, teaches how to dance it in a free Columbia booklet just issued. See your distributor about getting a supply. The complete line of Columbia dance records is also featured in this book.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

COLUMBIA CO. AT THE EXPOSITION.

Marion Dorian Tells of Visit to San Francisco and Arrangements Made for Columbia Exhibit at the Panama-Pacific Exposition—An Interesting Review of an Interesting Trip.

Marion Dorian, treasurer of the Columbia Graphophone Co., who recently returned from an extensive trip to the Coast, where he attended to the important details incidental to the Columbia Co.'s booths at the Panama-Pacific Exposition gives a very interesting account of conditions on the coast at the Exposition grounds. In addition to spending some time at San Francisco Mr. Dorian visited the various Columbia stores in this territory, where he found excellent business conditions prevailing in every case.

Marion Dorian.

"At every point I visited I found a gratifying business situation," said Mr. Dorian in a chat with The World. "There was a noticeable improvement in all the large cities, and the Columbia dealers at every point I visited reported a brisk demand for Columbia goods. I received a number of compliments on our company's foresight in producing records of song hits, especially the records of 'Tipperary,' 'I Love You California,' 'Hawaiian Songs,' and '1915 San Francisco.' This last named song is a composition which won the prize offered by the San Francisco Bulletin for the best musical selection based on the Panama-Pacific Exposition in 1915. The composition is the work of two young men of San Francisco, brothers, Jacoby, by name, and their work was awarded the prize over a number of competitors in popular competition.

"Walter S. Gray, our Pacific Coast manager, was prominent in this matter, and as soon as the award was made secured the necesary license from the composers, and the Columbia Co. made the records and shipped them out to the Coast, where they have had an enormous sale. The sales of 'Tipperary' ran into many thousands in the first month it was put out and is still going very strong. The same is true of the Hawaiian Songs, and 'I Love You California' is being sold to every person who owns a talking-machine on the Pacific Coast.

"The principal purpose of my visit to the Coast was to complete arrangements for the construction of our booth for the Panama-Pacific Exposition, and while I was in San Francisco a contract for its erection was concluded with the house of D. N. and E. Walter & Co., probably the largest furniture, carpet and decoration concern on the Pacific Coast. This firm has organized a very complete Panama-Pacific Exposition department for the erection of booths and the decoration of same. Mr. Gray was especially desirous of awarding the contract to a local concern if it was possible, but Walter & Co. would have secured the contract anyhow because of the superior merit of the plan they offered. The designs and plans for the booth were executed by Walter H. Coggan, who is an architect of long experience and has already distinguished himself by the work he has executed for the Exposition, having planned the magnificent Panama Canal exhibit.

"The construction of the Columbia Exposition booth will be under Mr. Coggan's immediate supervision and he declares it will be one of the gems of the Exposition. The Columbia Co. has secured desirable and ample space in the Palace of Liberal Arts. At the rear of this space will be erected the booth proper which will take the form of a beautiful building modelled along the lines of the Trianon at Versailles, with its graceful French windows opening upon the terrace which constitutes the fore part of the Columbia site. The decorations of the rooms are being carried out in delicate shades of old rose, ivory and French gray, aided by a subtle lighting scheme of semi-indirect rays harmonizing perfectly with the exquisite tints of the decorations.

"The Exposition officials declare most emphatically that the Exposition will open on schedule time, February 20, and that it will be 80 per cent. finished on that date. It would have been entirely finished but for the interruption caused by the war. The officials and all the people on the Pacific Coast are confident that the Exposition will prove the greatest event of this nature ever presented and that it will be a permanent benefit to the entire country."

ADVERTISING AND SUCCESS.

The Policy Pursued by the Aeolian Co. and the Victor Co. Praised by Printers' Ink.

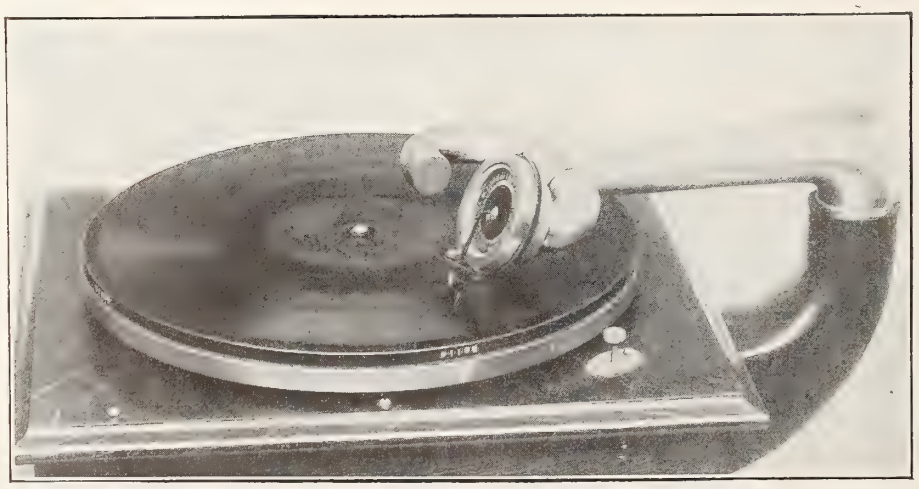
In an editorial entitled, "Advertising Which Is Bigger Than the Goods," Printers' Ink referred to the advertising of two prominent musical concerns as follows:

"The success of concerns like the Victor Talking Machine Co. and the Aeolian Co. is due in no small degree to the fact that they were wise enough to advertise 'music in the home,' instead of merely harping upon the superlative merits of their own goods. In short, the advertising of such concerns has been 'bigger than the goods.' It has concerned itself not alone with the advertiser's business, but has gone much further in adapting itself to real needs of the public. The proof that advertising is an economic and social benefit is to be found in campaigns such as these."

THE VINTAGE OF WISDOM.

The mintage of wisdom is known that rest is rust, and that real life is in love, laughter and work.—*Elbert Hubbard.*

It sometimes costs more to neglect a duty than it does to perform it.



DO YOU WISH TO PLAY EDISON DISCS?

Attachment Complete with Permanent Sapphire Needle

Price $2.00

(Sample Mailed to Dealers Upon Receipt of $1.00)

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.

Pathé Frères Phonograph Co.

Cable Address:
Pathephone, New York
Telephones 1980 1981 Greeley

29-31-33 West 38th St.

Pathephone
Pathegraph
Pathé Discs

New York, January 15, 1915

TO THE TALKING MACHINE TRADE

Gentlemen:

That great genius, Thomas A. Edison, knows the phonograph business if anybody knows it. He has been in it and at it since its inception, and when he realized that the cylinder record was a thing of the past, and therefore took up the disc, what did he do?

He recorded and put out his discs with the up and down cut. He could have produced the lateral or needle cut if he wanted to, but he chose the up and down cut because it is better and truer.

When Pathé changed from the cylinder record to the disc, he also chose the up and down cut because he, too, found it better and truer.

But Pathé has something which no one else has. Pathé has a sapphire ball, which rides the discs like a boat on the waves. It is not thrown from side to side like the needle on the lateral cut records, which is bound to wear the records, break down the walls, and then impair the tones.

The explanation of the Pathé sapphire ball principle is easily understood: it is the difference between running a blunt pencil across the back of the hand without injury to the skin, and doing the same thing with a sharp steel point, with a weight behind it equal to the weight of a soundbox, and run at the speed at which the disc travels under the needle. Do it half a dozen times, and you will scratch in under the skin. The blunt point does not wear the records and shows practically no wear itself. It can be run transversely across the record, without injuring it. The blunt point does something else. It catches the tone waves on the side of the cut as well as those tone waves which lie at the bottom, and therefore reproduces tones which are lost by any other method.

The time is coming when the blunt point and the up and down cut will dominate the phonograph field.

Now is the time to get in with the Company that has the blunt point, that has the up and down cut, and that has the repertoire.

Yours truly,

PATHÉ FRERES PHONOGRAPH CO.

CLEVER STUNT WITH THE VICTROLA.

Manager of the Regent Theater in Buffalo Pays Tribute to the Wonderful Perfection of the Modern Talking Machine by Replacing Human Singers with the Victrola and Agreeably Fooling the Audience.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 7.—Just how much of an element of perfection in the creation of the sounds of the human voice has been attained in the latest high price models of talking machines was forcibly and clearly demonstrated last week, when a brand new and startling innovation into the local theatrical world was born by Manager Gus Schlesinger, of the Regent Theater, an amusement palace located in Buffalo's most fashionable residential section at Main and West Utica streets.

Manager Schlesinger used a Victrola in such clever fashion, that many left the theater wondering where the opera singers had been secreted, inasmuch as a troupe of trained soloists had appeared on the stage but a short time before the Victrola was set in action.

The Victrola was introduced as part of the performance scheduled for "Grand Opera Week." High class singers known as the "Milano Quintette" offered operatic numbers, and as soon as they withdrew from the stage the music from a Victrola floated into the big auditorium from the wistaria covered crest in the rear of the house. The machine was completely hidden, and the audience craned necks long in an effort to locate the singers.

With the completion of the Victrola offering, the operatic singers appeared. Applause in large measure came as a finale to each Victrola number. Every night throughout the week the big Victrola was used with success. With the opening of the number on the Victrola the lights were dimmed and more of a surprise created when the audience, upon brightening of the lights, saw that the singers were not on the stage. When the plan was discovered the Victrola selections were applauded generously, all of which tends to show that the talking machine has considerable of a grip on the Buffalo taste for music.

DICTAPHONE PROMOTIONS.

N. F. Milnor, for the past two years New York sales manager of the Dictaphone division of the Columbia Graphophone Co., has been appointed sales manager of the general Dictaphone business, with headquarters at the executive offices in the Woolworth building. John C. Button, principal assistant for several years to General Manager Frank Dorian, of the Dictaphone division, has been appointed New York sales manager to succeed Mr. Milnor. John S. Baker, assistant New York sales manager, has been promoted to the executive offices to assist Mr. Dorian in various capacities. These men are all "live wire" Dictaphone promoters.

NEW STRUCTURE IN SPOKANE, WASH.

Sherman, Clay & Co., Now Settled in Handsome New Building in That City.

(Special to The Talking Machine World.)

SPOKANE, WASH., January 9.—Sherman, Clay & Co., who moved into their new building in this city on December 1, are now well settled in the new quarters and have found that the additional space available has come in very handy in taking care of the holiday business. As will be seen by

Sherman, Clay & Co. Building in Spokane.

the accompanying illustration the new building is handsome in appearance and strictly up-to-date in arrangement. The new building is of modern slow burning construction, and in every way ideal.

Sherman, Clay & Co., some time ago decided to remodel or reconstruct several of their important branch stores, and the Spokane building is the first fruit of this resolve. The next store to be taken in hand will be the branch located in San Jose, Cal.

SPECIAL RED SEAL PAMPHLET.

The Victor Talking Machine Co. advised its trade last week that it has in preparation a special Red Seal pamphlet listing records by a number of prominent Victor Red Seal artists. The company states that it was impossible to present these records in the regular monthly bulletins owing to the reduction in size of these bulletins during the summer months. It is suggested that these records should be presented to the public during the present opera season.

This special Red Seal list as announced in this preliminary folder includes recordings by such famous artists as Caruso, Bori, Amato, Emmy Destinn, Fritz Kreisler, Melba, Schumann-Heink and many others.

VICTOR CO. TO SPEND $1,000,000.

Big Talking Machine Company to Extend Plant in Camden—A $30,000 Restaurant Building and a Hospital for Employes Among the Features Planned by the Company.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 6.—The Victor Talking Machine Co., according to Louis F. Geissler, its general manager, is about to let contracts for a $1,000,000 extension to its plant in Camden, N. J. A $30,000 restaurant and a hospital building, representing part of $1,000,000 already placed under contract this year, are nearing completion.

The restaurant will be for the convenience of the officials of the company and heads of departments. The hospital is to be thoroughly equipped for the treatment and care of any of the 6,200 employes.

The big plant is now operating twenty-four hours daily. To increase its capacity one of the new contracts provides for a power house and additional machinery which will add 2,000 horsepower, at an estimated cost of about $150,000.

TO OCCUPY LARGER QUARTERS.

Wholesale Branch of the Columbia Graphophone Co. Will Move on February 1 from No. 89 to No. 83 Chambers Street, New York.

The local wholesale branch of the Columbia Graphophone Co. will move on February 1 from 89 Chambers street, where it is now located, to 83 Chambers street. Arrangements to this end were completed last week, and Manager Bolton is now busily engaged in making plans for the furnishing and decorations of the new store.

The company will have twice as much room in its new store as it now has, as it will occupy the store, basement, sub-basement and first floor. On the first day of May the local division of the Dictaphone department will also remove from 261 Broadway, where it is now located, to the building at 83 Chambers street, occupying a part of the first floor. In its new home the Columbia Co. will have ample facilities for expansion and will not be handicapped for any lack of space, which has hindered it in its growth the past year.

Pearsall Victor Service New York

WHAT the Victor dealer wants to-day is more of a "friendly service"—a service which not only involves the quick and complete furnishing of Victor machines and records, but includes co-operative consulting with regard to business management in general. This is the character of Pearsall service, and this is why a large number of new dealers have been enrolled as Pearsall boosters.

Test our service! It will prove profitable to you.

Silas E. Pearsall Co.

Victor Distributors

18 W. 46th St. (near Fifth Ave.), NEW YORK

THE AEOLIAN VOCALION FORMALLY LAUNCHED.

New Musical Creation of the Aeolian Co., New York, Arouses the Enthusiasm of Critical Music Lovers—Wins Much Favorable Comment—Its Special Features—Ambitious Plans for Its Exploitation Will Result in General Interest Throughout the Country.

For a long time past it has been current trade knowledge that the Aeolian Co., through its mechanical experts, was making a close study of the talking machine field in its various phases of development. As a result, in the latter days of 1914 a new Aeolian product was created. This has been referred to in a previous issue of The Talking Machine World, but it was not until the first of the year that the new product of this great music trade organization, designated the Aeolian Vocalion, was formally presented to the public.

The Vocalion Salon on Third Floor of Aeolian Hall.

Naturally, when a great organization, with ramifications extending throughout the globe, enters the talking machine domain as manufacturers, it creates a good deal of comment. Hence a brief description of the Aeolian Vocalion will be interesting to World readers.

Aeolian Vocalion, Style L.

The illustrations which accompany this article are views of two models of the Aeolian Vocalion, of which, we may remark, there are many, and it is the intention of the officials to specialize in designs which will conform with period furniture.

The tonal effects of the new Aeolian Vocalion are in many respects remarkable and strikingly original. It may be said that one of the distinctive features of this product is the Graduola, a device which enables the user to modify tone volume. The Graduola affords an outlet for the individual's tone modulation or control.

There is also a new improved sound box and a horn, termed the Symphonetic, which is made up of a series of wood sound boards under tension—in effect they are quite similar to the sounding board of the piano—arranged above the metal composition horn. By this arrangement tones of all registers and varying timbre are amplified with uniformity.

Artists and others who have listened to the tones of this new creation have been enthusiastically outspoken in their admiration of its musical accomplishments.

Naturally, everything which the Aeolian Co. does is planned on a vast scale, and it is understood that the Aeolian Vocalion within the near future will be produced in large quantities. It will be marketed through the Aeolian organization in America and in other countries. In line with the Aeolian policy, extensive and attractive publicity will be used, and a policy of close, energetic co-operation with dealers will be followed.

The history of the product will be interesting: In the latter part of 1912 F. J. Empson, of Sydney, Australia, appeared in London, England, with an invention for controlling phonographic tone. He expected that English manufacturers would jump at the chance to buy his patents. Instead he met with a series of rebuffs which so discouraged him that he purchased his return ticket and made preparations to sail for home. Just before leaving, however, he called to say "good-bye" to H. S. Spottiswoode, chairman of the famous old English firm of piano manufacturers, Broadwood & Sons, with whom he was acquainted. Mr. Spottiswoode earnestly advised him to show his model to the Aeolian Co.'s London house, assuring him of consideration and courteous treatment if nothing else.

Aeolian Vocalion, Style K.

This advice he followed, and A. J. Mason, head of the Aeolian Co.'s European business, was so impressed that he secured an option on the patents and sent Mr. Empson to the home office in New York.

The features of the Empson invention appeared so obviously valuable to the officials in New York that exclusive rights for the entire world were secured, and Mr. Empson returned to Australia not only enriched financially, but highly pleased with the recognition and courteous treatment he had received .

In the two years that have elapsed Aeolian experts have been intensively at work developing the mechanical principles of phonographic construction, bringing to the task the wide knowledge of

(*Continued on page* 22.)

The Aeolian Vocalion Quarters on Second Floor, Aeolian Hall.

The New

Master-Phone Red Needle

The Long-Looked-For, Long-Hoped-For Improvement in Talking Machine Needles Realized

PLAYS FIVE TO TEN RECORDS WITHOUT CHANGE

IN the prodigious growth and development of the talking machine business, improvements have been coming thick and fast, and they will continue to come until the PERFECT talking machine has been presented.

There have been improvements in sound-boxes, improvements in records, improvements in cabinets. But in the matter of NEEDLES there have been few genuine improvements.

Now comes the ONE BIG IMPROVEMENT IN NEEDLES—as far ahead of anything else that has been offered as the present record is ahead of the old wax record.

The First Real Composition Needle

The trouble with the ordinary steel needle has been that IT IS HARDER THAN THE RECORD. In playing a composition record, the walls of the sound-waves are inevitably worn away or crushed by the metal of the needle.

Wood fibre has proved a poor substitute because the wooden point, no matter how hard, must splinter and mushroom.

The MASTER-PHONE RED NEEDLE, which is just making its appearance, is a COMPOSITION NEEDLE—a new substance softer than the record itself, and yet taking the firm, sharp point of ivory.

Velvety Smoothness and Fullness of Tone

Manifestly, composition against composition will not scratch and wear away like steel against composition.

You will agree that, if it gives as smooth and natural a tone as a steel needle, and IF THE POINT DOES NOT WEAR OFF, the composition needle is the LOGICAL NEEDLE.

Repeated tests show that the new Master-Phone Red Needle will play FROM FIVE TO TEN RECORDS WITHOUT BEING CHANGED.

In its private "try-outs" it has won the admiration of the best judges of needle quality in this country and in Europe.

The Aim of the New Needle's Inventor

In making the Master-Phone Needle, these were the aims of its inventor:

To provide the needle that would play the greatest number of records without change.

To get ALL THE VOLUME and ALL THE SWEETNESS out of each record, with the minimum wear and tear.

To minimize the "scratch," or murmur, inevitably produced as part of the reproduced sound when steel is dragged over composition records.

To avoid all the objectionable features of the "fibre" needles, such as the muffled, or guttural, effect; and the splintering of the point before a single record is finished, which sometimes happens.

It was not an easy job—because no composition was known which POSSESSED ALL OF THESE QUALITIES.

A NEW SUBSTANCE WAS PRODUCED

After more than a year's experiments the proper ingredients were brought together, to make what is at once the softest and the toughest of needles.

It is unlike any other needle ever produced. It seems incredible that this new needle, when it is in the needle-socket of the sound-box, may be dragged ACROSS THE SOUND WAVES without the slightest injury to the record. It will not score the record—will leave no visible mark.

Send for Samples! Get in Early!

THE MASTER-PHONE CORPORATION

286 Fifth Avenue, New York

The New

Master-Phone Red Needle

Softer Than The Record Itself—Made of a New Composition Substance—More Durable Than Steel

PRODUCES FULL, RICH VOLUME AND SWEET TONE

THE point of the Master-Phone Red Needle is MORE PERMANENT than the point OF ANY NEEDLE EVER BEFORE PRODUCED.

If that were its only superiority over other needles, it would be sufficient to make it THE MOST POPULAR TALKING MACHINE NEEDLE MANUFACTURED.

Will Save Thousands of Dollars in Records

But while the needle wears longer, by its use the record is ALSO made to wear longer.

When you consider the millions of dollars invested in talking machine records, the value of this feature of the new needle is apparent.

In the heaviest operatic records, in which the sound-waves are most acute, actual tests show that SOMETHING MUST GIVE WAY every time they are played with a non-elastic needle.

The steel needle CAN'T give way. The walls of the record must give way. They do not collapse, but the "overtones" are so injured with thirty to fifty playings with a steel needle that it is very noticeable.

This Master-Phone composition needle CANNOT injure the overtones. It leaves every record in the condition in which it found it.

The Demand For This Needle Will Be Universal

With the heaviest records only, like the Sextette from Lucia and the Caruso-Ruffo records, it should be used but once.

With ordinary records it may be used to the limit of five or ten times, AVOIDING THE BOTHERSOME CHANGE OF NEEDLES.

As soon as the character of this needle is made known—which will be done immediately by advertising—the demand for it will be universal.

It produces an indescribably smooth, sweet tone with both voice and instrument records—totally unlike the fibre needle, and without the staccato impact of the steel needle.

Send for Samples and Try It Yourself

The very novelty of the needle—its total dissimilarity from all other needles, and the sweetness of the tone produced, mean an unusual initial demand.

The dealer who does not prepare himself for this demand will be overlooking an unusual opportunity to prove his progressiveness.

There is a good profit in this needle for the dealer. HIS INTERESTS HAVE BEEN FULLY PROTECTED IN THIS RESPECT.

Do not delay. Leading dealers in New York have placed big initial orders.

Within a few weeks the MASTER-PHONE RED NEEDLE will be the SENSATION OF THE TALKING MACHINE WORLD.

We Urge All Dealers to Send in Their Names for Samples with the Least Possible Delay, In Order That They May Be Prepared for the Demand.

The Demand For This Needle Will Be Unprecedented!

THE MASTER-PHONE CORPORATION

286 Fifth Avenue, New York

The Columbia line is beautifully complete—a full line of disc instruments from $17.50 to $500, an unmatchable record product—and a rapidly growing popularity and good-will in the name "Columbia" which gives the dealer something to look forward to.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AEOLIAN VOCALION LAUNCHED.

(*Continued from page 19.*)

the science of sound which has enabled these men to build world-famous pipe organs and pianos.

Great changes have been made at Aeolian Hall, New York, so that a vastly enlarged and beautified department, devoted to the sale of talking machines, has been the result. The illustrations which accompany this article will show two of the interior views of what are termed the magnificent new Vocalion Salons. These were opened just before the holidays and have handled a surprisingly large volume of business.

LARGER QUARTERS FOR PATHE.

Lease Large Warehouse on 31st Street, New York, to Meet Demands of Growing Business —Policy of Expansion Continues.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, manufacturer of the Pathephone and Pathé records, has been obliged to lease additional quarters on Thirty-first street to take care of the rapidly increasing demands of its business. These new quarters will be used as a warehouse and as a medium for supplying extra shipping facilities, which the company has needed for some time. Carrying out its general plans for expansion, the Pathé Frères Phonograph Co. this month engaged a number of successful travelers, who will visit all parts of the country in the interests of the Pathé Frères products. These new road men thoroughly understand the requirements of the phonograph dealer, and will be equipped to extend to the Pathé Frères dealer valuable co-operation from many standpoints.

"We have been working nights and Sundays to keep pace with the demands of our trade," said an officer of the company in a chat with The World. "Our progress has been country-wide, and in the East partitcularly we have been fortunate in securing the accounts of a large number of dealers who are enthusiastic regarding the merits of our goods.

"We have had absolutely no trouble in receiving goods from abroad, and as a matter of fact some of our recent shipments have been among the largest received at this port since the war started. Our advices from abroad indicate that excellent and uninterrupted shipping facilities will continue.

SHIPMENT OF LEXTON NEEDLES.

Just Received by the Lexton Specialty Co. Will Enable Company to Fill Pending and Future Orders for Attachments Promptly.

The Lexton Specialty Co., 216 West Ninety-ninth street, New York, manufacturer of the Lexton attachment for playing disc records of the hill-and-dale, or Edison type on Victor machines, has just received a liberal shipment of Lexton sapphire pointed needles which will enable the company to fill all pending orders and place it in a position to take care of future demands promptly. The Lexton needles are specially designed to withstand constant usage without damaging the record, and in connection with the Lexton attachment have given general satisfaction.

Two Greatest Musical Comedy Hits of Broadway

"TO-NIGHT'S THE NIGHT"
Music by Paul A. Rubens

The Only Way	$0.60
I'm a Millionaire	.60
Please Don't Flirt with Me	.60
Pink and White	.60
Stars	.60
Around the Corner	.60
I Could Love You If I Tried	.60
Vocal Score	2.00
Selection	1.00
Waltz	.60

TWO BIG DANCE HITS
LOVE IN A GARDEN, VALSE.
By Reginald Benyon.
MIDNIGHT VALSE.
By Theodore Holland.

"CHIN-CHIN"
Music by Ivan Caryll

Good-bye Girls, I'm Through	$0.60
Love Moon	.60
Ragtime Temple Bells	.60
Violet	.60
The Grey Dove	.60
The Mulberry Tree	.60
Vocal Score	2.00
Fox-Trot	.60
Waltz	.60
Selection	1.00

LATEST SONG SUCCESSES
Little Grey Home in the West.
By Hermann Lohr.
Wonderful Garden of Dreams.
By Dorothy Forster.
In Keys to Suit All Voices

Write at Once for Rates to Dealers

CHAPPELL & CO., Ltd.
41 East 34th Street, New York
LONDON 347 Yonge Street, Toronto MELBOURNE

"REK-REP" WILL INTEREST TRADE.

Devotees of the Dance Using the Talking Machine Will Rejoice at the Appearance of This Invention That Has Recently Been Put on the Market by the Record Repeater Co.

The Record Repeater Co., 432 Fourth avenue, New York, has just placed on the market a new device termed the "Rek-Rep," which can be used on Victor, Columbia and Aeolian Vocalion machines to repeat a record any number of times without requiring the attention or touch of any operator. Plans for marketing this device through trade channels have been carefully perfected, and in this issue of The World the company sets forth the sales arguments on behalf of the "Rek-Rep" and other important details.

Since the advent of the dance craze the complaint has often been expressed by dance devotees that the dance records, while perfect in tempo and rhythm, did not last long enough to bring out the true beauty of the dance music, and that the interruption caused by putting on a new record or even preparing the machine for a repetition of the same record seriously annoyed the dancers. It is this interruption that the Rek-Rep eliminates.

The Rek-Rep, which can easily be attached to the machine by slipping it through the center of the turntable, is essentially simple in every feature, and weighs only 1½ ounces. It is finished in brass or nickelplated, and its retail price of $2 places it within the reach of all dance enthusiasts. A feature of the Rek-Rep is the embodiment of a small attachment which will stop the record after it has been played once or twice, or will permit the record to be played indefinitely.

E. H. Presbrey, inventor of the Rek-Rep, who is well known in local manufacturing and commercial circles, states that the Record Repeater Co. has carefully investigated the requirements of the dancing public, and that the production of the Rek-Rep should prove a boon to dancers and a boom to the dance record trade. Mr. Presbrey has received an enthusiastic letter of praise in connection with the Rek-Rep from Mr. and Mrs. Vernon Castle, the prominent dancers who are using the Rek-Rep continuously in Castle House. The Record Repeater Co. includes among its directors the names of well-known financiers and members of the commercial world.

GRANTED "NYACCO" TRADE-MARK.

The New York Album & Card Co., 23 Lispenard street, New York, well-known manufacturer of disc record and photograph albums, has just been granted the trade-mark rights to the term "Nyacco," which will hereafter be placed on all albums turned out in its factory. This trade-mark is featured in a neat design which is both dignified and attractive.

Philip Ravis, vice-president of the company, states that the new year had started in very satisfactorily, and that within the past fortnight a number of new accounts for the "Nyacco" record and photograph albums have been added to the company's books.

MANUFACTURING IN FULL SWING AT EDISON FACTORIES.

Remarkable Achievement Since the Fire in Getting Plants Ready for Manufacturing Records and Phonographs—Chats with General Manager Wilson and President Thos. A. Edison.

A visit to the Edison plant will show that astonishing, almost miraculous, results have been achieved since the plant was fire swept on December 9.

Thos. A. Edison's fund of physical and mental energy is astounding. Early and late he is superintending the rejuvenation of his plant, and he maintains the closest personal interest in every phase of development, and with the enthusiastic co-operation of all the officials and departmental heads.

To say that Mr. Edison is enthusiastic over the rebuilding of his plant is to use a mild term. He is bubbling with energy, and has spent no time in counting his losses. Mr. Edison is not built on the yesterday plan. He predicts for 1915 a most prosperous year. Discussing business conditions, he remarked:

"Now is the time for the United States to go ahead. We can manufacture cheaper to-day than in many years to come. However, many of our best business men seem to be penny wise and pound foolish. I am surprised that commercial and industrial America has been affected with a form of paralysis, evidently as the result of the war in Europe. This is all due, however, to unnecessary alarm.

"The railroad rate decision," Mr. Edison continued, "was a good thing. The railroad business is our commercial barometer. When you cripple the arteries of trade there is always trouble. I am satisfied with the increased rate and it will cost me thousands of dollars, but I am going to get it all back in increased trade. I think that public opinion is in favor of the increase. The Federal reserve act has proved its worth already."

C. H. Wilson, vice-president and general manager of the Edison interests, as might be imagined, is a mighty busy man these days. There is, too, a well accentuated air of satisfaction in Mr. Wilson's attitude toward Edison accomplishments since the fire.

When asked by The Talking Machine World for some specific statement for the Edison jobbers and dealers throughout the country, concerning the ability of the Edison factories to supply stock, he remarked:

"Edison jobbers and dealers are probably more interested in knowing how soon we shall begin the manufacture and shipment of goods than in knowing what we have done since the fire. Yet a few facts about the past month may be worth stating. They will show how hard we have worked to resume business and thereby reduce to a minimum the inconvenience to the trade caused by the fire.

"The task that confronted us on the morning of December 10 was twofold: To clean up and arrange to resume business. The cleaning up work was comparatively simple, for it was all in sight and a small army of men completed it in ten days. The waste was carted away and machinery, parts, etc., were salvaged.

"Plans for resuming business divided themselves into two parts, one providing for record manufacture and the other for phonograph manufacture.

"To make records we have put in workable shape three-fourths of the floors in building 24 (always used for record making), and have erected two one-story corrugated iron structures, each about 60x150 feet in size, one for making disc blanks and the other for record stock, storage and shipping. These facilities enabled us to actually make both disc and cylinder records on December 31 and to begin shipments to the trade of blue amberol records on January 10, with a reasonable assurance that we may begin shipments of disc records on February 1. Another corrugated iron building will be begun at once, and the work of completing No. 24 will be pushed unremittingly. By February 1 our record making facilities will be nearly as large as they ever were. We should then be in a position to fill all orders for weekly or monthly records and a considerable number of catalog selections.

"Since our entire stocks of records issued prior to December 9 were destroyed we must now replace them with new products. There were some 340 different disc records listed prior to December 9, and about 1,000 different blue amberol records. We shall handle this replacement by advising the trade of our intention to make a given number of selections at a time, say, fifty disc records and 100 cylinders, and asking for orders accordingly. As our facilities increase these blocks will be enlarged until we are able to fill orders for all records cataloged. This should not be later than April 1.

"The manufacture of phonographs was a much larger task and involved much more in the way of buildings. Because of its magnitude and the cold weather we decided not to attempt to resume this manufacture in our own buildings. Fortunately, several floors of the large, new concrete extension of the buildings of the Edison Storage Battery Co. on Lakeside avenue, opposite our own plant, were not yet occupied. We at once arranged for the use of these floors, installing large numbers of machines of various kinds salvaged from our own buildings and buying others. We were also able to begin the manufacture of many parts on the machines of the Edison Storage Battery Co. So quickly was the equipment of this building accomplished that we were actually able to make a B-80 disc phonograph on December 31, and are now planning to begin shipments of this type to the trade on January 18. Located in this building are the following departments: Punch press, screw machine, jewel, reproducer, gear and lathe, drill, press, japanning, japan cleaning, sheet metal, grinding, finished parts, phonograph assembly, packing and shipping. Two large buildings on the north side of Alden street escaped the fire and other departments were at once quartered in them.

"Then we leased complete the large five-story factory of the Ellis Typewriter & Adding Machine Co. in Newark. This plant is fully equipped with up-to-date machinery and tools. We put a large force of our own workmen in the plant, and within a week they were making parts. We also took over the factory of the Bulkley Manufacturing Co. at High and Alden streets, a plant especially equipped for heavy work.

"While these plants were being manned and equipped we put into the hands of a dozen or more outside companies all of our work that each could handle, and each is working overtime to take care of it.

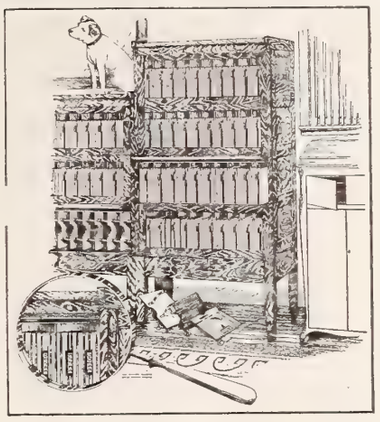
"From all of this it will be seen that we have acquired large facilities for manufacturing phonographs. From now on our only trouble will be to get started with assembled machines and to increase the output. By February 5 we expect to begin shipments of the $30 Amberola. There will shortly follow disc types 150, 200 and 250, and other types of Amberolas. During February all popular types will be going through in constantly increased quantities."

The statement of Mr. Wilson is full of interest to Edison representatives everywhere, and it places in a comprehensive manner before the trade the exact situation of the Edison physical properties up to the time of The World going to press.

LINDSTROM OPENS IN NEW YORK.

Otto Heinemann Opens Office at 45 Broadway, Where Company's Motor Trade Will Be Developed—An Extensive Organization.

Otto Heinemann, of Berlin, Germany, has opened an office in New York City, where he will manage the American distribution of the products of the Carl Lindström Co. The Lindström organization is one of the largest of its kind in Europe. Its production of motors and machines run over half a million every year. This immense number of motors is distributed throughout all parts of the world and has earned for itself a very high reputation. This concern also is the parent company of numerous record manufacturing concerns, such as the Beka, Odeon, Favorite and Fonotipia. The New York office is located at 45 Broadway, where sample lines are carried.



"Double Our Order"

We recently shipped an order of the

OGDEN

SECTIONAL RECORD AND FILING SYSTEM

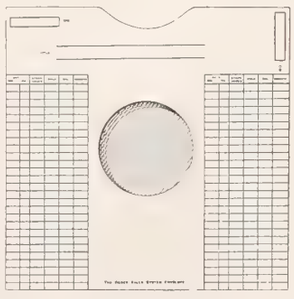
to a large dealer. Upon receipt of the goods he wired:

"Duplicate finish, double our order, ship quick."

Another dealer says:

"Sectional cabinet is clever and filing system is the best yet."

If you want to make more money, save time and cut out your dead stock of records, investigate the OGDEN SECTIONAL RECORD and FILING SYSTEM—and do it quick!



This sales system envelope keeps track of what you sell and what you need—a perfect and automatic inventory, showing profitable and slow sellers. Envelopes arranged for upright and flat filing and will fit any system.

Write for catalog and sample envelope.

J. B. OGDEN

LYNCHBURG, VA.

THE TRADE IN NEW YORK CITY AND VICINITY

December of 1914 proved to be one of the most remarkable periods that the local talking-machine trade ever experienced. Starting in with every indication of being a generally satisfactory month, and possibly showing some gain over December of the preceding year, the month ended in an unprecedented boom, and, according to the reports received from jobbers and dealers, was in a great many instances the best month they ever experienced in the history of their business. What makes this record more remarkable is the fact that business in other mercantile lines suffered from the depression that seized the business world last summer, and there were very few lines which were able to close the month with figures which could even stand favorable comparison with the totals of December, 1913. The prime and fundamental reason for this phenomenal success of the talking-machine business must be attributed to its steady growth in popularity as a means of musical entertainment. This growth has been free and natural, there being no sign of any artificial or forced measures in the steady march onward. The stability of the industry as a whole, in view of its youth, is wonderful, and there is every reason to believe that the progress of the talking machine will steadily increase, as its possibilities are unlimited, with its field and scope ever broadening.

Great Shortage in Machines and Records.

The shortage of machines and records during the few weeks prior to the Christmas holidays was the most serious that the trade has ever encountered, but there was an undercurrent of optimism noticeable in this trying time that imbued the dealer with the necessary stimulus to sell a $150 machine when a $100 machine was out of stock, and dispose of three records that were in stock to replace three which were short. The shortage was general, leaning more decidedly towards the $75, $100 and $150 machines, and extending in many cases to the $200 models. The record shortage was not confined to any particular class of selections, including the operatic and classic, as well as an unusual holiday shortage in popular and dance records. The jobbers extended every possible co-operation to their dealers in this period when the shortage was most marked, and several of the jobbers have remarked that not one of their dealers lost a single machine sale. Machines and records were apportioned with due regard to the necessity of their being shipped immediately or deferred until a future date, with the preference being given to the more urgent order. Those dealers who had not made provisions to secure adequate stock from their regular jobbers were somewhat handicapped by their lack of foresight, as the jobber naturally gave their regular dealers the benefit of their service organization rather than scatter their efforts among the dealers who had neglected to take care of their stocks earlier in the year.

How Advertising Co-operation Helped.

Any consideration of December talking-machine business should include some reference to the constructive and far-reaching co-operation extended by the Victor Talking Machine Co. to its dealers and jobbers. Beginning the first week in December and continuing until Christmas Eve, the Victor Co. used a full page in two or more of the local daily newspapers, and on several days practically every newspaper in the city carried a full page Victor advertisement. Included in this series were a number of pieces of copy featuring the name and address of every Victor dealer in Greater New York. Needless to say, the direct results from this advertising were tremendous. The advertisements also served to emphasize the musical prestige of the Victor products, as the copy used was dignified and high class, being typical of Victor national publicity and the high plane it has occupied for many years.

January Starts Off Satisfactorily.

January business has started in very encouragingly, and as this month is recognized as one of the best record months of the year, this phase of the business is attracting the dealer's attention at the present time. As a machine month January is usually a comparatively light one, but this month seems to be an exception, as machine business up to the tenth of the month showed quite a gain over last year. The dealers are using considerable publicity to advertise their products, and the replenishing of stocks after the holiday trade is occupying a considerable portion of their activities.

J. N. Blackman on Business.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder jobber, referring to December business, said: "December showed a very satisfactory increase over the corresponding month of last year. This has been the status of our business every month since the closing of our fiscal year, April 30th, with the exception of September. One of the features of this year's business, which in view of other business conditions seems somewhat remarkable, is the greatly increased demand for the higher priced instruments and records. It seems as though the public was beginning to realize the advantages of getting the full value of reproduction from their Victor records and are therefore selecting better instruments. The public is also getting more critical and calling for the best artists and certain classes of selections which would hardly be expected. This demonstrates without a doubt that our business, as a whole, is constantly being elevated and the public, quite unconscious in many cases, is day by day being better educated in music. The belief seems to prevail on all sides that the talking machine business has been remarkable, and in my opinion the permanency of the business is beyond question, as there is nothing about it at the present

(*Continued on page* 28.)

Substantial Service

To Victor Dealers

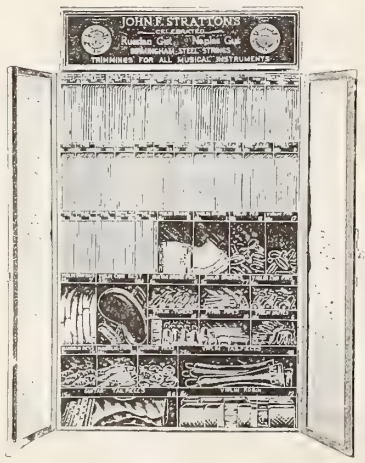
WHOLESALE ONLY

A Support Which Builds Your Business
A Service to Which You Are Entitled
This Is What We Offer You

A GOOD MANY DEALERS welcome the Opportunity to MAKE MORE PROFIT by adding Musical Instruments and Musical Instrument Strings to their Talking Machine line. The Investment is small, the Profit Large.

Cabinet Assortment No. 2-T.—A complete line of Musical Instrument Strings and Trimmings.

Retail prices plainly marked.



No. 2-T Size 12 ½ x 18½

Total Retail Value ...$44.10
Cost to the Dealer ... 15.80

Profit $28.30

180% Net Profit, plus a handsome cabinet.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines *Musical Instruments*

351-353 Fourth Avenue New York

Be a Plunger

Victrolas and standard records are staples same as sugar in a grocery store, or nails in a hardware store.

Buy a Six Months Stock

—Plunge a Bit, but have the goods no matter where you are.

SEND US THAT ORDER

NEW YORK TALKING MACHINE CO.
81 Chambers Street : : : : New York

The Most Wonderful for Dance

FIRST ANNOUNCEMENT TO DEALERS

REK- — RECORD

RETAIL PRICE $2.00

A new device has just been invented for use with disc records on the Victrola, Columbia and Aeolian machines. By means of this device—the REK-REP (Record Repeater)—any record can be repeated any number of times without a touch from the operator.

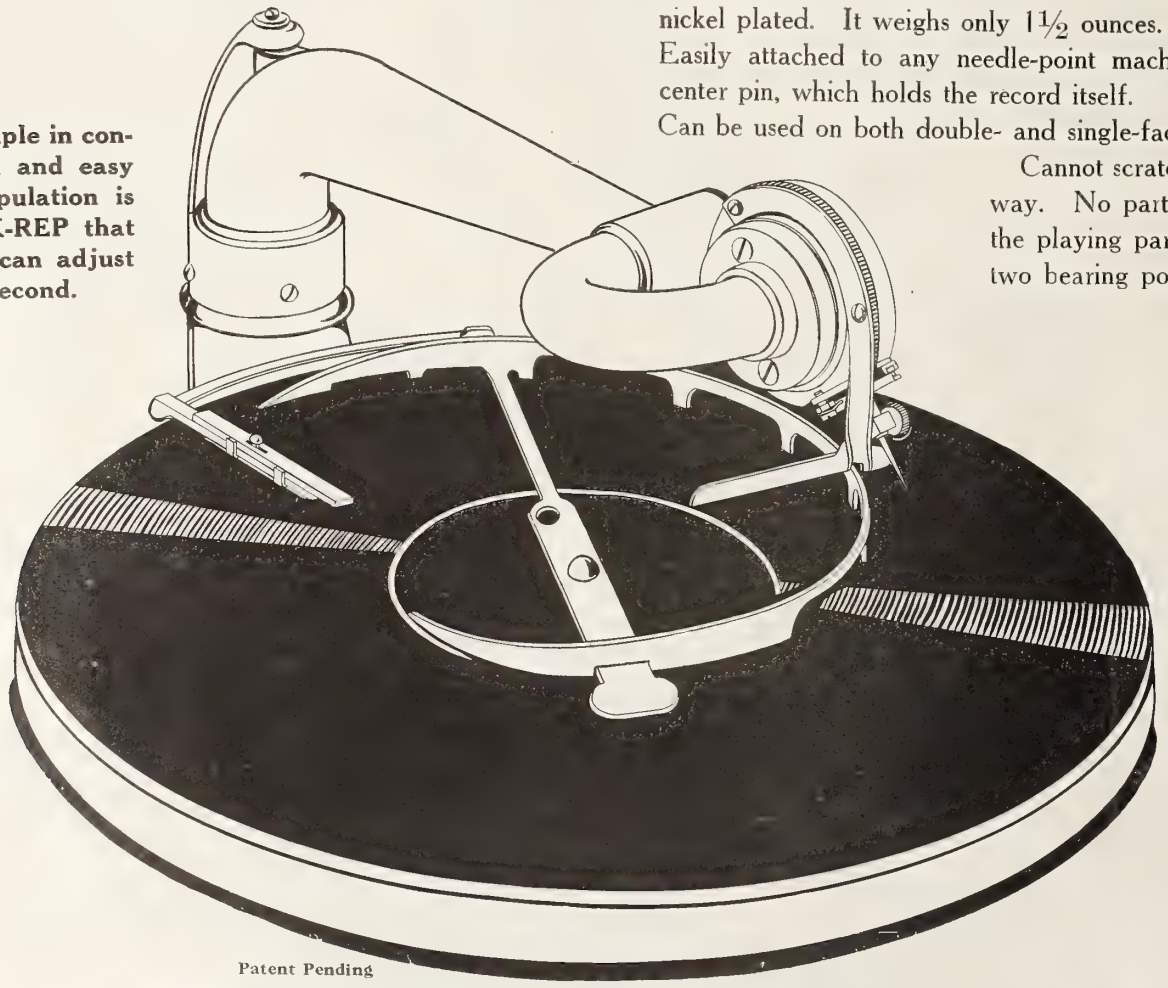
The REK-REP (Record Repeater) is a simple device made of steel,—brass or nickel plated. It weighs only 1½ ounces.

Easily attached to any needle-point machine by slipping it over the center pin, which holds the record itself.

Can be used on both double- and single-faced records.

Cannot scratch or injure the record in any way. No part of the REK-REP touches the playing part of the machine. Has but two bearing points.

So simple in construction and easy in manipulation is the REK-REP that a child can adjust it in a second.



Patent Pending

The REK-REP is equipped with a simple device which can be adjusted in a second to automatically stop the phonograph after the record has been played through once or twice, or will allow it to repeat continuously.

Send for the Rek-Rep, you make 85% on every one that you sell.

Thing Ever Invented Records

REP
REPEATER

Terms to Dealers—Discounts 40% & 10%

SELL THE REK-REP WHEN YOU SELL DANCE RECORDS

The dance is the thing!

An immense boom in your business has been brought about by the universal dance craze.

There is a greater call for dance records than the factories can supply.

The average dance record is played out in three minutes. The dancers have to stop and wait while machine is being readjusted. Until the invention of the REK-REP (Record Repeater) there was no escape from this annoyance.

Now, with the REK-REP, the dancers can enjoy their fun uninterrupted by the sudden stopping of the music.

Every buyer of dance records is a prospective customer for the REK-REP. Every time you sell a dance record for the Victrola, Columbia or Aeolian show your customer the REK-REP and make an extra sale.

Dancing teachers know the tremendous value of the REK-REP. You can work up a big business among them.

Our national advertising starts in February. Be sure to stock the REK-REP in time, so that your customers will not be disappointed. Be prepared to meet the great demand that exists for this device.

We guarantee the REK-REP to do all that we claim—or money refunded. Send us your order today. Terms to dealers: $2.00 each, less 40% and 10%. State whether for Victrola, Columbia or Aeolian machine.

The REK-REP will be ready for delivery on or about February 15th.

"CASTLES IN T
ATOP THE 44TH ST. TH
TEL. BRYANT
THE MR. AND MRS. VER
MANAGEME
105 WEST 40TH STRE
TEL. BRYANT

January 9, '15.

The Record Repeater Inc.
432 Fourth Avenue,
New York City

Attention of Mr. E. H. Presbrey:

Dear Sir:-

We beg to inform you that we have installed on our talking machines in use at CASTLE HOUSE, your Rek-Rep Repeators, and use same in connection with our instruction work.

We consider the Repeator to be one of the most valuable accessories to the talking machine that has ever been invented, and that it is of the greatest value to dancing instructors. We feel sure that it will be a source of great pleasure to all owners of talking machines, especially to those who buy dancing records, and who appreciate the annoyance of being obliged to stop dancing to readjust the machine.

Very truly yours,

Vernon Castle
Irene Castle

RECORD REPEATER CO., INC.,
432 4th Ave. NEW YORK CITY

The quality of the Columbia *tone* to-day is really beyond serious competition. When it comes to tone-*control,* however, a Columbia dealer is not merely beyond competition, he is almost beyond argument.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE TRADE IN NEW YORK CITY.

(*Continued from page 24.*)

time that would indicate a success based on any craze."

"We closed the biggest December in the history of the company," said R. F. Bolton, manager of the Chambers street wholesale headquarters of the Columbia Co., "and incidentally the biggest single month since we have been in business. Notwithstanding the heavy shortage of goods we showed an increase of something like 40 per cent. over last December. There never was a time in the history of our company when there was such a tremendous demand for goods. While the shortage was in the higher-priced types of machines, selling at $75 and $100, we also ran out of the smaller machines in the three or four days preceding Christmas, and on Christmas Day there was practically not a single machine on the floor. It is gratifying to note that the cancelations of our unfilled orders placed before Christmas has totaled only 3 per cent., which would indicate that the dealers' stocks are very low, and they need all the stock ordered for the new year."

High-Priced Designs in Demand.

L. S. McCormick, manager of the Edison Shop, 473 Fifth avenue, New York, conducted by the Phonograph Corporation of Manhattan, in a chat with The World, said: "The majority of the instruments we have been selling are the $250 models. Our warerooms are crowded daily with visitors and the average number of callers has been in the neighborhood of 600. Our business is growing so rapidly that we have found it necessary to change a number of our rooms up stairs from auxiliary stock rooms to record and phonograph demonstration rooms. On Dec. 24th we were entirely sold out of machines in the $80, $150 and $200 styles, and were fortunate in having some $250 machines which were also disposed of quickly. Business has really been phenomenal, and we are looking forward to a prosperous year from every standpoint."

Many New Representatives.

The Pathé Frères Phonograph Co. has been making steady progress in local territory, and the dealers whom they have established report the closing of an excellent business. These representatives include Hardman, Peck & Co., the prominent piano house which is making an effective display of Pathephones throughout their handsome establishment. Other local Pathé Frères dealers are Ludwig Baumann & Co., 125th street; B. G. Warner, Brooklyn, N. Y.; Altai Sales Co., Newark, N. J., and a number of others closed in the past fortnight.

Talking Machine Co.'s Big Trade.

In answer to the question as to whether or not the past month was the best December the company ever had, V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, Victor distributer, said: "The amount by which the business closed this December exceeds that of last December is greater than the total business closed in the month of December only four years ago. While of course we feel that our increase can at least be accounted for in part by the far-reaching campaigns we conducted during the year, the major portion of the increase is nevertheless due to the natural increased demand for Victor goods, and that increase is "tremendous"—the only word in my vocabulary which can at all describe it. The gains over general, and our Red Seal and high class record business increased in such proportions that it easily overtook the demand for popular records which had been so greatly stimulated through the call for dance selections. The demand for the latter class of records remains unabated, and we are selling some dance numbers by the thousands monthly, even though they were issued a full year ago. We sold more of the small machines than we ever sold before and all of the larger machines that we could obtain from the factory. Our system of allotment of machines received from the factory was such that no dealer who depends on us for his Victor service really lost a sale of a machine. Of course we were not able to fill all orders offered us, but these orders amounted to thousands of machines from outside sources or from dealers who did not call upon us except in the case of such emergencies."

Great Columbia Holiday Business.

The many Columbia dealers in local territory report the closing of a splendid holiday business, traceable they state to the enhanced prestige of Columbia products throughout the Greater New York territory. One of the recently established Columbia representatives who is doing a very fine business with Columbia machines and records is A. J. Hamblen, who conducts the Grafonola Shop at 156th street and Broadway, in the heart of the high grade residential district. Mr. Hamblen, through the use of energetic and progressive sales methods, has succeeded in building up a profitable clientele in the short while his store has been open.

Good News from City Across the Hudson.

The Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison jobbers, reports the closing of a wonderful business in Edison disc products during the month of December. A. W. Toennies, Jr., is enthusiastic in discussing the future for the Edison disc phonograph, as he states that its sales are only limited by the factory output, which will be greater than ever when alterations at the Orange plant are completed.

INFORMAL DINNER TO SALES STAFF.

The New York sales district of the Columbia Graphophone Co. on Tuesday night gave an informal dinner to the members of the sales staff and a number of the company's executive officers. The main purpose of the dinner was in the nature of a get-acquainted and get-together affair, and the spirit which prevailed was typical of Columbia harmony and co-operation.

R. F. Bolton, district manager of the local territory, who arranged for the holding of the dinner which was given at the Arkwright Club, 320 Broadway, New York, was delighted with its success and the enthusiasm it evoked. W. L. Sprague, manager of the Buffalo headquarters of the Columbia Co., was an out-of-town guest at the dinner.

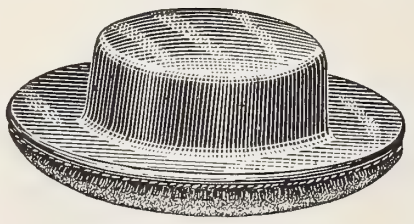
Among the Columbia officials who made short and impromptu addresses were John A. B. Cromelin, general manager; Edward N. Burns, vice-president; James T. Bradt, sales manager; H. L. Willson, assistant general manager; Louis S. Sterling, general European manager; Frank Dorian, Dictaphone manager; R. F. Bolton, New York district manager; H. A. Yerkes, wholesale manager, and Nathan Milnor, Dictaphone sales manager.

NEW COLUMBIA ACCOUNTS OPENED.

Among the many new accounts opened by the Columbia Graphophone Co. in local territory are the Goldburg Furniture Co., Yonkers, N. Y., and the Frank Cordts Furniture Co., Hoboken, N. J. The first named concern handles the Columbia lines in both of its local stores, and the success of these departments prompted the opening of the Yonkers department.

This sounds like a paradox, but it isn't. The man who always has a skate on never cuts much ice.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

SOUTHERN CALIFORNIA NEWS ITEMS.

The Biggest Holiday Trade in the Talking Machine Business for Southern California—A New Pathephone Agency with Colyear Co.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., January 6.—Southern California has just finished a most prosperous holiday business in both talking machines and records. Never before have so many machines been sold in and around Los Angeles, and this in spite of the fact of the general depression in business throughout the country.

A scarcity in both machines and records has been felt both by the jobbing houses and retailers, and from the present outlook in the East it will be several weeks before we can promise a full supply of machines and records. It was very gratifying to note that the larger models of all makes of machines were the most in demand. The great number of machines recently sold will, without doubt, create an enormous demand for records in the next few months, as many of the purchasers of machines were unable to get a complete list of records most desired.

Curtis Colyear, a Los Angeles business man and capitalist, has recently acquired the Pacific Coast agency for the Pathephone machine. Mr. Colyear has obtained the services of Harry Club as manager. Mr. Club is a talking machine man of fifteen years' experience, and is well known all over the Pacific Coast. The Colyear Co. has already established six agencies and has disposed of the entire output of the first shipment. One of Mr. Colyear's numerous warehouses is being remodeled and refitted as jobbing headquarters for the Pathephone.

The first agency established was with the Barnes Music Co., 131 South Broadway. Mr. Barnes is remodeling his talking machine department, and now has six sound proof rooms, in which to display his Columbia and Pathephone machines. Mr. Barnes claims the distinction of being the first Pathephone dealer of the Rocky Mountains.

The Wiley B. Allen Co. reports fine business for December, and says that its business exceeded that of last year. Manager Wolfinger says Victrolas XI and XIV were the best sellers.

Chas. S. Ruggles, of Sherman, Clay & Co., Victor jobbers, reports a 25 per cent. increase in business. His record stock is very much depleted at the present time, but he expects some heavy shipments in the near future. P. T. Clay, of the same company, passed through the city recently on his way from the Hot Springs in Arizona.

The Geo. J. Birkel Music Co., "The Exclusive Victor Dealers," also report a fine holiday trade, especially in the larger model Victrolas.

The talking machine department of the Southern California Music Co. broke all records in the history of that department during the holidays. The large talking machine quarters were taxed to the utmost in accommodating the crowds. They did an especially fine business in the Edison Diamond Disc phonographs. C. A. Lovejoy, manager of the wholesale Edison department of this company, believes he will be able to supply the enormous demand for machines and records despite the great fire at the Edison factory. Telegrams from the factory state they have the situation well in hand by this time.

Joseph Carter and Earl Dible, of the Southern California Music Co., made a flying trip to San Diego over New Year's to attend the opening of the Great Fair.

Irving Andrews, one of the hustling proprietors of the Andrews Talking Machine Co., says business was never so good.

The Columbia Phonograph Co., wholesale, has had an exceedingly prosperous season, and there has been a large demand for their new model Grafonola, equipped with the automatic record ejector. This is an exceedingly simple and effective way of keeping records, and is proving very popular. They also report the sale of several grands during the holidays.

Barker Bros. report a phenominal business during the past month. This enterprising house, under the able management of C. A. Booth, have in a short space of time thoroughly established themselves in the talking machine business, and in time bids fair to rival the busines of the largest houses on the Pacific coast. Mr. Booth bewails the shortage of the Edison Diamond Disc goods.

Miss Brown, with the Baxter-Northrup Music Co., is pleased with business in the Columbia line during the holidays.

The Broadway Department Sore, which has just recently entered the field, with a complete line of Edison Diamond Disc machines and records, are doing a splendid business, and the manager, Mr. Guyot, looks for a steady increase.

L. E. Newton, manager of the talking machine department of the Southern California Music Co., in San Diego, accompanied by his charming wife, spent Christmas in this city.

FOR SALE

The services of a thoroughly trained talking machine man. Twelve years' practical experience in all branches. Collegian—good appearance. If you want new blood on your staff and willing to invest a few dollars weekly which will pay good interest, drop a line for interview to "Energetic," care The Talking Machine World, 373 Fourth Ave., New York.

TALKING MACHINE MANAGER

Young man, 30 years of age, with a broad business experience, four years in the talking machine business with one of the biggest houses; knows and has held positions all the way up to and including manager, and am holding this successfully; am desirous of making change for better position and possibilities; knows wholesale end as well; first-class appearance and personality and capable of handling the best trade. Address "Manager," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED FOR CASH

Want to buy big job lot of talking machines and records, any make; also flower horns and parts for any make. Will pay spot cash for same. Address "Cash," care The Talking Machine World, New York.

POSITION WANTED

I would like to correspond with a Columbia or Victor dealer who has a proposition to offer a good talking machine man; I am capable of taking charge of a department, or I will accept a position as salesman. I am 24 years old, married. I will give reference to my ability as a talking machine man also as to my character. E. Taylor, 304 Spearing St., Jacksonville, Fla.

FOR SALE

1,000 high-class Polish and Russian double face 10 in. records; 1,000 English song and dance selections, double face, 10 in. records. Must be sold at once. 20c. each. Berliner Phonograph Co., 140 East Fourth St., New York.

WANTED

Wideawake salesman who is good in getting orders—not promises—to represent a prominent talking machine accessory concern and handle its products as a side line. Big proposition for a "business getter." Address "Salesman," care The Talking Machine World, 373 Fourth avenue, New York.

For Sale, Sacrifice

For sale entire stock or in lots to suit, consisting of

30 EDISON FIRESIDE PHONOGRAPHS - AT $8 EACH
15 TRITON DISC MACHINES - - AT $6 EACH
85 SMALL COLUMBIA CYLINDER MACH'S AT $2 EACH
6000 2 MIN. INDESTRUCTIBLE RECORDS $4 PER 100
3500 BRAND NEW SPANISH ZONOPHONE DOUBLE FACED RECORDS $30 PER 100
Loose Leaf record albums (10 & 12 INCH) $6 per doz.

Also large stock of Edison and Columbia business phonographs new and slightly used at BIG SAVINGS.

SINGLE SAMPLES supplied upon receipt of check at the RATE of PRICES QUOTED. Correspondence invited.

Address

ROSEN'S TALKING MACHINE SHOP, 3 SCHOOL ST., BOSTON, MASS.

At Your Service

Landay Bros. Inc.

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue NEW YORK

"A limited number of dealers served well is a very good policy as our dealers can tell."

At Your Service

Landay Bros. Inc.

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue NEW YORK

THE AUTOPHONE

FOR HOME USE

Purely Automatic Thoroughly Fool-Proof
Mechanically Perfect

The Autophone.

Plays 12 records automatically, one after the other, without touching the instrument, except to wind motor once.

Plays over half an hour with one winding of motor. All you have to do is to put 12 records on the wheel; the Autophone reproduces one record after another automatically, requiring no attention, no handling, no starting and stopping, no needles, no nursing.

Uses Blue Amberol or any other hard cylinder records. Non-breakable, don't deteriorate with use.

The quality of music is a revelation. The Autophone is the first to get diffused music—no megaphone tone—incomparably superior in tone quality, naturalness, real music, to any phonograph yet produced, whether cylinder or disc—with *no* exceptions.

The Autophone is not a half-baked experiment, but is the result of constant improvements suggested by ten years of the hardest kind of usage of similar mechanical principle on slot machines. The Autophone was the first—ten years ago—to use concealed horn cabinet; the first—seven years ago—to use diamond point in reproducer; ***the first—NOW—to give perfect tone quality.***

Model No. 200. Price $200.

Height, 47 in. Width, 24 in. Depth, 23 in.

DEALERS

The Autophone has *proved* itself a *big seller.* Until the present time the entire factory output has been taken by agencies established. Orders are running right now up to five hundred $200 Autophones at one delivery.

Enormously increased capacity makes it possible now to supply more dealers and distributing agencies. Only one live dealer—and that, the best—wanted in each medium-sized city. Plenty of elbow room given dealers in large cities. The dealer gets the full benefit of his hustle, push and advertising.

Trade discounts are right. The choicest territory is still open. Be the first to get in your application as dealer in your section. See and hear the Autophone. It will convince you. Immediate delivery of all orders, large or small. Autophones sent out COMPLETELY FINISHED. You have nothing to do but remove the instrument from the shipping box and cut the strings. It's ready to play.

Proposition for exclusive distributing agencies will be entertained on liberal terms from those qualified to do the line full justice.

AMERICAN PHONOGRAPH CO.

102 West 101st Street : : New York City

MILWAUKEE TRADE ONLY LIMITED BY SIZE OF STOCKS.

Jobbers and Dealers, in Some Cases, Completely Cleaned Out of Popular Types of Machines and Certain Records—Some Excellent Reports Made Regarding the Business During December—All Lines Enjoy Favor with Purchasing Public—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., January 8.—Despite the shortage of machines in the Victor, Edison and Columbia lines, Milwaukee and Wisconsin dealers secured a record-breaking holiday business. It had been anticipated earlier in the season that because of a depression in many lines of business, only a fair talking machine trade could be expected this year. The results, while surprising, were most gratifying, and the best part of it is that every dealer in the State seems to have shared in the prosperity. Most of the Milwaukee houses made gains of from 15 to 50 per cent. in the total volume of business received during the month of December.

Milwaukee jobbers, as a rule, found themselves hard pressed to secure enough goods to meet only a part of the orders rushed in from dealers all over their territory. The trouble was that so many dealers ordered conservatively early in the fall and then when business exceeded their expectations rush orders were placed with jobbers for hurry-up shipments. As the jobbers in turn were held down on the size of their orders from the factories, the result was that dealers lost some business. One good result will be that all surplus stocks in whatever style will be cleaned out and dealers will be in the market for the next few months for all the machines they can get.

"If we could have secured the goods from the factory we could have done several hundred per cent. more business in the month of December," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., jobber in this territory for the Victor goods. "Dealers all over the State simply clamored for machines throughout the month. We had twenty-two long distance calls in one day from dealers who asked to have goods rushed to them for their holiday trade. We asked these same dealers to anticipate this demand in September, but they ordered conservatively and so they were compelled to forego the sale of many machines."

"I believe that much of the talk of hard times is a fancied condition, rather than fact," said Mr. Goldsmith. "For instance, a dealer from Kiel, Wis., who was in here to buy machines, said he was not doing a very big business and was buying stocks of merchandise rather carefully. When I questioned him closely he admitted that he was doing a better business than during the same month a year ago. Many other dealers have complained and later admitted that they were doing as good or better a business than for the corresponding month in 1913.

"During October and November we sold 40 per cent. more machines than last year, while the December business exceeded all bounds. Collections were backward in November, but they have shown great improvement since the banks have loosened up on credit.

"The people of Milwaukee and elsewhere have plenty of money. The wealthy already have machines, but the people with average incomes are buying machines for $100 or more. The demand for this type of machine is much greater than for the $50 machines. Heads of families do not skimp in buying these machines, because they give pleasure to the entire family. The outlook for the coming year is bright, as we see it at the present time."

The Smith Piano Co., 90 Wisconsin street, handling the Bradbury, Webster, Henning, Strohber, Hoffman and Willard pianos, has taken on the agency for the entire Columbia line of machines and records. Manager F. D. D. Holmes has arranged special quarters for the new talking machine line on the second floor and is enthusiastic regarding the big business which has been experienced. During the first week after the agency had been secured the house sold twenty Columbia machines, the total number included in the first shipment. All the salesmen in the piano department are being given the opportunity of selling the Columbia machines and the plan is working out most successfully. The salesmen of the Smith house were banqueted at the Weber & Stuber restaurant on December 30 by Manager Holmes and were highly complimented for the manner in which they have been pushing the Columbia business.

A. G. Kunde, 516 Grand avenue, Columbia, jobber and retailer, experienced the largest holiday trade in the history of the store. Mr. Kunde has figures to prove that the total retail business showed an increase of 50 per cent. during the month of December, as compared with the corresponding period a year ago. The Kunde establishment sold two of the $500 Grafonola grands during the month of December.

Milwaukee department stores met with an unusually fine holiday business in their talking machine departments this season. L. C. Parker, manager of the Victor and piano departments at Gimbel Bros., experienced the heaviest holiday business in the history of the department. Carl W. Abbott, manager of the Victor department at the Boston Store, nearly doubled his sales over 1913. Mr. Abbott experienced an unusually strong demand for some of the moderate priced machines. He now has four people in his sales department. Edward Schuster & Co. met with a fine business in the Victor departments at their three stores.

The Billings & Sons Piano Co., 504 Grand avenue, one of Milwaukee's newest piano houses, has taken on the agency of the Pathephone line of talking machines, manufactured by the Pathé Frères Phonograph Co. Special quarters have been provided for the new line and the machines sold well during the holiday period.

There is probably not a house in Milwaukee that reached the sales record attained by the Victor department of the Edmund Gram Piano House during the month of December. Paul A. Seeger, manager of the department, has figures to prove that business during the month showed a gain of 95 per cent., as compared with the corresponding month a year ago. Sales were rather evenly distributed among the various styles of Victrolas. Several of the new electrically operated Victrolas were sold by the house during the month. The first of these instruments to be disposed of in Milwaukee was sold by the Gram house to George Clayton, a merchandise broker in this city.

The Phonograph Co. of Milwaukee, a jobber in this territory for the Edison line, was especially fortunate in that it had received four carloads of Edison machines just before the disastrous fire at the Edison plant. The result was that Edison dealers in Wisconsin were fairly well supplied in most lines, although more of the $150 and $200 machines could have been disposed of. The company's stock is getting low in some lines and orders from dealers are naturally being cut down at the present time. The Edison Shop, the retail branch of the business, met with a big holiday trade, a result of the daily concerts given at the store and because of the consistent campaign of advertising on a large scale.

C. Niss & Son, Inc., operating one of the largest furniture houses in Milwaukee, which took on the Edison line last fall, met with a holiday business that exceeded by several thousand dollars the amount anticipated earlier in the season. The house carried on an extensive advertising campaign in all the Milwaukee papers. The Edison department at the store will be enlarged by adding quarters in one of the largest balconies at the store.

J. H. Becker, Jr., manager of the Victor department at the Hoeffler Piano Manufacturing Co., secured the biggest holiday business in the history of the store. Mr. Becker had put forth special efforts in circularizing the trade and in advertising in the local papers.

The Gensch-Smith Co., 730 Grand avenue, handling the Victor line as well as pianos, has increased its sales force. Holiday sales attained a new high mark at this store.

AEOLIAN VS. VICTOR IN U. S. COURT.

The Aeolian Co. has brought suit against the Victor Talking Machine Co. in the United States District Court for the State of New Jersey, filing its Bill of Complaint on Wednesday, January 6, which alleges a breach of contract on the part of the Victor Co. and asks for damages approximating $70,000. These damages, it is alleged, were created by the Victor Co.'s acceptance of certain orders for talking machines which it neglected and refused to deliver in accordance with the acceptance of the orders.

BUYS OUT TALKING MACHINE STOCK.

C. E. Wyeth, a dealer in talking machines, bicycles and other goods in Newark, N. J., has purchased the entire talking machine stock of the American Machine Co., that city, and will move it to his present store on West Main street, that city.

THE BEST

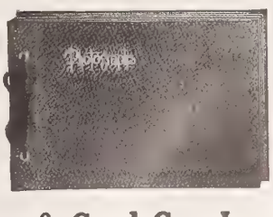
Record and photo albums can be obtained for price of inferior goods by just specifying NYACCO when ordering.

"THE STAMP OF QUALITY"

stands for the best there is in albums, because they are made of the finest materials, by experienced men who know, for people who want the best—maximum quality at minimum prices.

There's one way in making NYACCO Albums—THE BEST WAY

Look for the stamp



New York Album & Card Co., Inc.

23-25 Lispenard St., New York

Here we go on

WE believe this is a peculiarly appropriate time to remind you of certain features in the Columbia policy—fully established and in entirely successful operation.

This is really only by way of reasserting our stand that there is and shall be no change in the Columbia principle of manufacturing the product that the people want and selling it to dealers with a liberal and standard margin of profit between the wholesale and the fixed, invariable retail price: in other words, as manufacturer to merchant—subject to that one inflexible protective feature of absolute price maintenance.

Glance through these paragraphs once more in one=two=three order:

COLU

Graphophone Company

Woolworth Building, New York

ecord once more

1—PRODUCT

Model by model—dollar for dollar, part by part, Columbia machines are safe in competitive comparisons. And records the same—quality, durability, volume, repertoire, timeliness.

2—DEMAND

As evident as the face on the town clock.

3—INTERCHANGEABLE

The more owners of Columbia machines who come to know that those machines will play other makes of records, the better we like it, for it's a good thing for the industry. The more owners of other makes of machines who find out that Columbia records will play on their machines, the better we like it, for it is a good thing for *our share* of the industry.

4—LIBERTY

Dealers in Columbia product have complete freedom to handle competitive product if they wish. If a Columbia owner wants a competitive record to play on his Columbia instrument he can go and buy it—he can buy it of *you*, too, as far as we are concerned. If the owner of any other make of instrument wants a Columbia record he can come to you and buy it.

MBIA

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners of the fundamental patents.

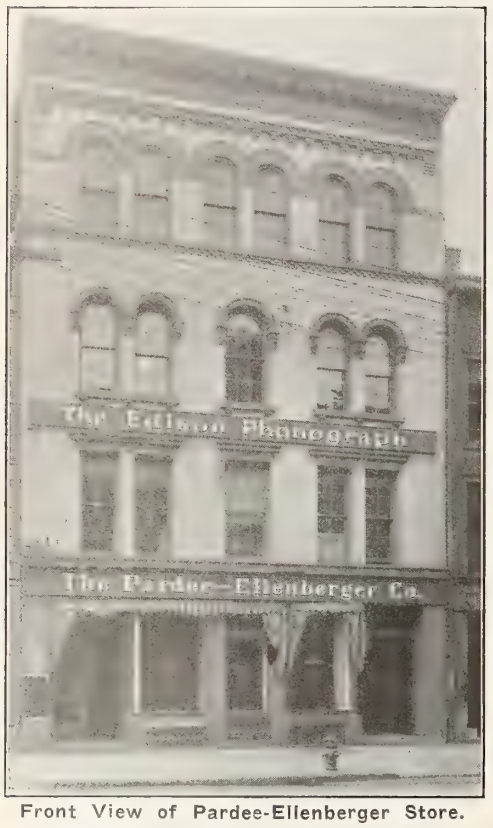
DEALERS AND PROSPECTIVE DEALERS, WRITE FOR A CONFIDENTIAL LETTER AND A FREE COPY OF OUR BOOK "MUSIC MONEY."

HANDSOMELY EQUIPPED QUARTERS

Are Those of the Pardee-Ellenberger, Inc., New Haven, Conn., Where Edison Phonographs and Records Are Handled.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., January 9.—Among the handsome and well-appointed talking machine houses of southern New England is that of the



Front View of Pardee-Ellenberger Store.

Pardee-Ellenberger Co., Inc., of this city, whose large offices and warerooms are located at 94-104 State street. The company is a jobber of Edison phonographs and records and talking machine supplies, and enjoy a large following among dealers who have had business associations with the house for a long time. Because of the growth of the business it was decided during the summer to make some improvements and enlargements, and these for the most part were confined to the office and

One of Pardee-Ellenberger Co.'s Handsome Display Rooms.

show rooms. The improvements were completed a short time ago, and to-day the house is better able than ever before to properly handle all the wants of its customers. In the office all the latest devices for the furtherance of business has been installed and the staff of a dozen employes are kept constantly busy. W. O. Pardee is president and treasurer of the concern, and H. L. Ellenberger is the secretary. Besides this large house which supplies southern New England, the company has another large house at 26 Oliver street, Boston, in charge of F. H. Silliman, as manager.

GREAT IMPROVEMENT DURING 1914.

Every Month Shows Gain Over Preceding Month of 1913—December Trade with American Talking Machine Co. Limited by Available Stocks—Deliveries a Feature.

R. H. Morris, head of the American Talking Machine Co., the active and successful Victor distributers of Brooklyn, N. Y., makes a most satisfactory report for business during 1914 and declares that every month showed a substantial increase over the business for the corresponding month of the previous year. "Despite the general conditions our business forged ahead steadily," said Mr. Morris, "until the crest was reached in December, and the business that month was limited only by the amount of stock we were able to secure from the factory. Through the fact that most of our dealers had confidence in the prospects for the holiday trade, and made their wants known in time which served in some measure to encourage us to order early and liberally. The chief shortage was, of course, with Victrolas X and XI, but many sales that would have been lost to our dealers on those styles were saved through the fact that Victrola IX was made to fill the gap. Better a few dollars less profit than none."

A feature of the development of the jobbing business of the American Talking Machine Co. during 1914 was the demands made upon the company, not only from Long Island cities, but from Manhattan and even New Jersey. The location of the company's headquarters practically in the traffic center of Brooklyn, places it in a position to make quick deliveries by messenger, freigh. or express, and it is the quick deliveries that count in the talking machine trade these days.

"MASTER-PHONE RED NEEDLE"

Just Introduced by the Master Phone Corporation Will Be Extensively Advertised in Order to Aid the Dealer.

The Master Phone Corporation, 286 Fifth avenue, New York, has just placed on the market a new composition needle termed the "Master-Phone Red Needle," which the company has perfected after more than a year's experimentation. This new needle, which is composed of various ingredients, has been thoroughly tested and tried out by prominent musicians and music lovers, who are enthusiastic in referring to its distinctive merits and qualities.

The Master Phone Corporation has already perfected plans for a national advertising campaign on behalf of the "Master-Phone Red Needle" which will be far-reaching in its scope and aid the dealer materially in developing a profitable market for this latest addition to the needle family. One of the main points or sales arguments developed in this advertising will will be based on the company's tests of the new needle, which demonstrated that it will play from five to ten records without any necessity of change. Other claims and arguments to be advanced in this advertising, as set forth in the preliminary advertising, are the minimizing of the scratch or "murmur" and the fact that the "Master-Phone Red Needle" is a new substance softer than the record itself and yet takes the firm, sharp point of ivory.

Don't think that a man is ready to take the advice of every fool he meets just because he takes yours.

JAS. T. BRADT NOW SALES MANAGER

Of the Columbia Graphophone Co. for the United States and Canada—Brings Large Ability to a Large Position.

James T. Bradt has been appointed sales manager of the Columbia Graphophone Co. for the United States and Canada. His return to the Columbia fold a few weeks ago at the time John Cromelin became general manager was a pleasing announcement to his many friends in the trade.

Mr. Bradt has been connected with the Columbia Co. in various important capacities for many

James T. Bradt.

years. His long and wide experience will be of great value in getting results as sales manager.

Mr. Bradt gave up newspaper work seventeen years ago to join the Columbia Co. He was assistant manager in Philadelphia before being appointed manager for the Southern States, with headquarters at Baltimore. After three years of very successful administration in the South Mr. Bradt was sent to Berlin as director of the Columbia operations in Germany, Austria-Hungary and Russia. England next claimed him, and for three years he was manager of the Columbia business in Great Britain.

When the Canadian business began to assume proportions, Mr. Bradt was put in charge, with headquarters in Toronto. His thorough knowledge of Columbia product, his long business experience and strong personality soon won for him a splendid reputation among the Canadians. Under his regime a factory was opened in Toronto and the sales of Columbia goods increased wonderfully.

His talking machine experience in different parts of the world has been successful far beyond the commonplace. The executive offices of the Columbia Graphophone Co. are strongly reinforced by Mr. Bradt's appointment. He brings large abilities to a large position.

FOR CANNED ART LECTURES.

(Special to The Talking Machine World.)

BOSTON, MASS., January 10.—Municipal nickel-in-the-slot art lectures were advocated by Henry Turner Bailey, prominent art authority and former supervisor of drawing in the public schools, at the Twentieth Century Club's discussion of "The Significance of Chinese Art."

"I would like to see installed in the Boston Museum of Fine Arts," said Mr. Bailey, "a slot machine where, upon the dropping of a coin, by phonographic reproduction I could get an explanation of the particular subject I wanted to understand and appreciate."

The Pittsburgh Rex Agency Co.,, has been incorporated under the laws of Deleware for the purpose of dealing in talking machines, records and accessories of all kinds.

The Rex Talking Machine Co., of Philadelphia, has leased quarters in the new Stanwix building, Pittsburgh, Pa. The store will be operated under the management of J. S. McIlvaine.

FRONTING THE NEW YEAR.

Interesting Views Presented by Arthur D. Geissler, Vice-President and Managing Director, New York Talking Machine Co., New York, and Talking Machine Co., Chicago.

"Experience"—if we could only know it—appreciate it and learn by it—if we could only stand together with eager eyes facing our problems, knowing that old man "Experience" would open his mouth and speak to us and we ourselves would profit by it, what a happy New Year it would be for us all.

As Benjamin Franklin said: "Experience keeps a dear school, but fools will learn in no other,

Arthur D. Geissler.

and scarcely in them, for it is true we may give advice but we cannot give conduct. Remember this—they that will not be counseled cannot be helped. If you do not hear Reason, she will rap your knuckles."

My experience in the Victor business has been one of wholesaling exclusively. Victor goods can be bought from all distributers at the same discount; the merchandise is the same, and the only way that a distributer can hope to maintain this established trade and add to it is by maintaining his service to the dealers and adding to it.

Fortunately, the writer's experience administering the affairs of the Talking Machine Co., of Chicago, and the New York Talking Machine Co. has given him many loyal dealers, who, each year, are disposed more and more to profit by their experience and each year more and more are willing to accept our advices, and at certain opportune times place large advance orders for machines and for standard sellers in records.

Owing to this increased confidence which the dealers have shown in our judgment, we can safely say those regular dealers have come through the past year without losing a sale of a Victrola.

We are dealing in a standard article—Victrolas and the popular Victor records should be carried in stock just as the grocer carries sugar and the hardware man carries nails—the chance for being overstocked has been reduced to a minimum.

Our business has shown a wonderful increase in 1914. At one time we were worried for fear the goods were not moving with the dealers. Our travelers were instructed to send in detailed reports from their territory covering a two weeks' period. These reports, without exception, showed a shortage of machines and a clamoring for more records, and in a great many cases disclosed the fact that machines were sold before being delivered by us.

The most gratifying part of this increase was shown by the fact that several of our most representative dealers claimed that their instalment business was just on a par with last year, and that their entire increase was in the cash and charge sales.

If our dealers would now only profit by the experience of these other dealers and, when a prospect walked into his store, instead of immediately talking terms, they would wait for that prospect to bring up that subject and then answer with the statement:

"Certainly, Mr. Prospect, we are willing to quote you terms. What would be satisfactory to you? Two, three, four or five months in which to pay for this outfit? If so, let us charge it to you. You take your time to pay for it, so long as it is paid for in several months' time—that is satisfactory to us."

The dealer will find in a majority of cases the rendering of a statement each month for an outfit sold will collect the money for that outfit in one-third the time than if that customer had been put on a contract basis.

It is a fact that the retail customer in a good many cases is a bit flattered in being offered a charge account, and the looking up of that man's credentials for a charge account is no more work or expense than looking him up for a contract, and, even though the man does not prove a safe charge account, nothing is lost, as the contract can easily be substituted should the dealer still want to take that risk on a lease proposition.

We merchants in the Victor line should be deeply grateful that it has been our good fortune to be engaged in this business. We cannot overlook the tangible fact that nearly every other line of merchandise in our country has suffered. When we tell other merchants that we are showing an increase, a wonderful increase, they look at us aghast, and wonder how we do it. They say: "Here we are handling a line we thought a necessity and you handling a line we thought a luxury." All right, that's a fact, this line is a luxury, but luxuries to this country are becoming necessities. The American people must be entertained, and instrumental music and songs have been God-given methods of entertainment since this old world began.

No doubt the future of 1915 is brighter than 1914. General business conditions are brightening up. If, in face of all the adversity of 1914, merchants carrying the Victor line have been able to put over a wonderfully prosperous year, what may we expect in 1915? Here again let us profit by experience. Let us appreciate the fact we have the most profitable line of merchandise in the country to-day. Let us be imbued with that spirit of optimism and begin now preparing for 1915—the biggest of them all.

The final meeting of the creditors of the Atwood Phonograph Co., of Memphis, Tenn., will be held January 23 at the office of the referee, A. A. Hornsey, in the Bank of Commerce building, that city.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE DETROIT
SOLD BY NURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

THE MAN WHO PICKED "TIPPERARY."

Bert Feldman, the Prominent London Music Publisher, Saw Merit in the Song That Others Had Rejected and the Sale of Millions of Copies of the Song Has Proven the Value of His Judgment as to Its Merit.

To those who have marveled at the wonderful success in this country of "It's a Long, Long Way to Tipperary," the marching song of the British soldiers fighting on the Continent, the accompanying portrait of Bert Feldman, head of the British music publishing house of B. Feldman & Co., who are the publishers of the number, should prove interesting.

The success of "Tipperary" is particularly re-

Bert Feldman.

markable at this time owing to the fact that it is not in any sense a war song, but a plain Irish ditty without any attempt at the injection of poor brogue or other features supposed to be popular with the masses. It is simply the plaintive hankering of an Irishman marooned in London to get back to his own Tipperary, and especially to "the sweetest girl he knows." The sentiment is "Home, Sweet Home" and "The Girl I Left Behind Me" combined.

Jack Judge and Harry Williams collaborated to write the words and music, but the former well known music hall artist is the chief author and composer. "Tipperary" was ready for publication in 1911, but it was not until 1912 that Messrs. Feldman accepted it for publication after it had been rejected in several other quarters. Even after publication it was found that copies were not selling, and on Mr. Judge expressing his disappointment, B. Feldman replied, "Take my word for it, that not only Edinburgh but all the world will one day ring with your song." An acute prophecy! The sales have now passed the second million.

In holding to his faith in the ultimate success of "Tipperary," Mr. Feldman has given startling proof of his ability as a publisher of great discernment. In addition to the millions of copies of "Tipperary" sold in England and her possessions, there are to be counted the million or more copies that have been sold in the United States where Chappell & Co., Ltd., New York, have the exclusive sale rights.

DICTAPHONE MANAGERIAL CHANGES.

T. K. Lyle, a nephew of Vice-President Lyle and formerly a member of the New York Dictaphone sales staff, has been appointed manager of the Dictaphone business of the Baltimore Columbia headquarters. Mr. Lyle succeeds Harold Duble, who has been placed in charge of the Dictaphone business at Detroit.

Paul Hayden, formerly a member of the Columbia Graphophone Co.'s advertising department, who resigned some time ago to enter the advertising agency business, has rejoined the Columbia advertising staff. Mr. Hayden is very popular, and his return to the Columbia fold was very pleasing.

Lawrence McGreal has re-entered the talking machine field in Milwaukee, Wis.

YOUR VERY GOOD HEALTH, NINETEEN-FIFTEEN.

Here's to Your Happiness and Prosperity Through Life, Master New Year—May Your Feet Touch Only the Soft Places, and Your Purse Be Full to Overflowing Always —May This Be the Good Fortune, Also, of Talking Machine Men Everywhere.

The mile-stones which mark the years flit past with ever-increasing rapidity, taking with them them things which are good and evil. The highway of time is strewn with fragrant blossoms for some while others totter under a burden of deepest sorrow; such is the way of the world, which to most of us is past all understanding.

However, I imagine we are all quite pleased to greet old Father Time's new baby, 1915. We should at least welcome him in a spirit of good followship, for probably no nation upon the entire earth to-day is enjoying just the sense of security together with the self-satisfied feeling that goes with deeds well performed as is The United States of America, God bless her!

While we tremble at the dire calamity which has befallen our neighbors across the father of waters, and stand aghast at the thought of eighteen million men plunged into the bloody maw of battle for reasons that are difficult to sanction, we thank heaven that we can at least aid in appeasing the suffering which this war has caused.

The fact that we are at peace with the whole world and that business is undergoing a rapid change for the better should make every American citizen play "The Star-Spangled Banner" upon his talking machine at every concert. Speaking again of the improvement in trade, the month of December, 1914, showed a very substantial increase, the holiday business of the Philadelphia department stores being the greatest in their history. Far more parcel post and express packages were shipped than ever before, and—here's something interesting—Gimbel Bros. sent home seventy-two talking machine outfits in one day. Never were the crops of our country so valuable as in the year just ended, the magnificent sum of $10,000,000 being paid for them, and now, to-day, Europe is calling impatiently for our products.

Still another thing to be thankful for is the fact that importations—the articles that Europe alone can produce—are coming along in satisfactory quantities. Cities in the various war-torn countries are rapidly adjusting themselves to present conditions and are endeavoring with bravery and tact to make the best of a bad situation from which, of course, we shall profit.

Therefore, gentlemen of the talking machine fraternity, let us all be optimistic for 1915. What could we gain by doing otherwise, living in the greatest country and under the most glorious flag, peace and abundance everywhere, liberty with all that the name implies? What more, pray, could we wish?

Made any new plans for 1915, Mr. Dealer? Have you thought of any accessories which might be added to your business machine in order that it may run a little more smoothly in the future? In other words, have you indulged in a confidential

Your Very Good Health, 1915.

chat with yourself upon the subject of better business and more of it? If you have not done this, I would suggest that at the first opportunity you take an hour or so to think this thing out. Lock yourself in your private sanctum with a note book and a good cigar, place a "No Admittance" sign on the door, and concentrate. When your note book is bulging with the new ideas that have come to you through the quiet and tobacco smoke, unlock the door, take down the sign and call in the boys. Read them your ideas and ask for suggestions and improvements. Believe me, Mr. Dealer, this is a great New Year scheme. The people who toil for you are both brainy and faithful or they would not be in your employ—the age of the brainless and the shirker is past. Therefore they too have ideas which they will be only too glad to share with you for your mutual benefit, and their plans for bigger business annexed to the ones you have already formed can have but one result—the uplifting of your entire establishment.

Why not start the young year upon its way by giving a little banquet to the faithful? Make it an occasion where all boundaries, both business and social, are thrown down, and let heart to heart, man to man, talk be the headliner upon the program. There can be no better method employed than this for getting upon a perfect basis of harmony and good will with the people who work for you and with you. There may be misunderstandings existing in your establishment, through no fault of yours, which may go on and on, expanding as they go, and eventually breaking out into a conflagration of unpleasantness unless extinguished by some such means as described above. It works out this way: If a fellow has anything on his chest regarding the bum treatment he thinks he is receiving from the man higher up, an affair like a social banquet, where he meets the big boss on an equal footing, is just the place to air his grievances without the fear of getting fired and also with the certainty of being heard. Also he has the surety of being mollified if the other chap is wrong, which is not, by any manner of means, always the case.

It is imperative, Mr. Dealer, that you consider your subordinates as partners and treat them as such, for it is also through their efforts and ability as well as your own that you are able to maintain yourself in business. The sooner a merchant realizes that by making confidants of his employes he will increase their enthusiasm, and along with it the business building capacity of the institution they represent, the better it will be for him and his pocketbook.

If your profits are not as large as they should be—if there is a drag or a binding somewhere in the trade machinery, ask yourself the question: "Do I stand upon the proper footing with my employes?" If you find yourself compelled to answer in the negative, proceed to rectify this fatal error without loss of time.

How do you feel regarding side lines, Mr. Dealer? Do you not think that, provided the line suggested would blend nicely with the talking machine and incerase the sale of the same, it would be well to take it on?

"If this is so, unquestionably yes," I hear you answer.

Then comes the skeptical query: "What is this wonderful side line which sells not only itself, but everything with which it comes in contact?"

I answer you with enthusiasm and candor: "The moving picture machine for the home."

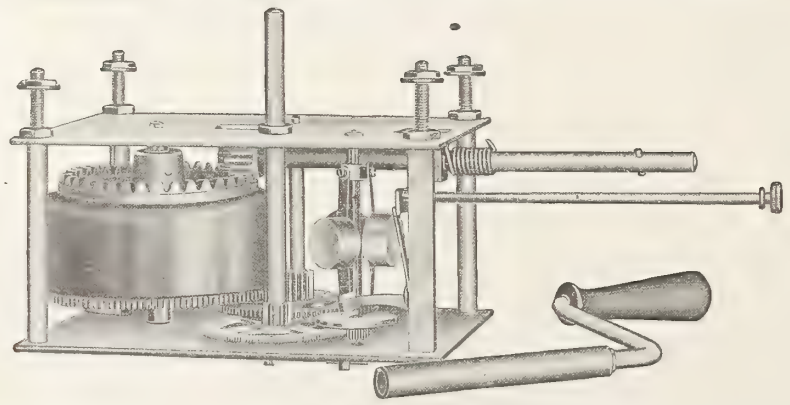
You will remember, if you were considerate and patient enough to read my December story, that Santa Claus paid a brief but glowing tribute to this instrument, and I wish to follow up his statement with a short one of my own, to wit: Every talking machine dealer should sell the Pathescope, for by doing so he will not only add greatly to his own profits, but send into the homes of his customers a wealth of entertainment, and at the same time, distribute among the young folks of the household splendid facilities for advanced geographical education. The moderately priced films, bearing wonderful action pictures depciting life in other lands, can have but one effect, and that is for the greatest possible good. I have investigated this machine thoroughly, and the results have been most gratifying. My hat is off to the Pathescope.

Lack of space prohibits further details at this time, but take my advice, Mr. Dealer, and when you communicate with Pathé Frères regarding their wonderful talking machine, the Pathephone, ask about the Pathescope also. I feel sure that if you do this, you will become as enthused and delighted as was the writer.

If when you think of the old year,
You get a little blue;
As you compare the things you've done
With things you'd like to do.
And good resolves seem hard to keep,
No matter how you try;
Just grit your teeth and plug away,
For that will get you by.

HOWARD TAYLOR MIDDLETON.

The Stewart Talking Machine Co., Victor jobbers, Indianapolis, Ind., had a large holiday business. W. S. Barringer, manager of the company, said the December business surpassed all expectations. George E. Stewart, son of Alexander M. Stewart, owner of the Stewart Co., is now in full charge of the large wholesale department.



TRITON MOTORS

can be wound while playing. Perfectly made and simply constructed. Will play 12-in. records. Noiseless.

Also makers of Triton Sound Boxes and Tone Arms

These products sold only in quantities to Manufacturers and Jobbers

TRITON PHONOGRAPH CO.

41 UNION SQUARE :: :: NEW YORK

REUNION OF ROBT. L. LOUD FORCES.

Members of Buffalo and Niagara Falls Stores Entertained by Mr. Loud at the Hotel Statler—The Year's Sales Campaign Discussed—Most Enjoyable Gathering.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 6.—Optimism that heralds a record-smashing 1915 glowed at the complimentary banquet tendered the entire working force of Robert L. Loud's piano and Victrola stores in Buffalo and Niagara Falls on the night of December 31. Robert L. Loud, head of the big institutions, acted as host to his employes at the enjoyable affair featured in the Dutch room of the Hotel Statler, and instilled a new spirit of enthusiasm into the workers, who sell hundreds of musical instruments in Buffalo and the Power City each year. A year's successful sales campaign was discussed, and it became known that despite business depression, 1914 was well to the fore insofar as business was concerned. At the conclusion of the banquet Mr. Loud was toasted royally, and all those in attendance pledged themselves to set a new mark for sales during the year to come.

Mr. Loud, as proprietor, was called upon to act as toastmaster, while his son, Lingard Loud, formerly actively connected with the firm, was the guest of honor. Mr. Loud is in his last year at Harvard. Young Mr. Loud contributed to the entertainment during and after the dinner.

Although many of the sixty business associates of Mr. Loud were called upon to speak, there was hardly time for a bare majority to respond, as a bowling match was featured in the Smith alleys at the conclusion of the "spread." R. C. Schermerhorn, manager of the Loud Buffalo store, rolled the highest score in the matches between the local and the Niagara Falls forces. The Buffalo team won a hotly contested match.

Richard Neville, one of the oldest employes in period of service for the Loud interests, was given an ovation when he was called upon to review the events of the piano business in Buffalo for the past twenty years. Clifford E. Ford, in charge of the Loud player department, spoke on "Customers I Have Met," while C. C. Schumacher enlarged upon "Player Construction," as his topic. Other shop-talk was indulged in, until the gathering repaired to the bowling alleys.

From the Buffalo store these live-wires were in attendance: Robert L. Loud, Lingard Loud, A. J. Boland, R. C. Schermerhorn, Richard Neville, C. C. Schumacher, Edwin Hayes, C. E. Ford, H. G. Butler, E. M. Stroud, Edward Hock, Edward Heintz, Harry Towne, Emil Fischer, Alvin Strohocker, John Dreyer and Anthony Weise.

The guests from Niagara Falls were: Gordon W. Cattley, Carl Doerflin, R. J. Mitchell, Don Sutherland, William Chambers, Frank Finley and M. D. Trumbull.

LATEST VICTOR PUBLICITY.

Some Superb Advertising Matter Prepared for Dealers to Boom January Trade.

The Victor Talking Machine Co. sent out to its dealers recently a large amount of advertising matter to assist them in securing a record-breaking January business. January is considered by a large proportion of the trade as the best record selling month in the year, owing to the fact that so many machines have been purchased for Christmas presents that a vast amount of new record business has naturally been created.

One of the most important features of this January advertising literature was a window poster of John McCormack to present the new Victor record of "Tipperary" which this eminent artist recently recorded. This window poster represents the highest development of the printing and engraving arts, and its design, coloring and general make-up equal in dignity and attractiveness the most artistic publicity ever issued by the Victor Co., whose efforts in this particular field have won the praise of advertising and sales experts throughout the country.

Included in the general advertising matter for the month were two hangers devoted to the Victor educational division, featuring American history series and Shakespearean records. This usual batch of monthly literature included for the first time a sheet of foreign and domestic numerical pasters, which were introduced a short while since by the New York Talking Machine Co., Victor distributer, with signal success.

MORTIMER D. EASTON HONORED.

Elected a Member of the Board of Directors of the Columbia Graphophone Co.

Mortimer D. Easton, son of Edward D. Easton, president of the American Graphophone Co., will take a seat on the board of directors of that company at its January meeting in New York City. The new director was graduated from Princeton in 1910 and has already served a substantial apprenticeship in the business. He started his Columbia career in the export department, for which his special study of languages had suited him. He then went into the Bridgeport factory and learned how graphophones were made. For several years past he has been specializing on the Dictaphone. As a Dictaphone salesman in New York City he made a successful record. He then went to the City of Mexico and had charge of the Dictaphone throughout Mexico, being aided by an excellent knowledge of Spanish. On his return from Mexico he traveled extensively in the interests of the Dictaphone both in the United States and in the West Indies. For a short time he served as private secretary to his father. At the present time he holds the position of advertising manager of the Dictaphone. In the latter part of January he will start with his wife for the Pacific Coast and will have charge of the great exhibit of the company at the Panama Exposition.

M. D. Easton.

An interesting fact in this connection is that Mortimer Easton was born at about the time of the birth of the graphophone and is one of the second generation to become prominent in the business created by his father; a conspicuous instance being John Cromelin, now general manager of the Columbia Graphophone Co. and the son of the late R. F. Cromelin, one of the pioneers who was associated with Edward D. Easton from the beginning; another being Mervin E. Lyle, now the manager of the great Bridgeport factory of the company, the son of the late Mervin E. Lyle, Sr., who was also a pioneer.

The Pearson Piano Co., 128-130 North Pennsylvania street, Indianapolis, Ind., handling the Victor and Edison disc machines, had an attractive holiday Edison window. With a background of white and large palms, a picture of Mr. Edison, a number of Edison machines were placed in one of the main windows. The display attracted the attention of the holiday buyers and, in the opinion of the Pearson Co.'s window decorator, was responsible for a number of the Edison sales at Christmas time.

OPPOSITION TO NEW PATENT BILL.

American Inventors Claim That So-called Emergency Measure Favors Foreigners to the Detriment of Citizens of This Country—An Outgrowth of the War.

Considerable opposition has developed against a bill drawn up for presentation to Congress by the American Patent Law Association providing for the temporary extension of the time of filing applications for letters patent and registration in the Patent Office and fees therefor. This bill is broadly drawn, in order to cover all possible contingencies growing out of the war, and purports to follow closely a law passed in Germany since the outbreak of hostilities for approximately the same purpose.

The present wording of the bill, however, affords to the Germans, as well as other foreigners, more definite advantages than are given to American inventors, or other interested persons, by the German act. In addition to this, the wording of the bill is said to discriminate in favor of foreigners in that it offers them the chance of pleading that owing to their financial condition on account of the war, they were unable to file their applications in good time, whereas citizens of this country, who are also adversely affected in a financial way by the war, are not granted similar privileges.

The bill specifically provides that "whenever an applicant for letters patent or registration of a trade-mark or label is unable on account of the existing state of war to file an application or pay any official fee within the period now limited by law, then the commissioner of patents will upon petition accept such application or fee within an additional period of nine months." It also says that the act shall be deemed effective from August 1.

The German law in question, while it makes specific mention of an extension not exceeding nine months in which an overdue annual patent tax may be paid without the penalty of an additional fee, does not provide for the acceptance of delayed applications for patents during that period.

COMMITTEE OF JOBBERS TO MEET.

(Special to The Talking Machine World.)

CHICAGO, ILL., January 12.—The executive and advisory committees of the National Talking Machine Jobbers Association to meet at the Chicago Athletic Club on Sunday, January 24, when plans for the next convention to be held in San Francisco, will be discussed and perfected and other important matters taken up for consideration.

"HELP" AND "POSITION WANTED" ADS.

Beginning with the current issue of The Talking Machine World "Help Wanted" and "Position Wanted" advertisements will be accepted at the rate of 25 cents per line. Minimum advertisement, four lines. To all other classes of advertisements the card rates will apply as in the past.

Pluck is bound to end with luck. If you don't believe it, just spell the word out. It's there!

Your Opportunity

50 cents stamps brings you a sample of our highly perfected Standard Fibre Needle Cutter.
25 cents stamps brings you a sample of our simple and accurate Standard Automatic Stop.

Samples sent only to bona fide dealers writing on their business letterhead. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET **NEW YORK**

LANDAY BROS.' HANDSOME NEW ESTABLISHMENT.

Opened Recently at 23 West Forty-Second Street Proving One of the Most Popular of the Various Establishments Controlled by Landay Bros. in New York.

The new Victor store of Landay Bros. at 23 West Forty-second street, New York, is proving to be one of the most successful establishments that this enterprising and successful Victor firm has yet opened. Situated in the heart of the high-grade shopping district and easily accessible to all modes of transit, this new member of the Landay chain has closed a remarkable business in the few weeks it has been open. There are now five Landay stores in New York, all of which are situated in the most desirable high-class business districts of New York. They represent clearly and convincingly the progress that the products of the Victor Talking Machine Co. has achieved in recent years, in addition to being a tribute to the business success of Landay Bros. The addresses of these five stores are 563 Fifth avenue, 427 Fifth avenue, 27 West Thirty-fourth street, 153 West Forty-second street and 23 West Forty-second street.

Entrance to Landay Bros.' New Establishment, on West Forty-second Street, New York, Showing Great Electric Sign.

The new Landay store is a model of refined furnishing and decoration. Gaudiness and show were forbidden in the instructions given the decorators, and the result is a store which even surpasses in many respects the other Landay establishments which have been opened in recent years. In the new store there are eight Victor record demonstration rooms, finished in white mahogany after the Louis XV. period of furnishing and design. In the rear of the store is a beautiful recital hall which is favored at all times with natural lighting facilities, there being no need for artificial lighting during the day. The display of Victrolas in this room is comprehensive and adequate, affording the prospective purchaser the privilege of hearing the machines under ideal conditions.

A feature of the new store is an immense electric sign, which is shown in one of the illustrations herewith. This sign is visible from a comparatively great distance, and sends the Victor message of Landay Bros. broadcast.

Benj. Landay, who has been associated with his brothers in the conduct of the Landay Bros.' stores for several years, is manager of the new store, assisted by a capable and efficient sales force. To Max and James Landay should be credited the splendid success of the house of Landay Bros. and the detailed perfection of the new store. Their many years of experience in the Victor business and their intimate knowledge of the requirements of high-grade merchandising is reflected in the steadily increasing prestige of the Victor establishments of Landay Bros.

A feature of Landay methods in the new store and the other Landay establishments is the detailed perfection which characterizes the store's record service. Landay Bros. since the first day they entered the Victor business have maintained that the success of any Victor business depends primarily on completeness of stock and a true understanding of the term "service." With the end in view of making every transient customer in their stores a permanent one, Landay Bros. have spared no effort or expense to keep their record and machine stocks as complete as conditions and circumstances will permit. A Landay customer is made to feel that his desires will be accommodated at all times, and the success of this far-reaching policy is well evidenced by the prominence of the Landay Bros. stores in local talking-machine circles.

Demonstration and Record Stock Rooms with Concert Hall in Extreme Rear.

Main Display Room of Landay Bros.' New Store Viewed from the Entrance.

PHONOGRAPHS FOR INSTITUTIONS.

One of the Real Needs of the City, Says Charities Worker—Contributions Solicited.

The need of phonographs and records in our public institutions of New York is urged by Mary G. Potter, a member of the New York City Visiting Committee of the State Charities Aid Association.

"A pleasant and familiar tune frequently quiets the patient and turns his mind from his own distress, while for the cripple or defective it is both a source of good cheer and a stimulus," says the appeal.

This committee visits twenty-five public hospitals and almshouses, each of which has many wards in which music would be welcome. Phonographs and records may be sent to room 701, Charities building, 105 East 22d street, New York.

LIBERAL ADVERTISING AIDS ST. LOUIS TRADE.

The Great Factor in Enabling the Talking Machine Dealers of That City to Surpass All Former Records in the Matter of Holiday Sales—Where the Demand for the Higher-Priced and Cheaper Machines Is Divided—Dealers Pleased and Optimistic for 1915.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., January 8.—The talking machine dealers here are more than elated with their year-end showing of sales, both as to machines and records. The trade was practically limited by the available supply of Victor and Columbia machines, ranging from $75 to $110 in price, and the $250 Edison disc styles. There is not a store that handles talking machines but that asserts that the business for December far eclipses the mark fixed in October, when the Christmas stock orders were given or revised.

There is a plain line of divergence between the price of machines sold by the downtown musical instrument houses and those handling talking machines as a side line to house furnishings and the sale of the machines at a lower price than $75 was practically limited to the latter houses. It is whispered that the Piano Row houses and those of the same standard in other parts of the city, bring pressure to bear so stiffly for the higher priced sales that they either gain their end or the prospects go to the house furnishing houses to make a cheaper purchase.

Another feature of the trade this Christmas was the exceptional amount of cash. The percentage of ready money paid on talking machine sales far exceeds that of former years. One sales manager said that this had two explanations; the stiffer terms put onto the trade by the Talking Machine Dealers' Association and the consequent stimulation toward cash on the salesmen, and the fact that so many people had been out of work. The latter fact has turned to the benefit of the talking machine trade in rather a peculiar way. When shops began to shut down and stores to decrease their forces, many wage earners took warning and began to lay aside a fund for an emergency. When Christmas came, with a practical assurance that the hard times are passing, a part of this rainy day fund went into a Christmas present for the family.

Several talking machine houses beat even last year's record of sales. This is true of the Field-Lippman Piano Stores, where the last year's December sales record was equaled on the afternoon of December 21, and some very good sales were recorded after that period. The Concordia Music House (Barthel & Dusenberg) also went ahead of previous records. The local jobbers of all three lines report increased sales over a year ago. There is a decided increase in the number of houses handling all three lines in this city and trade territory, yet retailers all are congratulating themselves on the showing, as compared with other lines of merchandise, which goes to show the strength of the talking machine trade and its steady growth in this section.

C. R. Salmon, of the Columbia jobbing department, reported excellent trade for that company and remarked that the Favorite model was most in demand for the country trade.

The advertising campaign conducted this year on behalf of the talking machine caused much talk. This feature, more than ever, has made the piano men take notice of this invasion of their field of musical instruments for the home. While exact totals are not at hand for the advertising for the month, it is admitted on all sides that the talking machines ran the pianos a very close race for supremacy, if indeed, they did not win. The piano houses that handle both talking machines and pianos have expressed amazement at the rapid strides of the talking machine, and this very fact has put some of the piano men on their mettle as to the line that they regarded as the leader.

The advertising campaign by the Silverstone Music Co. on behalf of the Edison disc machines has caused more talk, perhaps, than any one feature of the holiday musical instrument trade. At the time of the Edison factory fire Mr Silverstone had in one of the newspaper offices here a two-page spread, largely art work of a Santa Claus, ready for publication in $1,000 worth of space the next Sunday. Mr. Silverstone showed his gameness by permitting this ad to be printed despite the fact that every newspaper was printing reports that the Edison factory was in ruins and that the trade generally expected the Edison machine to be out of the market as soon as the stocks then in the jobbers' warerooms were sold.

"We have had an excellent trade during December," said Mr. Silverstone. "Fortunately, we had plenty of machines, unless it was that a few more of the $250 model, which all of our retail dealers are pushing, were needed. We thought we had plenty of these, but we were very glad the day after Christmas to receive an additional shipment from the stored stock at Silver Lake. Several of this later shipment were held in our warerooms only long enough to assure that the packing was in good order and to change the addresses to our customers."

The Aeolian Vocalion still is a mystery to the local trade, and at Aeolian Hall no predictions are made as to when the machine will be displayed here, nor is any comment made except, "We hear from New York that the instrument is meeting with unqualified approval of all who hear it."

Harry Levy, manager of the Aeolian Hall talking machine department, was well pleased with the outcome of the holiday trade at that store. "The big thing to me," he said, "is the general record made by the talking machine trade this year as compared with other lines of trade. From what I hear of mercantile lines, there is no other line that will show the excellent comparison that the talking machine trade will."

The record business this Christmas probably exceeded by large amounts that of any former years. Retail Manager Duffy, of the Columbia warerooms, tried out the plan of making up selected packages for the holiday trade, and to quote him: "They were a whirlwind success." The packages, artistically wrapped and with the numbers and names listed, were displayed in the show windows. There was natural sequence in the lists and many persons seeking Christmas presents rejoiced to find their work done for them. The dance package beat the others, except the purely Christmas selections, by several laps.

A notable change in the trade during 1914 was the cutting down of the exclusive model dealers. Where in former years few dealers handled more than one model, now almost every downtown dealer handles two, if not all three lines. The comparison of the machines is made a strong point in the advertising. A pioneer in this line of advertising was the Thiebes Piano Co., and this year this company used newspaper space very liberally with well-displayed, special art advertisements which presented the three lines impartially and invited the customers to come to the store and decide.

INCREASES FACTORY FACILITIES.

American Phonograph Co. Now in a Position to Go After Trade in an Extensive Way—Some Interesting Features of the Autophone Manufactured by That Company—Now Appointing Agents in Various Localities.

The American Phonograph Co., 101st street and Columbus avenue, New York, which is making the Autophone, has greatly increased its manufacturing facilities and is now in a position to go after the market of this country in an extensive way. In the Autophone is represented a phonograph that automatically plays twelve records, going through the entire list one after the other or stopping at any one desired. Any or all of the records may be removed and others substituted quickly.

Two particular features of the Autophone that the company desires to impress upon the trade are that the company has been making mechanism for slot machines in many ways similar to that used in the Autophone for nine years, thus emphasizing the fact that the instrument has been subjected to hard usage by the public and the test of time, and is no new experiment in any sense of the word; and the other is the simplicity of the Autophone. In the latter connection it is claimed that it is absolutely fool-proof; that any child can operate it; that every useless part has been eliminated, and that the Autophone represents the last work in phonographs of any type.

A diamond-point reproducer is used, this diamond having been used since 1907, while it was back in 1904 that the company first used the concealed-horn feature in machines of its make. The cabinet is genuine mahogany, high-class finish both inside and out, the inside mechanism being beautifully nickel-plated. The motor runs from one-half to three-quarters of an hour of playing, and without the slightest attention it is possible to hear twelve different selections of music.

With the increasing of manufacturing facilities the company is adding to its territory, and is now prepared to appoint representatives in various localities where it is not represented.

LONG CABINETS

D 70

Mahogany, Golden Oak, F. O. and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 196 12-inch Records.

Follow up your machine sales for Cabinet business

The George A. Long Cabinet Co
Hanover, Pa.

Address Clement Beecroft, Sales Manager
309 W. Susquehanna Avenue, Philadelphia

The announcement in the February list of exclusive Columbia recordings by Eleonora de Cisneros, the famous American mezzo-soprano, is what a great many Columbia customers have been waiting for.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MANY CASH SALES PLEASE THE TRADE IN BALTIMORE

High Grade Machines and Records and Ready Money Features of an Unusually Brisk Holiday Business in Monumental City—Victrola Used for Minstrel Show of Polytechnic Institute—Talking Machines in Demand by Dancing Academies—Other News.

(Special to The Talking Machine World.)

BALTIMORE, MD., January 9.—Truly marvelous was the talking machine business done in Baltimore during December by the thirty odd talking machine dealers in this city. Everywhere the business went forward by leaps and bounds; in some instances it doubled the sales of December, 1913, and as to the year's business 1913 went over 1912 and last year left 1913 far in the rear. The most sanguine optimists never looked forward to the business that was done in talking machines previous and during the holidays. Many of the talking machine sales people appear to be bordering on nervous prostration as a result of their hard work. A conservative estimate placed 4,000 as the number of machines sold during the month in Baltimore.

One of the big features of the Christmas rush was the amount of ready cash that was forthcoming. It was the large cash business that was really pleasing, in addition to the volume. Along with the rush of business the sales of records also went forward by leaps and bounds.

Higher priced machines had the call, and had it been possible to obtain more of the higher grade talkers more would have been sold. But at the same time no sales were missed, and when purchasers were unable to obtain the higher grade article they contented themselves by taking lower priced machines than was their original intentions.

The rush is still going on and all the dealers are still on the jump. Many of them say that they are selling many more machines than they expected during the days immediately following the Christmas rush.

E. F. Droop & Sons Co., one of the Victor distributers here, through W. C. Roberts, its manager, report a wonderful business that exceeded all expectations for both December of 1914 and the entire year. Continuing, he said: "We never expected to do the business in December that came to us. It was truly wonderful. High priced machines had the call, and the only reason we sold a good many lower priced machines was the fact that our supply of the higher priced machines was out.

"A big surprise was the volume of cash business done in our retail department. The cash retail business for December of 1914 was greater than the wholesale business done in December of 1913."

During the rush four extra men were added to Droop's sales force, and two of these will be permanently retained.

At the headquarters of the Columbia Graphophone Co. in this city the greatest December business in the history of the local office was reported. This office, which is the distributing point for a great part of the South, was hard pressed to keep up with the demand made upon it. Clifford Cooke declared that the business had exceeded all expectations and preparations, for care had been taken to lay in an extra large supply of machines and records, but even the precaution failed to meet the demand. Continuing, he said: "With the high price goods holding the lead, cash sales were better than ever before. Among the sales were three $500 grand Grafonolas. There has been no lull in the business since Christmas, and we are still waiting to fill some orders."

"The Victrola season was the greatest we ever had," said Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., a local distributer of the Victrola. The Eisenbrandt firm has represented the Victrola ever since the company was organized, and the statement coming from Mr. Eisenbrandt, who is thoroughly familiar with the work in all its branches, having full charge of the talking machine department of the house, means much.

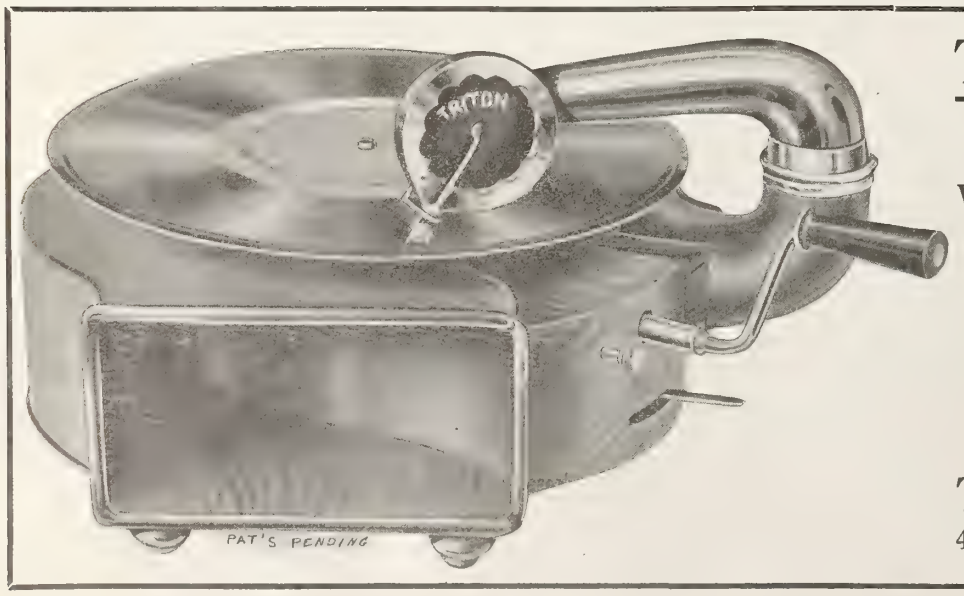
I. S. Cohen, of Cohen & Hughes, Inc., stated that the December business was the best they had ever done in Victor machines. "A better class of trade buying higher grade machines," said Mr. Cohen, "was one of the features of the holiday rush. The big question was to get sufficient machines to meet the demand, not alone for the retail trade, but for the dealers. In two days we received and answered 310 telegrams from all parts of the country for machines. These came from Chicago, Boston, Philadelphia, Florida and many other points. It was without doubt the best December we ever had."

It was with the greatest difficulty that Stewart & Co. succeeded in filling all its orders for higher priced Victrolas. But J. L. Gibbons, the manager of the Victrola department, who came here recently from the Stewart Dry Goods Co., of Louisville, foresaw the rush and made preparations for it. When it came Mr. Gibbons had eighteen machines stored away to fall back upon, and he found it necessary to use them.

A $200 Victrola was furnished by the Stewart firm for the minstrel show given by the students of the Baltimore Polytechnic Institute. Mr. Gibbons selected the machine and was on hand when it was used. He said that he went to all parts of the large hall and was greatly pleased with the performance of the machine. The result was the sale of a $200 Victrola to the institution.

Two dancing academies in this city have added the Victrola to their establishments as one of the things necessary in the instruction of the latest dances. One of the machines—a $150 model—was furnished by the Stewart firm to Prof. Albert V. Tuttle, who conducts one of the most select dancing academies in this city. The same firm furnished a Victrola to the Easy Method Dancing School.

The rush for records has struck Stewart & Co. hard and a big sales force is being kept on the move to handle this business. For three weeks this store, Mr. Gibbons says, was the only one in Baltimore that had Cecile in stock.



The Triton Phonograph

Retails at $10

Wonderful value for the money, it being possible to play any lateral-cut disc, getting music of excellent power.

Solidly built and guaranteed.

Samples **$10**

Write for territory and wholesale prices

TRITON PHONOGRAPH CO.
41 Union Square NEW YORK

Joseph Fink, of the Fink Talking Machine Co., like all other talking machine dealers, was in a very optimistic humor, both over December business and the outlook. He said: "The 1914 business was 50 per cent. better than 1913, and December of 1914 more than double the business of the same month a year ago. Higher priced machines had the call and I was hard pressed to fill all the orders for Style XI, Victrola, which was really the best seller. The new electric machines were sold with a rush. I couldn't possibly wish for better trade, and since Christmas there has been no letup. Between Christmas and New Year's we did as much business as we could handle."

Hochschild, Kohn & Co., one of the largest department stores in the city, and which has a large Victrola department, did a good holiday business. Mr. Lorfink, the manager, says he is devoting most of his attention to regular customers of the house with excellent results. He said he had no complaint to make as to the amount of business done.

Hammann-Levin Co., through Mr. Levin, reports a phenomenal run on Victrolas, and it was well pleased with the business. "The higher priced machines, that is, those from $50 up," said Mr. Levin, "sold as fast as we could get them."

The Hub Piano Co., which handles Columbia machines, did a very satisfactory business. It reports as much business as it could handle.

Sol Rosenstein, of the Rosenstein Piano Co., which handles both Edison and Columbia machines, said he believed his firm sold more talking machines in the last two weeks in December than any two agencies in Baltimore. Its specialty was low priced machines, $17.50, $25, $35 and $50. The fire that destroyed the Edison plant made things look bad for us for a little while because we could not get as many models as we needed.

The business done by William C. White, where the Victrola is handled, was one grand rush during the holidays, and it is still keeping up. In addition to the many higher priced machines sold before Christmas, several others have been disposed of within the last few days.

Sanders & Stayman Co. did an exceptionally fine business in both Victor and Columbia goods. In fact, it sold completely out of machines. It handles only machines from $40 upwards, and did the best business for December since this department has been added to its establishment.

A high tribute to the record albums of the New York Album & Card Co. was paid by J. L. Gibbons, of the Victrola department of Stewart & Co. Mr. Gibbons says that the albums are the best he has ever seen, and the big feature of them is that they are sold cheaper than albums manufactured by any other concern.

Phil Ravis, vice-president of the New York Album & Card Co., and Charles Hill, of the Herzog Art Furniture Co., recently visited the trade in this city.

The big selling records for the month were John McCormack singing "It's a Long, Long Way to perary," "Cecile" and dance records.

An interesting talk on the educational value of the talking machine was given by Mrs. Henrietta Baker Low, of New York, for many years the supervisor of music in the public schools of Baltimore, before the porch class of the Women's Club of Roland Park. Mrs. Low spoke of the necessity of teaching the young children to appreciate good music and keep from them a superabundance of ragtime. She discussed the value of training the child's voice to sing in accompaniment to good music played on the Victrola, and outlined the means by which children can be taught to differentiate between good and bad music.

One hundred and fifty inmates of St. Vincent's Male Orphan Asylum were given a treat in the form of a Victrola concert Christmas Day. This was made possible through the kindness of Adam Deupert, who for almost a quarter of a century has been president of the board of directors, bringing his handsome Victrola from his home to the institution.

A little balance on the right side of the ledger will do more to put stamina into a man than most any other human agency.

PROMOTION FOR F. R. ANGLEMIER.

Appointed Local Manager of the Columbia California Store Thus Relieving Walter S. Gray, Whose Duties as District Manager of the Pacific Coast Trade Have Considerably Broadened Out—Both Entertained at Banquet.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 4.—Fred R. Anglemier has been appointed local manager of the Columbia Graphophone Co.'s store in this city, thus taking off the shoulders of Walter S. Gray, district manager, some of the responsibility of looking after local affairs. Mr. Gray for the past three years has looked after the company's interests in San Francisco in addition to the duties incumbent upon his position as district manager. His district is a large one, extending into Montana and south to the Mexican border, and his resignation as local manager will give him more time to develop it. Mr. Anglemier has been with the Columbia Company for five years, spending two years at one of the retail stores and the last three years he has acted as wholesale manager at the San Francisco headquarters. In that capacity he has become thoroughly familiar with the local situation and his appointment as local manager is in the nature of a well-earned promotion.

In view of the change, the annual banquet of the San Francisco force, held on the evening of Dec. 30 at Paoletti's restaurant, took the form of a greeting to Mr. Gray and a reception to Mr. Anglemier. Those present were: W. S. Gray, Fred R. Anglemier, James Ferguson, E. L. Gray, G. L. Mauritius, R. W. Gade, M. L. Mefret, E. G. Batchelor, H. M. Coghlan, O. Boerner, M. Valentine, P. B. Morris, M. Sittenfeld, H. Norstman, C. J. Moore, G. M. Bastian, C. P. Le Roy, T. A. Devine. The 1914 get-together meeting was pronounced by those present the most enjoyable affair of the kind ever attended, the entertainment being excellent and the spirit of good fellowship at its height. All expressed the desire of making 1915 a banner year at the local branch.

SAN DIEGO EXPOSITION OPENS.

Dedication of the Mammoth Organ Precedes Formal Opening of the Fair by President Wilson—Some Interesting Ceremonies.

(Special to The Talking Machine World.)

SAN DIEGO, CAL., January 1.—The Panama-California Exposition, San Diego's twelve months' celebration of the completion of the Panama Canal, opened at midnight when President Wilson in Washington pressed an electric button that turned on the lights in the buildings and grounds.

Preceding the formal opening was the dedication of a music pavilion and mammoth organ, presented to the exposition and the city by John D. Spreckels.

William McAdoo, Secretary of the Treasury, represented President Wilson in the dedication.

Fireworks and illuminations signaled the opening of the gates early in the evening, and for three hours there was opportunity to explore the new city of Old Spain, which has risen on the mesa above the Harbor of the Sun.

At 11.30 p. m. the formal ceremony of throwing wide the gates to the world began. Lyman J. Gage, of San Diego, former Secretary of the Treasury, introduced Col. D. C. Collier, former president of the exposition. After describing the inception of the exposition, Col. Collier made way for President G. Aubrey Davidson, to whom were delivered the plans, the keys, and finally the exposition itself.

At midnight the exercises ended, and the flash of an electric spark in the White House carried over the wires President Wilson's announcement.

WHAT WOULD YOU DO?

IF YOU FOUND YOUR COMPETITOR

was able to give BETTER SERVICE than you? "YOU SHOULD WORRY."

Worry until you found out WHY. If you found, as many dealers do, that the "REASON" was "BLACKMAN SERVICE" would you be satisfied with the reason only, or would you become a "BLACKMAN DEALER"?

If this fits your case or if you are not getting SATISFACTORY SERVICE on Victor Machines or Records will you get in touch with Blackman AT ONCE?

"Satisfaction at Blackman's COSTS LESS than dissatisfaction elsewhere."—Blackman.

WILL YOU DO IT NOW?

DISTRIBUTORS

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

JOBBERS

EVERY PROPHECY FULFILLED

NOT A PROMISE BROKEN

THOSE of our dealers who threw the responsibility of furnishing them with a Victor stock entirely upon us—who accepted our suggestions as to when and how to stock up—finished the season's business without the loss of a single sale.

We guaranteed no future deliveries—but we filled our orders.

1915 Will Be Your Biggest Year

Our Stocks are the most complete in the country—throw the responsibility of being prepared for this business on us — you'll be taken care of.

THE TALKING MACHINE COMPANY
12 North Michigan Avenue : : : Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., January 9.—The holiday season of 1914 has undoubtedly broken all records, and members of the trade can congratulate themselves that in the midst of the general depression that has affected most every other industry their business has witnessed a tremendous advance. Furthermore, the new year has started off right, and reports from numerous cities of the Middle West indicate that there will be a most satisfying sale of records within the next couple of months. An interesting feature of the holiday trade was that the demand was for machines of the larger and more expensive type. There has been, of course, a large demand for foreign records, which is one good that the ill wind of war has blown to the talking machine trade. Cash has been more plentiful than was expected, and collections at the present time are likewise good.

Generous Call for Accessories.

Accessories are enjoying a generous call also, as witnessed in the statement of two of Chicago's leading manufacturers. S. O. Wade says that the demand for the Wade fibre needle cutter during the last month of the old year was just double that of the preceding December and that at the present time the call is holding up very well.

John F. Mortensen, manager of the Salter Manufacturing Co., says that its business also has been a record breaker. "We impressed it upon our customers," said Mr. Mortensen, "that it was absolutely necessary that they place their orders early, and this worked out very happily. Of course, there were the usual number of latecomers, but very few as compared with last year. The volume of business was much greater and there was an unusual call for record cabinets, and there continues to be a demand for that style of cabinet at the present time."

Interest in Pathé Growing.

A. J. O'Neill, of the O'Neill-James Co., local Pathé distributers, says that the Pathé machines and records have been given an excellent reception and that the number of dealers handling the line is increasing rapidly. "We are receiving inquiries concerning the Pathé from all over the Middle West," said Mr. O'Neill, 'and have established a number of dealers in the line. Our immense library of records has received particular favor, and our dance records, too, have made a most favorable impression."

Plans New Machines.

George M. Willson, of the Premier Cabinet Co., of Montoursville, Pa., announces that his company is at work upon some new and very unique styles of cabinet machines that will be presented to the trade within a couple of months. Mr. Willson says that despite some troublesome delays good progress has been made in the marketing of the present styles, and says that business favored the company all through the holiday season.

European Manufacturer a Visitor.

A notable visitor in Chicago at the present time is Otto Heinemann, a director of the Carl Lindström Co., of Berlin, one of the largest of European manufacturers of talking machines and records, controlling a number of different companies. While in Chicago he is the guest of his brother, Oscar Heinemann, head of the large silk house of the Oscar Heinemann Co.

Mr. Heinemann came to America in December after having been detained in London for three months on account of the war. He was finally lucky enough to get a permit to leave England for the United States and will probably remain here until the war is over. He is making a general investigation of conditions in this country, and is now on a trip which will take him to San Francisco, visiting leading centers both on his way out and on his return to New York.

"We are not attempting to do much in America right now," said Mr. Heinemann. "The high wages, high prices of materials and the great difficulty of shipping goods from Germany, all due to the war, militates against our doing an export trade at present. However, there is a field, I am certain, for our lower priced machines in America, and we hope to do considerable business with you after the war is over The various interests controlled by our company have had some tragic experiences since the war began. Our French factory, that of the Companie Francais Odeon, was burned on August 2 by the Paris mob. Our Russian factory at Warsaw was closed, and the two civil engineers in charge sent to Siberia as prisoners of war.

"As may be readily understood, the talking machine business in the belligerent countries is very much depressed. The sole exception being England. There the factories are quite busy, owing to the fact that business is less demoralized than in the Continental countries, and also because of the practical elimination of Continental competition both in their own country and in the overseas trade. The factory of the Carl Lindström Co., at Hertford was very busy when I left England both on records and to a lesser degree on machines. The sales of records in England have not felt the effect of the war as much as machines. The sale of patriotic records is, in fact, immense."

Mr. Heinemann spoke very highly of the talking machine business of the United States, the wonderful organizations of the big companies, their marvelously effective selling and advertising plans and the price maintenance system also eliciting his sincere admiration.

Remarkable Holiday Business.

The business done by the Talking Machine Co., local Victor jobber, during the month of December, has broken all records, running ahead of the corresponding month of last year by 60 per cent. R. J. Keith, sales manager of the company, said: "This wonderful showing would indicate that the talking machine business is one of the very few industries that came unscathed through the depression that has existed generally. Machines from $75 up seem to have enjoyed the greatest demand, although as far as our company went, we were absolutely cleaned out of every machine that we had by the time Christmas Eve rolled around. There was considerable difficulty, of course, in supplying the great demands made upon us, but those dealers who counted on us for their supply of Victor goods during the year—who would accept our suggestions concerning stocks—were all well taken care of. We were also able, further, to help out some of the dealers who ordered at the last minute, and some of the trade from distant parts of the country, but those who depended on us and had given us sufficient notice were not disappointed. We were kept under considerable of a strain right through the holiday season, and every man and woman in the organization worked hard and long in the effort to give service. Of course, this was much appreciated, and every employe was given a five dollar gold piece and a glove certificate. During Christmas we called all our travelers in and set them to work filling orders and waiting on city trade."

Big Holiday Sale of Columbias.

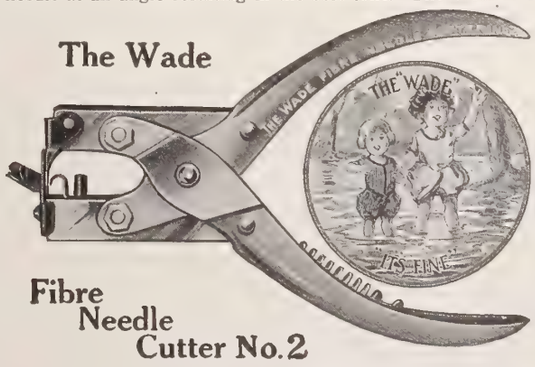
"Business showed an increase of 15 per cent. over December of last year," said Charles F. Baer, Chicago manager of the Columbia Co., to The World. "And if we had been in possession of sufficient stock we could have shown further increase of 40 per cent. The holiday business was

(*Continued on page* 45.)

THE WADE—THE PRACTICAL—THE WADE
Fibre Needle Cutter

The WADE embodies the right principle, worked out through long experience. It is simple, durable and accurate. It trims the needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

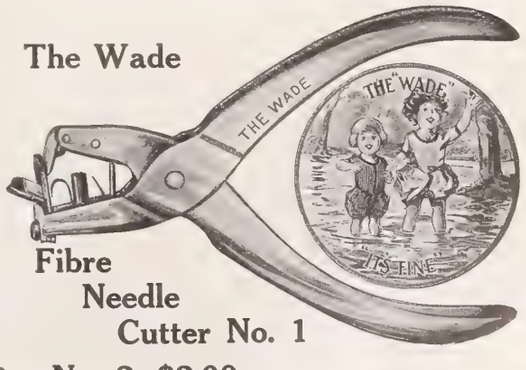
The Wade



Fibre Needle Cutter No. 2

The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the repointing of the first 50c. worth of needles.

The Wade



Fibre Needle Cutter No. 1

RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

BEGIN 1915 RIGHT

Resolve to take advantage in your Victrola purchases of:

1. **An Enormous Stock;**
2. **A Great Experience;**
3. **An Ideal System;**
4. **A Unique Service.**

You owe it to yourself to have the best possible source of supply for Victrolas, Records and Accessories.

You owe it to yourself to get in touch with

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

something remarkable, and I think a good indication of further prosperity is found in the fact that of all the goods that we were obliged to deliver after Christmas because of insufficient notice there have been practically no cancelations. The rush was something immense and Christmas dawned without a machine left in the stock room. Our record business was doubled and the present time is holding up in wonderful shape. We have just received a sample of one of the new 'Favorites,' which is equipped with an electric motor and retails for $75. It is a very handsome thing and runs perfectly. I am going to take a rest for a few days about the middle of January and go on a little shooting trip in southern Illinois."

District Manager W. C. Fuhri is at present on a trip through the South. He will stop for some time at St. Louis and New Orleans.

O. H. Radix, who for some time has been in charge at the order desk, has been transferred to the Dictaphone department and will confine his attention to that branch of the company's activities permanently. He is succeeded by C. H. Kennedy, who was formerly connected with Robert Fulton, well-known music dealer of Waukegan, Ill.

Move Rothschild's Department.

D. V. Dvorak, manager of the talking machine department of Rothschild & Co., announces that his section will be removed from the seventh to the sixth floor, south end, and will be combined with the piano department. The new department will enjoy a greatly enlarged space and the mutual advantages which seem to attend the combination of the piano department with talking machines. Several commodious booths are to be constructed, and when all the work is finished Mr. Dvorak will have excellent facilities at his command. George Israel is buyer of Rothschild & Co.

Asks for Cash—Gets It.

"Ask for cash and you will get it," says T. J. Cullen, manager of the talking machine department of the W. W. Kimball Co. "This has been my experience during the past month. It was the greatest month I ever saw for business, and we received by far a greater percentage of cash. This idea of quoting terms first and cash last is all wrong. I think it is wise to keep in mind, 'Ask and ye shall receive.'"

Mr. Cullen was unable to make any statement concerning the talking machine department that is to be a part of the handsome new sixteen-story Kimball building, which is to be erected probably this spring on the site of the present building.

Five Popular Records.

Five popular records that are being sold by Victor dealers in Chicago are: "It's a Long, Long Way to Tipperary" (McCormack), "Down on the Farm," "When You Wore a Tulip," "Diane of the Green Van," "When It's Night Time Down in Burgundy."

Five Edison records that are selling well are: "It's a Long, Long Way to Tipperary," "Rouli-Rouli," "Die Wacht Am Rhein," "Aba Daba Honeymoon," "Dixie Medley" (banjo).

Some Columbia records that are enjoying a big call are: "It's a Long, Long Way to Tipperary," "He's a Rag Picker," "Destiny Waltz," "Poor Pauline," "Chinatown, My Chinatown."

Wiswell on Eastern Trip.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has left for a two weeks' trip to Florida. He will be accompanied by Mrs. Wiswell and will endeavor at St. Augustine to get a good rest from the heavy work of the holiday season. In this connection Mr. Wiswell said: "December was positively the biggest month in both the wholesale and retail way that we have ever had. We were practically sold out and toward the last were deluged with requests for stock that we did not have. Our wholesale patrons for the most part had been stocked up fairly well, but there were, of course, the usual number of those who postponed their orders until the last couple of weeks and then demanded by telegraph and telephone that we ship them goods immediately. This month of December taught many a dilatory dealer the futility of placing holiday orders so late. At the present time we are doing a big business in records and are also busy with the work of renewing our concerts. This department will contain some special features of unusual interest during the coming season."

New Talker Store.

The Reichardt Piano Co., whose main store is at Milwaukee and Carpenter streets, has opened a new north side branch at 5356 North Clark street. The company is handling both Victor and Columbia lines, as well as a line of pianos.

Blackman Home for the Holidays.

M. M. Blackman, formerly connected with the Chicago trade, returned with his family for a visit to Chicago during the holiday season. Mr. Blackman now directs the distribution of the Edison machine in the territory surrounding Kansas City, Mo., and is very enthusiastic over the possibility for building up a tremendous business.

Big Holiday Business for Edison.

C. E. Goodwin, manager of the Phonograph Co., local Edison distributer, is at present on a short trip to the East, where he is helping in the work of re-establishing the Edison factory and business. In his absence R. L. Du Bois reports that the holiday business in the Edison machine ran into startling figures. "We ran out of almost all the different styles of machines," said Mr. Du Bois, "and had only one or two machines in odd finishes left when Christmas week came to a close. We were obliged to turn down numerous orders and also took a large number of orders for future delivery. All this was despite the large stock that we received prior to the fire."

Personals and Visitors.

Roy Sonneborn, of Sonneborn & Sons, La Porte, Ind.; E. D. Allington, Freeport, Ill., and M. M. Merrin, of Grand Rapids, Mich., were recent talking machine dealers visiting the local trade.

A. M. Lockridge, the new traveler for the Talking Machine Co., is now upon the road taking care of the Wisconsin trade. Mr. Lockridge succeeds Don C. Preston, who is now located in Minneapolis.

Among other recent visiting dealers there have been in Chicago Mr. Frederickson, of the Frederickson Music Co., of Oshkosh, Wis.; D. L. Hogan, Kankakee, Ill.; E. Brueckner, of Diresville, Ia.; H. G. Power, of the Taylor Carpet Co., of Indianapolis; E. Larson, of Rockford, Ill.; B. H. Hughes, of Oshkosh, Wis.; Messrs. Pronger, of Pronger Bros., Blue Island, Ill.

E. W. Richardson, well-known to the talking machine trade of St. Louis, is now a part of the retail Columbia organization.

DEPARTMENT STORE PRICE BAITERS

Says Brandeis, Cut Rates to Induce Customers to Buy Other Things—Price Maintenance the Sheet Anchor of Trade.

(Special to The Talking Machine World.)

WASHINGTON, D. C., January 11.—Every talking machine merchant in America is interested in price maintenance, and naturally will be interested in certain matters which are now before Congress.

Louis D. Brandeis, of Boston, appeared before the House Committee on Interstate and Foreign Commerce last week in advocacy of the bill introduced by Representative Stevens, of New Hampshire, which has for its object the correction of evils of merchandising based on misleading advertising, sham "bargain" pricing and substitution of inferior articles in place of standard goods.

The legislation is advocated by the American Fair Trade League and by the National Association of Retail Merchants throughout the country. The bill would permit uniform price fixing by manufacturers.

Mr. Brandeis stated that unfair and oppressive competition prevents natural development and gives success to those who use crooked methods to destroy competitive business. He said the aim of the Clayton law was to prevent the destruction of competitors.

He denied the right of the department stores to cut prices of standard articles.

"They lose money every time they do it," he explained. "They have an ulterior purpose in so doing. While they may cut the price upon one or two articles, they will raise the price on others. They do this as an inducement to the purchaser to buy other things.

"A woman who goes into a department store to buy a certain article at two cents cheaper than the average retailer can sell it passes through a series of temptations before she reaches the floor on which this particular article is sold. She will probably spend ten times as much money as she had intended before she leaves this store."

He contended that the people of the country wanted a known value and they did not mind paying the price for it as long as they got that value. He said that to undersell a staple article was not only ruinous to the manufacturer of the article but exceedingly hurtful to the reputation of the retailer as well.

"The minute one store or one man cuts the price on an article," he said, "that very minute the consumer will begin to think that he has been cheated by paying more for such articles at the individual stores. It creates distrust in his mind and he will hesitate before going back to his regular merchant or storekeeper."

Mr. Brandeis contended that the practise of price cutting was used as a "bait" by the department stores in order to sell other goods to the consumers not on the bargain counter.

"The cut sale," he stated, "blackens the reputation of the manufacturer and the reputation of the retail dealer. Every standard article is a competitive article, and the idea that anyone is benefited through the underselling is erroneous."

These arguments are in line with those which have been previously made in the columns of The World, and we contend that a fixed price for the manufacturers protects the retail purchaser and insures a standard of values. Destroy that, and the solidity of the business edifice tumbles.

Department stores which offer standard articles at cut-rate prices invariably use them as bait to encourage the belief that if they sell standard articles at cut rates all purchases may be made in like proportion at their establishments.

INCORPORATED.

The Atlantic Talking Machine Co., Boston, Mass., has been incorporated with capital stock of $25,000. The incorporators are: O. S. Wyman and A. A. Wyman, of Boston.

VALUE OF AN ENVELOPE.

If manufacturers would make a practice of saving envelopes in which financial statements and orders are received, according to a man in charge of the collection bureau of an association, they would be able to prove with little trouble, when the occasion might arise, that a statement or order had actually been received. While credit men envelope containing the statement was filed away and could be used to prove misuse of the mails if fraud were practiced in compiling figures. One conviction has already been obtained in this State, he said, for sending a false statement through the mails, and other cases are pending. In bankruptcy cases, he added, the attorney for the bankrupt is often able to discredit the mere word of a witness who testified that a statement was received on such a date, but if the envelope is produced with the date of receipt and nature of the inclosure written on the face of it and signed, the evidence given

O'NEILL-JAMES CO.
337 W. Madison St.
CHICAGO
DISTRIBUTORS OF
PATHÉ
MACHINES AND RECORDS
and ARETINO RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 11.—The year 1914 was another conundrum to the talking machine dealers. It was a year of great results and most satisfactory returns. In spite of any business depression it has gone way ahead of any previous year, and in some instances in this city dealers note that their December business increased by close to 100 per cent. over a year ago. The war has had no effect on the talking machine and neither has any other condition.

It might be argued that but for the war the business would have been much greater, but this argument is laid aside, for the reason that the business done was only limited by the capacity of goods that the dealers and jobbers were able to receive, and in neither machines nor records did the supply hold out. What a wonderful business this is, and who ten years ago would have thought such a thing possible?

As a general rule all the firms were able to take very good care of their regular dealers and such dealers who looked out for themselves in time. It was the pessimists who got left and lost out, and therefore it should be a good lesson to such to turn optimists as soon as possible so that it will not happen again.

There is no striking news developed the past month in Philadelphia. Everybody was too busy making money. So far as I can learn there will be no changes whatever in Philadelphia with the New Year. There will be no new dealers either in Victor, Columbia or Edison; I have not heard of one change at any of the houses, and the only progress that is to be made will be the enlargement of several of the departments, which will be started at once.

C. J. Heppe & Son report that their talking machine business in 1914 was phenomenal, and especially during December. On Christmas day alone they delivered forty-four Victor machines which should have gone out a few days before. The Heppes had been well supplied, and while they ran short on two of the biggest sellers, yet they feel that they did not lose very much business.

Blake & Berkart, the dealers in the Edison line at Eleventh and Walnut streets, say that they have no kick coming whatever. They are short of the eighty machine, but otherwise the factory kept them well supplied and the fire had little effect upon them, and they were able to keep their record stock up to all demands. They are going to do a great amount of circularizing during January and will go back to their recitals about the 10th of the month. They had been very successful in the fall and they were compelled to cut them out owing to the rush of holiday business. The good work that the Edison men did in this city has told with all the dealers, and N. Stetson & Co. tell me that they had an extraordinary business with the Edison. Mr. Von Bernuth, the Stetson local manager, has grown to be quite an Edison enthusiast. The entire December list of records, Blake & Berkart tell me, went so well that they had none left by Christmas. Two of the most popular selections were the "Chin-Chin" music and music from "The Girl from Utah." They ran out of Harry Van Eps banjo records.

Harry Weymann, of H. A. Weymann & Sons, says: "The Victor business closed one of the largest years we have ever had with that machine. Had it not been for the shortage and inability to supply certain types for which we had such a great demand, we would have been able to have completed all orders placed with us by our dealers, which we were so anxious to do. In placing our advance orders we had made all preparations for an extraordinary quantity in anticipation of orders sent out the last minute by our dealers, but unfortunately even with this the demand exceeded the supply by a considerable per cent., the Victor Co. being unable to let us have the goods."

As to the future Mr. Weymann says: "All indications, so far as we can see, point to the fact that 1915 will be an exceptionally good year, and we shall make every preparation accordingly in anticipation of the wants of our dealers. I base this optimism on reports I receive at the Manufacturer's Club, of which I am a member, and from conversations held with large manufacturers who speak of the large advance orders they have taken to be filled in 1915, which will necessitate their putting on full force, many of them having, during the past six months, been only working about 20 per cent."

Manager Eckhart of the Pennsylvania Talking Machine Co. is one of the most optimistic men in the local trade. When I asked him how his business was with the Columbia he replied that "I cannot say anything but 'wonderful.' That sums up my December. My astonishment is absolute in the extreme. I was ready to close my books on Christmas Day and call quits, but business continued up to the very first of the year and gave us no let up. We were able to satisfy practically all demands, but we only had goods from mouth to mouth, from one day to the next. All our dealers have been highly prosperous..

"The new Columbia goods," continued Mr. Eckhart, "were received this year as I never thought they would be received anywhere, and the most agreeable part of the business was the high class of machines and records that were taken."

December was an exceptionally good month for the Pennsylvania Co. in Dictaphones. They placed these instruments in a number of new places, placing a new equipment with the Dupont High Explosive Co., the Hercules Powder Co., both Wilmington firms; N. & G. Taylor Co., tin plate; the George Bush Co., Taylor Bros., Camden; Curtin & Bockie, of this city.

Last year," Mr. Eckhart says, "I said that if 1914 was as good as 1913 I would be tickled to death. I want to make the same statement with a 'double-barrel' regarding 1915 as compared with 1914. We were so far ahead of 1913 in 1914 that I hate to recollect the previous year, and it looks to me as if we were going to run way ahead of 1914 this year."

John De Angeles, manager of the Cunningham Edison business, has added to his force three new men. They had a splendid business.

The New York men here making a campaign for the Edison will continue the work at least until the first of April.

Harry S. Ziegler, head of the retail department at Heppe's, reports that they had a very fine business and he is quite optimistic as to the future. Mr. Ziegler had such a strenuous time of it that he was compelled to take off a day and rest up when it was over. Fred C. Ferris, one of the salesmen, was also knocked out for a few days. The boys of the talking machine department presented Miss L. Smith, of the same department, with a very handsome leather hand-bag the day before Christmas.

Louise Buehn has incorporated his business into the Louis Buehn Co., for which he has just received a charter. The other members of the firm are Charles W. Miller and Frank B. Reineke, both old employes of the firm, the former having been with Mr. Buehn thirteen years and the latter six years. The firm will hereafter handle the Victor product exclusively. Mr. Buehn disposed of his entire stock of cylinder goods.

Mr. Buehn says that his firm has started the year with real business with very bright hopes as to the future. "We had a remarkable December," he says, "with an increase over last December of 30 per cent., and we had a splendid increase during the entire year of at least 25 per cent."

The company will make a number of changes about their wareroms, since they have disposed of the cylinder business, which gives them considerably more room, which will be utilized for the building of additional record racks. They will also change their offices and will build an additional demonstrating room, besides repapering and redecorating the entire place—in fact, they are preparing for a busy year.

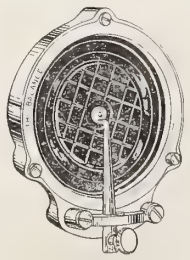
PENN
PHONOGRAPH CO.
PHILADELPHIA

Largest Stock of Victor Records and Victrolas in Pennsylvania

Orders Filled Immediately Upon Receipt

Give us a trial and be convinced

PENN PHONOGRAPH CO.
17 South 9th Street
Opposite Post Office, Philadelphia



THE "BALANCE" SOUND BOX

The metal diaphragm produces the true tenor notes.

Retail Prices:
Nickel $3.00
Oxidized 3.00
Gold plated... 4.00

For samples, send to any jobber of Edison Disc machines.

TRADE IN SAN FRANCISCO UP TO EXPECTATIONS.

Talking Machine Dealers Enjoy Big December Business—Columbia Exhibit at the Panama-Pacific Exposition Well Under Way—Victor Co. Will Also Be Represented—Sherman, Clay & Co.'s Big Trade Gains—Columbia Agency with Emporium.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 4.—Holiday business in talking machines was well up to expectations in this city, and reports from other sections of the Pacific Coast indicate that Western dealers generally enjoyed a big December business. Trade was a little slow in starting here on account of the stormy weather the first half of the month, but the last few days before Xmas were sufficiently busy to more than offset the late start in holiday shopping. A gratifying feature of the month's demand was the large percentage of high priced machines sold, and the large first payments received. Many of the sales were for cash. Another source of great satisfaction to the trade was its ability to supply the demand in talking machines to better advantage than in former years. There was little complaint of shortage in any of the makes this season, the distributers having anticipated their needs by securing all the stock they could from the factories at an early date. The first of the year finds many departments practically cleaned up, but it does not appear that many sales were lost on account of shortage of goods, as has been the case heretofore. Emphasis is now being placed on the record end of the business in view of the large number of new machines put out during the holiday season.

Sherman, Clay & Co. Gains.

Sherman, Clay & Co. report an increase in their Victor business for 1914 over 1913, which gives them an unbroken series of gains each year over the preceding one since they took on the line. The first part of 1914 did not quite hold its own with the corresponding months of 1913, but there has been no room for complaint since the first of October, according to Andrew G. McCarthy, who gives particular attention to this part of the business. "Both wholesale and retail holiday business was excellent," said Mr. McCarthy. He looks for a good year in 1915 and to this end the company has just completed improvements in some of its branch stores. The store in Spokane, Wash., was practically rebuilt in the last few months, the company occupying temporary quarters while the work was in progress. The new four-story and basement steel and concrete structure was ready for occupancy just before the holidays and no part of the business profits more by the improvements than the talking machine department. The ground floor is devoted to the retail talking machine department and the offices, and the basement has been fitted to accommodate the wholesale stock. In finish and equipment the Spokane store compares very favorably with any of the company's other stores, even the main establishment in San Francisco. The interior is finished throughout in mahogany and the partitions are of thick hollow tiling and plate glass. The heating, ventilating and lighting systems are the best known at the present time.

The branch store of Sherman, Clay & Co. in San Jose, Cal., has been done over also, five new talking machine demonstration rooms having been installed on the ground flor. These are rendered sound-proof by the use of double glass and panel partitions.

Planning the Columbia Exhibit.

Walter S. Gray, district manager of the Columbia Graphophone Co., accompanied M. Dorian, treasurer of the company, to the southern part of the State when he left for the East within the past month, after spending some little time on the Pacific Coast. The principal object of his trip was in connection with the Columbia exhibit at the Panama-Pacific Exposition, and the booth in the Liberal Arts Building was well under way when he left. D. N. and E. Walter & Co., a San Francisco concern, has the contract. Mr. Gray reports the closing of the best holiday business this office has ever had.

Victor Co. at Panama-Pacific Exposition.

Work on the exhibit of the Victor Talking Machine Co. in the Liberal Arts Building is progressing nicely also. It is understood a special feature will be made of educational work. Mrs. Clark, who has devoted attention to that part of the work, having charge of that phase of the exhibit.

Gathering of Travelers.

Travelers for the Pacific Phonograph Co. were at headquarters over the holidays, but will be leaving again for their respective territories within a few days. A. J. Pommer, head of this company, reports a big increase over last year's holiday business. He does not anticipate serious interruption in Edison business on account of the recent burning of the Edison factory.

Handle the Columbia Line.

New quarters have been fitted up on the third floor of the Emporium for the talking machine department. Six sound-proof demonstration rooms, well ventilated and lighted, have been installed, besides two record rooms. The demonstration rooms are 6 by 12 feet, and the record rooms are 9 by 12. The woodwork is finished a light gray, and the hangings and carpet are royal blue. Columbia graphophones are handled exclusively in this department, which is under the management of William Hoffman.

Plan to Feature the Sonora Phonograph.

Frank M. Steers, president of the Sonora Phonograph Co., has just returned from New York, where he had been in consultation with officials of the Sonora Phonograph Corporation in reference to inaugurating an extensive campaign for the wholesaling of Sonora products on the Pacific Coast during the ensuing year. The local company has jurisdiction over the eight States of California, Oregon, Washington, Utah, Nevada, Arizona, Idaho and Colorado. All that territory will be covered from the San Francisco headquarters according to Manager F. B. Travers. He says local retail holiday business was fully up to expectations.

Boiled Down Paragraphs.

H. P. Rothermel, manager of the talking machine department of Eilers' Music House, says their first holiday season will set a high standard for following years. Sales Manager W. R. McArthur left for the East late in December, visiting a number of important centers.

The Mission Phonograph & Piano Co. has put in a stock of Edison phonographs at its store on Mission street.

P. H. Beek, manager of the Kohler & Chase department, reports a very satisfactory holiday business, with a gratifying percentage of cash sales and substantial first payments.

George R. Hughes, assistant manager of the Wiley B. Allen Co., says their talking machine business ran way ahead of last year at all their stores.

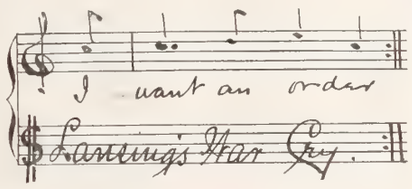
J. J. Morgan, formerly manager of the Emporium talking machine department in this city, is now with Sherman, Clay & Co. as manager of the talking machine department at their Fresno store.

Byron Mauzy says holiday business was better in his talking machine department than in his other music lines.

LOOKS FOR BIG BUSINESS IN 1915.

Discussing the business situation and the outlook for the new year, George E. Brightson, president of the Sonora Phonograph Corporation, 57 Reade street, New York, said to The World early this month: "I am pleased to say that we are enjoying a very fine business, and we believe that the new year will be a big one for all in the phonograph business."

Take notice! You cannot beat the man who works all the time by the man who works only part of the time, that is, when he feels like it.



Begin the New Year Right
by Keeping Down the Overhead Expense

The Lansing Khaki Moving Cover

WILL HELP A LOT

MADE IN TWO GRADES

I have them and don't need them.
You need them and haven't got them.

WRITE FOR BOOKLET OF PARTICULARS

E. H. LANSING, 611 Washington Street, Boston, Mass.

The Columbia Grafonola "Jewel"—$35—meets a distinct demand and sells itself every time you give it anything that looks like a "prospect."

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HIGH WATER MARK OF TRADE.

Established in Indianapolis and Throughout the State of Indiana in the Closing Week of the Old Year—All the Leading Concerns Make Splendid Reports—News of the Month.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., January 4.—A high water mark in the talking machine trade was established in Indianapolis and Indiana in the last few weeks before Christmas Eve. Managers of the Indianapolis talking machine retail stores assert business was better than in the same period of last year and the wholesale dealers say business throughout the State kept up with the local trade.

A. W. Roos, of the Columbia Graphophone Co., said the December business of the store at 27 North Pennsylvania street was nearly twice as large as the December record of any year in the history of the store. The retail department showed the largest percentage of gain. Cash collections during December, Mr. Roos said, were the best of the year and the year's total business was approximately 50 per cent. better than that in 1913, which was the best previous sales year for the Indianapolis store.

On the optimistic side of the "business depression argument" for several months, Mr. Roos attributes the large increase in his sales to that frame of mind. He asserted the depression was really "psychological," but that the added business and profits were not.

The usual monthly inventory of the Columbia store was a small job compared with other months because so many types of Grafonolas were sold. The stockroom of the Columbia store never looked so large. Mr. Roos, however, said not a sale was lost through inability to keep up with the demand because stock orders came in December at opportune times.

H. M. Wright, floor manager of the retail store, says that enough Christmas and sacred records were sold just before the holidays to reform the entire city. The month's sale on records of this class outranked the sale of dance records. This is the first time, according to Mr. Wright, that the dance records have not held first place in the total sales for any month in the last year.

The Columbia branch store at Terre Haute reported a good volume of business for the month. L. A. Moeller, in charge of this store, is expecting business to keep up in the next few months. The attractive new store there is proving to be a business getter.

Mr. Roos has been won over by the dance craze and is learning to do the new ones, his instructor, Mr. F. Graham Miller, recently of New York, and teacher of the J. Hepburn Wilson system of instruction, says Mr. Roos is an apt pupil and that he is getting on remarkably well. As does Mr. Hepburn, Mr. Miller uses the Columbia Graphophone while teaching the various steps.

NEW JERSEY
PRICE TALKING MACHINE CO.
VICTOR DISTRIBUTOR
(Exclusively)
We can supply ALL your wants on time.
NEWARK

BEAUTIFULLY ARRANGED EDISON SHOP IN SAN FRANCISCO.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., January 4.—One of the centers of activity during the month of December, and particularly during the holiday season, was the new Edison Shop, which was opened on Geary street this fall for the purpose of taking care of the retail demand for the new Edisón diamond disc phonograph. One of the interesting features of the new Edison Shop, which is under the management of James S. Baley, is the elaborate but harmonious and pleasing character of the interior arrangements and decoration, all of which are in thorough keeping with the manner in which the Edison products are being featured.

The accompanying illustration affords an excellent idea of the general appearance of the main or street floor of the Edison Shop, which is devoted chiefly to the purposes of a reception room. There is also shown the stairways leading up to the mezzanine floor, upon which is located a commodious recital hall where daily concerts have been held since the opening and which is very popular.

During the holidays the stock of the Edison Shop was sadly depleted as a result of the demands made upon it, particularly for medium-priced machines, and the reserve stocks in the city were found very welcome.

Interior View of the Edison Shop, San Francisco, Cal.

Although retarded to a certain extent by the fire which almost destroyed the Edison factory, December 9, the Kipp-Link Phonograph Co., distributors of the Edison talking machines, experienced the greatest volume of holiday business in the history of the house.

Walter Kipp, president of the company, visited with Mr. Edison the latter part of December. He said the manner in which the factory was re-establishing itself was marvelous. Twenty-one days after the fire, Mr. Kipp said, talking machine records were being turned out.

December proved to be the biggest month in the history of the house, Mr. Kipp said. The Kipp-Link Co. not only supplied the dealers throughout Indiana and neighboring States with machines, but also three large downtown stores in Indianapolis—the Pearson Piano Co., the Carlin Music Co., and the E. L. Lennox Piano Co., all of which have attractive Edison talking machine departments. Mr. Kipp said toward the last few days before Christmas he began wondering what these houses were doing with the machines they demanded.

VOTE FOR ADVERTISING BUILDING.

At the recent dinner of the Sphinx Club, held in New York, H. C. Brown, president of the association, and by the way, advertising manager of the Victor Talking Machine Co., presided, and announced the results of the letter ballots on the suggested new advertising building. A total of 137 votes were sent in, of these 133 were affirmative and four opposed. Eighty-one members wrote that they would work actively to help fill the building with tenants.

NEW STORE IN BETHLEHEM, PA.

The Bethlehem Talking Machine Co. Opens on Main Street—Will Handle Four Lines of Talking Machines—Optimistic Over Outlook.

E. J. Delfraisse, formerly local manager of the Melville Clark Piano Co. and now head of the Delfraisse Music House, Hackettstown, N. J., has opened another store in Bethlehem, Pa., under the name of the Bethlehem Talking Machine Co. The lines to be handled in this new store include the following makes of machines and records: Edison, Columbia, Sonora and Pathé Frères. Mr. Delfraisse states that he will also handle the Apollo player-piano in his new store, which is located on Main street, the leading business street in Bethlehem.

Mr. Delfraisse, who visited New York this week to place orders for stock for his new store, states that he has been very successful with his store at Hackettstown, having closed an excellent piano, player and talking machine business.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Lively Final Spurt of Business During Holiday Season Encourages Trade—Optimistic Feeling Regarding New Year—Resume of 1914 Business—Big Talking Machine Factory for Japan—Sympathy for Thos. A. Edison—The Talking Machine's Part in the War—Patriotic Records in Great Demand—Recent Record Lists—Hoffay to Visit U. S.

(Special to The Talking Machine World.)

LONDON, E. C., ENG., January 5.—Before passing to the usual report I would take this opportunity of extending to all my readers a very hearty wish that the New Year may herald renewed prosperity and, above all, the blessings of good health!

With the dawn of another year one's thoughts—be the times normal or abnormal—usually travel in an optimistic direction, ever hopeful of brighter things to come, even though the old year may have been associated with progress in all one's particular interests.

A healthy optimism is at all times justified. Perhaps at this troublous period some of us need to call upon our reserves of cheerfulness, but all said and done, we in the gramophone trade are by no means downhearted. No! Xmas trade was good—much beyond expectation. In August the outlook for the season was very cloudy, and such was the state of depression that some firms wisely or unwisely made immediate cancelations of business-stimulating plans which had cost a deal in preparing. Experience has taught us that trade can be just as bad as we like to make it. We know now that gramophone sales may be maintained substantially by continuous effort on the part of each trade section. How then shall we pre-deny the trading possibilities of the New Year? In some quarters there appears to exist a little nervousness as to the future. Let us be frank and admit that sales may not be over great. But we must also admit that the unexpected volume of trade this last four or five months has changed the perspective. No one, therefore, is justified in giving vent to gloomy forebodings. Practical optimism must forever hold the field. It is the more difficult path, true, but that's just why British gramophone firms will take it. Let us all continue to be animated with the determination to "carry on," for just as the persistent drip, drip of water will wear away the hardest stone, so each individual effort will consolidate into a gigantic force that will again lift trade—all things considered—into a satisfactory channel. For the new year keep the war motto flying, "Business as usual," and direct all your efforts to that ideal.

Passed Through a Trying Time.

During 1914 the gramophone industry has passed through a very trying time, and a brief resume of events may be of interest to those who follow our doings on this side of the water.

It will be remembered that the 1913-14 season witnessed the issue of 10-inch double records at the retail price of one shilling. This caused a great upheaval in the trade, and several firms unable to meet such cutting competition were forced to liquidate. The effect was to unsettle the half crown record trade, and generally disorganize the whole business to such an extent that certain big dealers threatened to close down their gramophone departments unless these cheap discs were withdrawn. Without going into the whole case again, the records were not withdrawn—beyond some little restriction of output, and things had about reached a climax when the dread news of a European war was announced. Under the circumstances it can easily be imagined the trade was some little time recovering from this staggering blow. The occasion demanded special efforts on the part of manufacturers, factors and dealers. Taking the bit between their teeth, so to speak, they have turned what looked like disaster into a veritable triumph of concentrated effort, overcoming all difficulties in a praiseworthy and successful attempt to keep the gramophone trade flag aloft. That, to my mind, is the outstanding feature of the 1914 gramophone situation. Faced with a shortage of supplies, scarcely able to meet the small demand that then existed for machines; hedged all round with apparently insuperable difficulties. Insuperable? No! To-day we can offer you several designs in motors, tone arms, sound boxes, etc.—all British made by British capital and labor! Is not that an achievement of which to be proud? I might interpolate here that when the war is over, even if the German merchant can find anyone to deal with him, his one-time monopoly of the gramaphone trade is gone—gone forever! Apart from present productions, there are a number of other British firms who have planned to manufacture all parts of gramophones in time for delivery next season.

In other directions there is little of importance to chronicle. The continued development of the so-called hornless type of machine may be remarked upon. It is of greater popularity each year, and 1914 witnessed a marked advance of sales, proportionately, over the exterior horn type. Prior the outbreak of war prices were on the downward grade, but there has been a slight tendency the other way since. Broadly speaking, there is no particular progress in a technical sense to record. The method or style of construction has been varied, but the principle remains. One exception is worthy of special mention. And that is, "the world's musical instrument," the invention of J. Hoffay. Full details of its ingenious construction were published in the November issue of this journal, a perusal of which would well repay the reader.

On the record side progress is noticeable with regard to quality of tone, due to improved recording apparatus and methods of manufacture. As an example, the value obtainable for eighteen pence is really surprising. Two first-class selections, played or sung, as the case may be, by artists of high repute, on a 10-inch double disc is exceptionally good value, especially when one considers that not so very many years ago a single-sided record of inferior quality cost almost double the price.

Space forbids further remarks beyond the fact that in expressing an earnest hope that 1915 will witness the termination of this terrible war, I feel that I am but echoing the cry of civilization and humanity—the wish of all who have at heart the ideals of humanitarianism!

A Novel Gift Scheme.

A week or so before Xmas the Gramophone Co. publicity expert evolved a very novel gift scheme, which, of course, was supported by some excellently designed advertising matter and press advertising. The plan took the form of a gift coupon which Mr. A., desirous of making a Xmas or New Year remembrance to Mr. B., would fill in to any amount desired. This gift coupon the dealer would then send to Mr. B., and he would choose records to value. The merit of the scheme is obvious; that it proved highly successful was only to be expected.

The Talking Machine Trade in Japan.

A consular report tells of the establishment in Japan of a large talking machine factory, the output of which it is expected will very adversely affect imports of records and machines from foreign countries in general, and Germany in particular. Of late years, it appears, the gramophone has become highly popular in Japan, and there is a big field, unlimited in scope, for development.

The Mellow Tone Stroh Violin.

For recording purposes, for large orchestras and for solo work the beautiful, mellow tone of the Stroh violin enraptures all who hear it played. Its rocking bridge and sensitive diaphragm, in conjunction with a medium sized amplifying horn, are features which lift the Stroh above the ordinary instrument and make it at once the violin par excellence. Inquiries should be addressed to the American agents, Oliver Ditson Co., Tremont street, Boston.

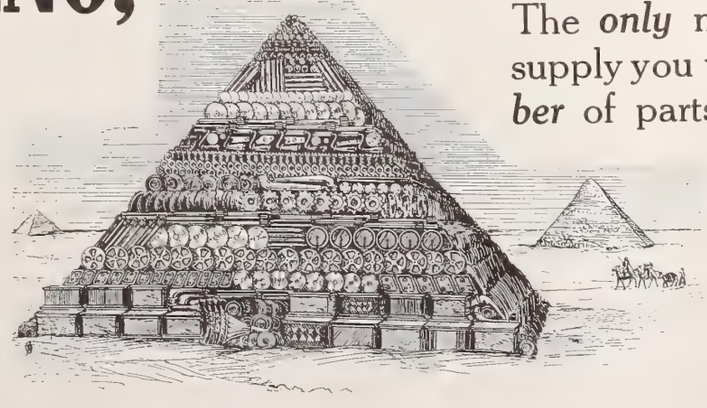
New Companies Incorporated.

Wholesale Manufacturing Co., Ltd., musical instrument manufacturer; capital, £1,000; office, 2 Thane Works, Thane Villas, Finsbury Park, London, N.

G. A. Bryan, Ltd., talking machine suppliers; capital, £2,000; office, 3-5 Frith Road, Croydon.

(*Continued on page 52.*)

"RENO, THE MAN OF MANY PARTS"

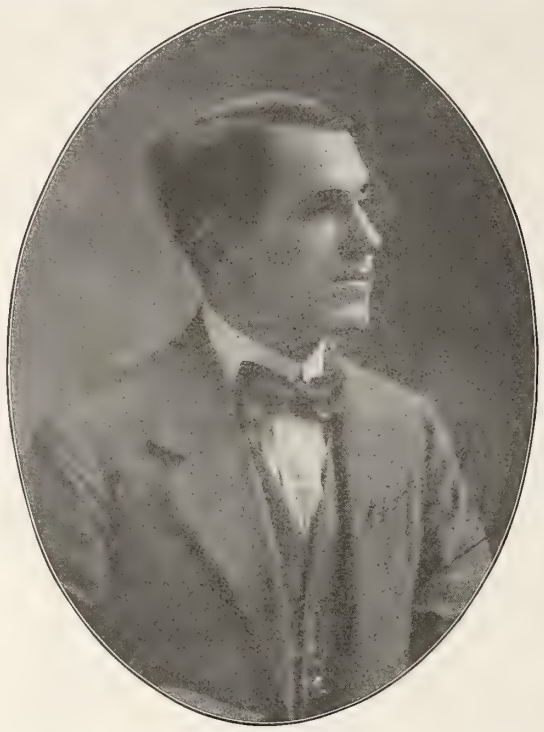


The *only* man in the world who can supply you with *one* part—or *any number* of parts for *any* Talking machine *ever made* from Adam to Edison-Roosevelt.

64 Page Catalogue Yours for Asking

W. H. REYNOLDS, Ltd.
"KNOTASLEPE"
London, England

SALES POLICY.
DISTRIBUTORS,
JOBBERS
AND DEALERS.



EXCLUSIVE
PROPOSITIONS
(FOR DISTRIBUTORS
AND JOBBERS)
ENTERTAINED.

Hoffay's Gramophone is Bound to be a Success

WHY?

Your record stock will move more rapidly if you sell your records by means of this MUSICAL Instrument.

You can fill every flat of a house—every home—with one of these UNIVERSAL Instruments, thus establishing a UNIVERSAL buyer of ALL makes of records in every flat; all Instruments can be played at the same time, the soft, clear, natural reproduction does not go through the walls and floors, no matter how "loud" it is inside the flat.

The reproduction is **free** from any metallic tinge.

SELL RECORDS OF ALL MAKES

Increase your profits and those of all record manufacturers.

DESCRIPTION OF OPPOSITE PAGE

Fig. 1. Shows in section the Hoffay Sound-Box. Notice therein that the diaphragm is vibrated by a strong THREAD, which is kept stretched by the forks of the lever, the latter being in this way strengthened, thus making a fully braced structure. This accounts for the wonderful faithfulness of the reproduction. The same degree of braced structure is obtained in every Hoffay Sound-Box by means of a special tool (for which a patent has been applied), thus ensuring a standard of tonal efficiency. Also notice in Fig. 1 that the lever is rigidly supported by a ring carrier, which is free from metallic contact with the casing of the Sound-Box, insulated by a rubber ring, which is under lateral compression; in this manner the ring carrier is solidly supported without affecting in the least the vibratory action of the lever. The combined action of this rubber mounting at one end of the lever and the THREAD vibrating the diaphragm at the other end is so ***sensitive*** and balancing to one another that the sounds are reproduced as if in "relief" and "separated" from each other; the reproduction is ***full, round, natural*** and loud enough to be heard in a Theater if desired; at the same time it is of such a quality as to make it a pleasure to listen to it in the smallest of rooms.

Fig. 5. Shows the same Sound-Box with the difference that the diaphragm is connected to the forks of the lever by a screw, the result being to obtain a reproduction of great quality and as "loud" as you may wish.

Fig. 2. Shows the Hoffay Sound-Box Mounting in a "closed" condition proper for playing records of the zig-zag type (Victor, Columbia, Odeon, etc.). Light in weight, small in size, and efficient in every respect.

Fig. 3. Shows the Hoffay Sound-Box Mounting in the "transition" condition, before swinging the block which holds the Sound-Box to position shown in Fig. 4 without having to detach the Sound-Box.

Fig. 4. Shows the Hoffay Sound-Box Mounting in an "open" condition, proper for playing records of the "hill and dale" type (Edison, Marathon, Pathe, etc.). In every case (Figs. 2 and 4) the structure is very rigid, so that no "rattling or vibration" takes place.

Fig. 6. Shows what the Hoffay Sound-Box Mounting does. Either whilst playing "zig-zag" records or "hill and dale" the stylus (26) touches the ***same point*** on the record without any further alteration. Also notice that the angle of the stylus, in comparison with the record, remains the same in both cases; this means that AT LAST the successful use of a DIAMOND for playing the zig-zag (Victor [His Master's Voice], Columbia) is TO HAND, thus utilizing one point for playing ***every*** record ever made.

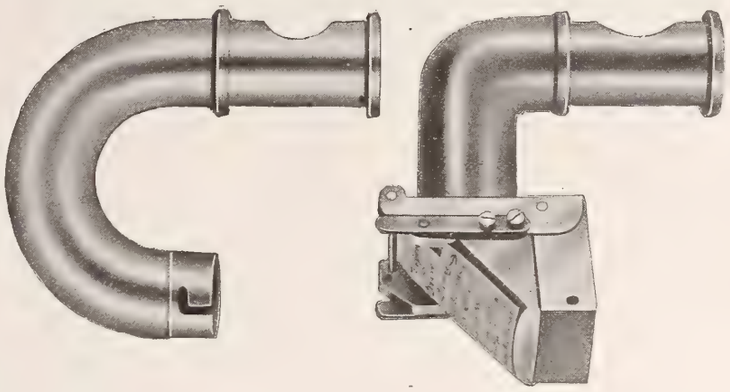
Fig. 7. Shows the Hoffay Tone-Arm Mounting and Weight Counterbalancing Tone-Arm. The tone-arm moves "horizontally" round the "upper" carrier and "vertically" round the "lower" carrier, shown in dotted lines, in alignment with the counter-weight. The tone-arm is straight, the weight is just "right," and the scratching of the needle is practically done away with.

J. HOFFAY

P. O. Box No. 1249 New York City, U. S. A.

Address in England: 67 Egerton Gardens, South Kensington, London, S. W.

For comparison of sizes: "His Master's Voice Goose Neck" and the "Hoffay's Sound-Box Mounting" fitting a gramophone of that or similar type.



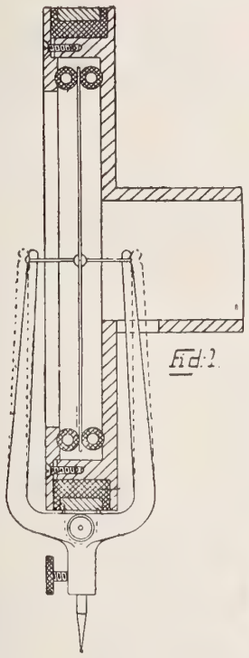
Retail Price
$6.50
Place orders at once, stating "make" of reproducer to hold.

AN "INSIDE" GLIMPSE INTO

HOFFAY'S

"The World's Musical Instrument"

GRAMOPHONE



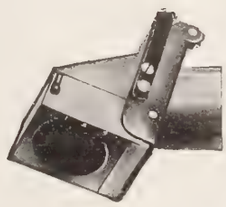


Fig. 2.

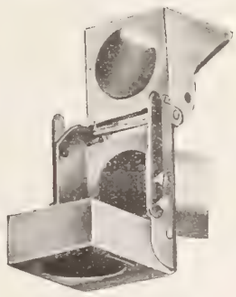


Fig. 3.

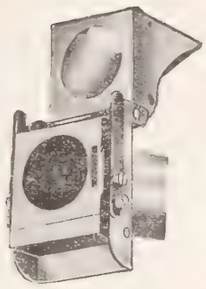
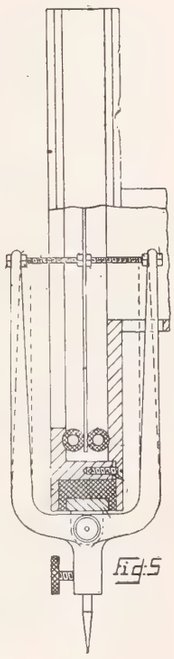


Fig. 4.



RETAIL PRICES: Sound-Box (Fig. 1) with Sound-Box Mounting (Fig. 2) Nickeled, $18.50; Oxydized, $20.00; Gold-Plated, $22.50. Made to fit machines of ANY make.
Sound-Box Mounting, sold separately, $6.50. Sound-Box sold separately, deduct $6.50 from prices as above.

Usual Trade Discounts.

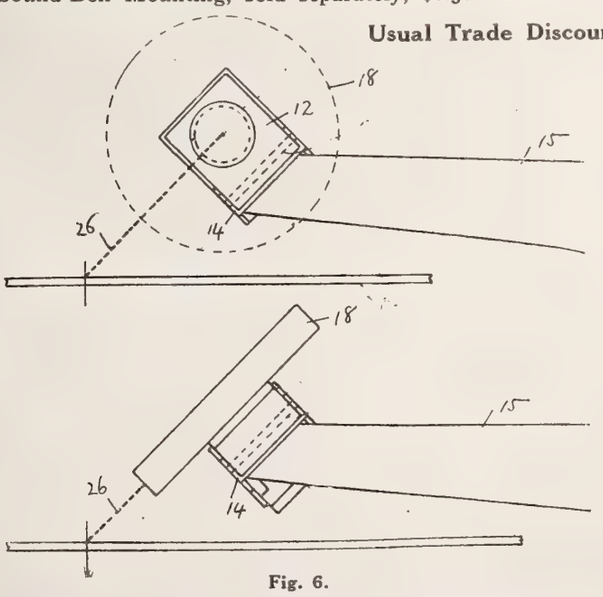


Fig. 6.

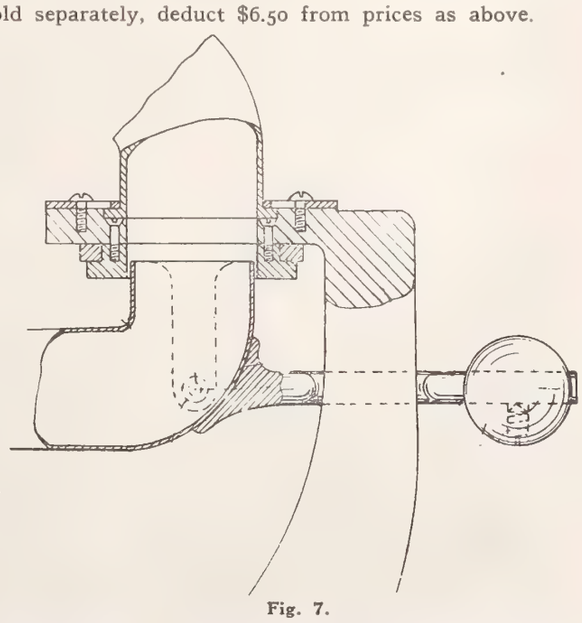


Fig. 7.

Ready to entertain propositions for Distribution and Manufacture in all countries of the World. Patents granted or pending the World over. Expect to be in New York to begin manufacture at the end of November. Send orders soon; make appointment soon. Dealings direct only; no nominees.

J. HOFFAY

P. O. Box No. 1249 **New York City, U. S. A.**

BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT.

A SELECTION FROM OUR LATEST PATRIOTIC AND NEW YEAR SUPPLEMENT —NOW READY—

All hot sellers!!

SOME RECENT EXAMPLES.

933 35716 Billy Whitlock—Special Constable
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904 25640 Fall In *Harold Begbie & Sir F. Cowen* Sung by ROBERT ENGLISH
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924 35758 Hail! King Christmas, Part 1.
Containing:—"Here We Are, Here We Are, Here We Are Again"
"Sunshine of Your Smile"
"I Will Wear Your Rosary, Mavourneen"
"He'd Have to Get Under"
35759 Hail! King Christmas, Part 2.
Containing:—"Now, Are We all Here? Yes!"
"Make Me the King of Your Heart"
"Sister Susie's Sewing Shirts for Soldiers"
"Bravo Territorials"

930 35742 The Union Jack Forever *C. Williams*
35763 Cheer Up, Molly *David & Wright*

931 35744 When the Angelus Is Ringing *Bert Grant*
35741 You've Got Me and I've Got You *Scott & Godfrey*

903 35659 Your King & Country Want You Sung by ROBERT ENGLISH
35654 England! Thy Name *Lewis Barnes* Sung by VICTOR CONWAY

769 35299 Star of Bethlehem (Cornet Solo) *Adams*
35230 Nazareth (Cornet Solo) *Gounod*

870 35522 British Imperial Chimes *Partridge*
35523 Russian Church Parade

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 49).

Much Sympathy for Thos. A. Edison.

The news of the destruction by fire of the Edison phonograph works at Orange, N. J., excited general sympathy in British gramophone trade circles, and the hope is expressed that the damage is not so irreparable as was at first reported. Mr. Edison is regarded on this side as representing the Alpha and Omega of phonographic invention, and it is not therefore surprising to find that his loss has evoked sympathetic comment in the columns of our trade and other newspapers. His optimistic remarks, which have been quoted this side, are just what one would expect from the great wizard, and but confirm his reputation that no difficulty is too great to be overcome!

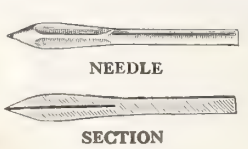
The Gramophone in the War.

"Eye Witness," the official war correspondent, tells an amusing story in which the gramophone played a prominent part. He writes: "At one point not far from our own line, where the French and German trenches are sufficiently close together for the occupants to converse, the French recently asked the 'Bosches' where the Emperor was. The answer was that the Germans did not know, whereupon the French replied that their President was actually going to visit them in the trenches. 'When?' was the eager inquiry. 'Oh! to-morrow, somewhere about midday,' was the equally innocent answer. About the appointed time, to the strains of the 'Marseillaise' played on a gramophone, a top hat on a stick was slowly marched down the trench so as occasionally to show above the parapet. The waste of German ammunition which took place is described as colossal."

Imagination in Business.

A recent lecture delivered in London by W. Teignmouth Shore on "Imagination in Business" is of interest. The Germans, he said, had shown themselves a more imaginative, and therefore a more practical race than ourselves; at any rate, in business affairs during the last forty or fifty years.

The Patent Silver-Sheath Needles



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch *almost* done away with.

Prices Post Free: 1 S/Sheath Needle.....$0.25; 6 Needles with sharpener 1.65; Aluminum Sharpener, separately ..... .50

Ask for particulars of the FLEX loud speaking diaphragm, etc.

DAWS CLARKE, 14 Lorne Grove
FALLOWFIELD MANCHESTER, ENG.
WANTED AGENTS. Good Trade Discount.

COLONIAL and FOREIGN BUYERS

of gramophones and records may obtain valuable information from English firms who are desirous of opening up trading relations with oversea markets upon application, stating requirements, etc., to our European representative,

W. LIONEL STURDY
2 Gresham Buildings,
Basinghall St., London, E. C.

For example, they made their goods to fit their market; we were too fond of trying to make the market fit the goods. Lack of imagination had led to our neglecting many splendid opportunities for consolidating and increasing our trade. Mr. Shore touched on the deadly routine of daily work, which could be much lightened if employers could and would use their imagination to bring them into more sympathetic touch with those whom they employ. The man of imagination was usually exempt from the blight of staleness; the gift of imagination kept a man fresh and young, enabled him to see the advantages of new methods and to avail himself of them; enabled him to grasp the bearings of the new conditions which constantly face the business man.

New "H. M. V." Catalogs.

A batch of new publicity literature is to hand from the Gramophone Co., Ltd., which in style, printing and general arrangement conforms to the high standard maintained by this firm. A magnificent production is the complete record catalog itemizing all issues up to and inclusive of November. Of the indexing and sectional plans one can only say it is simplicity itself, in that immediate reference to any desired title is thereby insured. Such a valuable encyclopedic guide should be at hand in every dealer's shop.

The 1914-15 new instrument catalog provides all the information needed concerning the "H. M. V." models, of which there is illustrated many varieties of the hornless, horn and cabinet type. In addition we have a little homily on the choice of needles, the right kind to use, and so forth. Also included in this instrument catalog are particulars of "H. M. V." trumpets, albums, record-carrying cases and other accessories indispensable to every good owner of a gramophone. A selection of the more popular models occupies a separate folder, and this will be found of extreme importance to all agents located in middle class localities.

Supplemental to the record catalog the company has issued for trade use only all the record titles in a separate book, which is indexed according to the record numbers.

"The Man of Many Parts."

During my rounds of the trade Xmas week I visited W. H. Reynolds at 45 City Road, London, where I found things as busy as in pre-war times. In the course of a brief chat Mr. Reynolds said: "We have been and are now inundated with orders to such an extent that I have been compelled to refuse acceptance of orders for certain lines this side of Xmas. My staff has been working until very late each night in an endeavor to satisfy all wants, but I fear some customers may have been disappointed. As you know, I am now equipped with the necessary machinery for the building of all-British motors, tone arms, sound boxes, etc., and other lines incidental to talking machines of British manufacture will shortly be available. We are going ahead very quickly and shall in the future be able to dispense with foreign goods altogether."

That this enterprising firm will soon be in a position to style itself "The All-British House of Many Parts" is a foregone conclusion.

Winner Records and the War.

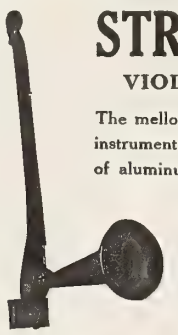
Under the above caption the Winner Record Co. estimates its contributions in money and value of goods to total over £1,000 to date. This covers cash subscriptions to the Prince of Wales' and several other relief funds, and 12,000 records free to H. M.'s North Sea fleet, distributed in cases to 600 ships to the special order of Admiral Sir John Jellicoe. And further, records, gramophones and needles are being sent. Magnificent!

Latest List of Beka Records.

In addition to a batch of new seasonable titles, the Beka record people announce a fine list of good things in their supplement for January. A happy couple—on 925—is "In the Clouds" and "Land of Hope and Glory," played by the Empire Military Band. The Beka Bijou Orchestra contributes two

STROH VIOLS

VIOLIN, VIOLA, ETC.



String Fiddle

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess ***none*** of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

pleasing items, "Mon Amie" and "Lady Betty Gavotte," which are bound to be in good demand. Two very old favorites, "Good-Bye, Dolly Grey" and "Good-Bye, Little Girl, Good-Bye," are sure of a welcome, especially as rendered by Victor Conway. Those of a humorous turn of mind should not fail to hear the descriptive numbers by Billy Whitlock and party.

Royalties from Columbia Records.

A copy of a letter from St. James' Palace, S. W., recently found its way into print in one of the leading Belfast newspapers. It consisted of an acknowledgment of £1,000 subscribed to the Prince of Wales' fund, this amount representing royalties on the sale of the Columbia Co.'s records. Under the letter appears a little eulogy of the company's efforts, this large subscription being "a forcible indication of the phenomenal popularity of the Columbia and Regal discs. . . ." Needless to say, we must attribute this smart piece of advertising —for such it is—to our old friend, Thos. Edens Osborne, who describes himself as the largest importer (presumably in Ireland) of Columbia goods.

J. Hoffay on Way to the United States.

On account of work connected with further improvements in the world's musical instrument, Mr. Hoffay's promised visit to New York last month had reluctantly to be abandoned. He now plans to arrive about the 20th of this month without fail, and will be glad to make appointments with all who may be open to treat for an exclusive territory proposition. His address, I understand, is Box 1,249, New York City. This new instrument is likely to create a furore in American trade circles on account of its many original features. The average quality of present day records is undoubtedly good in reproduction, but as delivered by Mr. Hoffay's gramophone very much improved. For purity of general tone and marvelous detail, it is most unusual, as I think all will agree after a demonstration. In the reproduction of orchestral and band records, the clear notes of every instrument is easily distinguishable. Surface scratch, too, by Mr. Hoffay's method of delivery, is almost entirely eliminated in the great majority of records.

TEACHING LANGUAGES BY MEANS OF THE GRAMOPHONE.

(Special to The Talking Machine World.)

BELFAST, IRELAND, January 4.—If my memory serves me I believe I communicated to you during last winter some jottings with regard to The French Society of the Queen's University, Belfast, over which the clever, popular and painstaking D. L. Savory, Esq., M. A., Professor of French and Romance Philology, presides with such ability.

The numerous lectures delivered by this gentlemen to colleges, technical schools, etc., have invariably indicated his enthusiasm for the gramophone and phonograph as valuable adjuncts to the teaching of languages.

During season 1913-14 Corneille's celebrated tragedy "Le Cid" (in five acts) was rendered verbatim to large audiences in the French lecture room of the university by means of a "Monarch Senior" H. M. V. Gramophone to which a Pathéphone sound-box was attached. The fact that the seventeen double-sided 14-inch Pathé discs used were recorded by twelve actors and actresses of the National Theatre of France—La Comédie-Française—was a sufficient guarantee that the orthoepy of the language could not have been excelled. The society accordingly congratulated itself upon having heard the tragedy reproduced so clearly, naturally and above all with that purity of diction which is such a desideratum for students anxious to acquire correct pronunciation.

With characteristic thoughtfulness Professor Savory always arranges a musical program for the entr'actes, during which choice collections of French songs are played on the gramophone by celebrated artists, much to the enjoyment of all present.

With regard to the last meeting of the society, which was held on first currt., and for which I was privileged with an invitation, I cannot do better than ask you to peruse the excellent report which appears in The Northern Whig, mailed you to-day, from which you will observe that the distinguished President epitomized—in his instructive introductory address—Molière's mirth-provoking comedy, "Le Malade Imaginaire," the first act and portion of the second act of which were afterward rendered to a large and enthusiastic gathering by the gramophone. During the entr'acte songs by Caruso, Plançon, Renaud and Journet were rendered by the instrument loudly and distinctly to the immense satisfaction of the audience, who joined with great éclat in singing "La Marseillaise" at the close of the proceedings.

I should have mentioned that Professor Savory has personally recorded several recitations on the gramophone, one of which was reproduced at last-mentioned meeting, namely, the well-known patriotic song, "Rule Britannia," which was well received and was most appropriate and opportune on account of the disastrous war now in progress.

I may here mention that Molière's entire comedy of "Le Malade Imaginaire" is recorded on fourteen double-sided Pathé discs and Corneille's tragedy, "Le Cid," on seventeen similar discs.

The French Society look forward with pleasurable anticipation to the forthcoming meetings, for not only the remaining acts of "Le Malade Imaginaire" will be rendered, but Gounod's complete opera of "Faust" will be reproduced from twenty-eight Pathé discs (14-inch, ordered from Thomas Edens Osborne), which have been recorded by artists of the Opéra Comique, Paris.

Mr. Osborne reports a phenomenal demand for war and patriotic records, of which he has sold some thousands since the commencement of the war. In this connection he informs us that the proprietors of a local newspaper, the Belfast News-Letter, with commendable patriotism, appealed to gramophone users for records to present to the British navy. This appeal has met with a hearty response and one of Mr. Osborne's staff was intrusted with the packing of over a thousand records in thirty cases,, which have been handed over to the Admiralty for distribution to warships now on the North Sea. In each case a suitable "Good luck" card was enclosed.

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

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HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade. The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDWARD D. EASTON AN OPTIMIST.

Interesting Talk with the President of the Columbia Graphophone Co., New York, on Business Conditions—Reasons for the Faith That's in Him Revealed in His Conversation.

Edward D. Easton, president of the Columbia Graphophone Co. and one of the best informed members of the talking machine industry, in an interview this week with a representative of the Talking Machine World commented as follows regarding Columbia business for the past year and the outlook for 1915:

"It seems rather remarkable that when conditions in so much of the civilized world are so shocking and so distressing and when so many business men are complaining of general business depression we should find this comparatively young enterprise, only now in its twenty-eighth year, at absolutely high water mark. Although so many factories are operating on only a part time basis our great Bridgeport factory and our London factory are running all night.

"We account for our good business in the United States because of the fact that the talking machine enterprise here is more prosperous than ever. We account for conditions in Europe in a different way, however. Our company is the only American owned talking machine enterprise in Europe, and therefore the only perfectly sound element in the business. All the other concerns in that country have been seriously affected by the war, and ours is the only company so completely undisturbed that it can go forward in the usual way. Therefore, in Europe our prosperity is the result of obtaining more than our share of the business, which, as a whole, is by no means as good as usual.

"The outlook for the coming year, from our point of view, is for a greater demand and a better showing than ever in the history of the business. We find a constantly-enlarging market for higher priced machines and for better goods of every description. While a good deal has been said regarding unsatisfactory financial conditions in the United States, nothing of that sort is reflected in our experience, as our collections have been, and are satisfactory.

"It is only fair to add that the excellent conditions now appearing were not so clearly shown in the early part of the year and that the first shock of the European war had a tendency to disturb even our business. This tendency, however, was happily of short duration and was followed by a forward movement so marked as to be unmistakable in its significance for the future."

Edward D. Easton Snapped at His Desk in His Office by the World Photographer.

A WORLD ADMIRER IN JAPAN.

Kingoro Ezawa, a well-known merchant of Tokio, Japan, has been an interested reader of The World since its first publication. He writes: "We have subscribed to The Talking Machine World since the first year it was published, and we have enjoyed the up-to-the-minute notices in this publication."

Boyle's Broken Dollar Store at Warrensburg, Mo., has opened a talking machine department.

CARL LINDSTRÖM A-G.

BERLIN, GERMANY

MOTORS FOR TALKING MACHINES

One, two and three-spring motors
with one or two worm gears

Output: 500,000 motors annually

NEW YORK OFFICE: A. Heinemann, 45 Broadway

THE PROBLEMS OF SUCCESSFUL RECORD ORDERING.

Gifts of a Seer Necessary to the Jobber Who Would Pick the Winners Each Month Without Fail, Says Benj. Switky, the Well-Known Victor Distributer, in an Unusually Interesting Article—Pertinent Questions of the Dealers Answered in Detail.

It was New Year's Eve. I was busy in my office playing over the February advance sample records. The night was cold and clear. Outside the occasional tooting of horns, intermingled with the reverbrating clang of cow bells, told of mirth and revelry that seemed to gather momentum with each fleeting minute. Broadway's rising tide of humanity flowed northward from Twenty-third street in currents swift and strong, increasing as the cross streets emptied their streams of gay ones into the surging mass, like tributaries that drain into the parent stream.

The year 1914 was retreating with its mingled memories of joy and sorrow, of success for some and failure for others. It resembled a warring host that had passed through a strenuous campaign in which victories, drawn battles and defeats had alternated. Having fought for 365 days in the battle of life, the year 1914 was to make way for a fresh and hopeful, albeit untried, army.

Hence the vociferous greeting accorded the New Year of 1915. To all alike it brings fresh courage and vigor. It is a time at which most of us take mental inventory of the past year's work and worth and, having cast the balance for the fiscal year, we open a new ledger and turn to a fresh, clean, spotless page, a page that encourages even by its blankness.

Although I have always preached and practiced freedom from superstition, and have chaffed at the weak mortals who wait for the New Year to make their good resolutions—usually broken—yet there seemed to be something awe-inspiring, almost hallowed, in the feeling that I stood upon the threshold of a new year.

"Why not make a New Year resolution?" a mysterious little voice from somewhere seemed to whisper in my ear.

"Don't know. Never did," I replied.

"Why not offer up a prayer?" the voice persisted.

"Can't,' I answered. "I'm not of the praying kind."

"But there's no harm in trying, is there? Most everyone else does," urged the irrepressible spirit. Then, after a moment's deliberation, I raised my hands to heaven and cried:

"O Lord, flood my mind with light and guide my pen in ordering Victor records, that I may pick the winners each month from among the samples. Vouchsafe unto me the prophetic power to foretell the big sellers, and preserve me from accumulation of surplus stock!"

As the echo of the last word died away in the silent night I was conscious of having bared my soul to that which troubled me most sorely.

There is no task assigned the distributer in his duties in behalf of his dealers that is so onerous, so irksome, as that of ordering records from the factory. There is no other work that is so difficult or so unsatisfactory in its performance. In ordering records, particularly the monthly records, there is never that feeling that the task is well and accurately done.

Unlike all other departments of the business, there is never the satisfaction of knowing that time and experience bring knowledge and perfection.

After nine years of record ordering I to-day feel that I would like to thrust the job upon someone else—someone whom I could rail at for his incompetence, or even discharge as a penalty for colossal blundering.

But to assign to someone else the task of ordering seems almost equivalent to handing that individual my purse and saying to him: "There, go and spend my money like a drunken sailor."

Prestige vs. Profit.

Every distributer aspires to rank first in the estimation and the preference of his dealers. If successful in his aspiration, it means a maximum of both prestige and profit.

But, unfortunately, prestige and profit, although they may run in parallel lines, seldom travel at uniform speed. Quite the contrary. One is bound to outdistance the other.

To simplify this statement I must ask you to follow an extreme illustration: If a jobber were to lay in a tremendous supply of every selection in the catalog (presuming that capital and manufacturing conditions permitted), and likewise ordered heavily of every number on the monthly advance sheets, he would be sure of attaining the maximum of prestige. That jobber would unquestionably "put it over" on all the other fellows. But he could not at the same time expect to realize the maximum of profit. By no means. The profit would not travel as fast as the prestige.

While the jobber would make big profits on the big quantities sold, yet these profits would be whittled down and greatly offset by the losses tied up in excessive surplus stock.

The average profit in a record sold is equal to one-quarter of the money tied up in one unsalable record. In other words if I sell 100 records I make $10, and if I get stuck with 100 records I tie up $40 capital. To carry the figuring just one step further, one must sell 400 records to make enough profit to enable him to cover the loss of capital tied up in 100 unsalable records.

If a jobber's record business were to be carried on in this four to one ratio for any considerable length of time, it would require all his machine profits to cover running expenses.

The prestige would be big—but, where's the profit?

Yet one or two blunders in picking the winners from a monthly list has often caused me to waste the profit on the sale of that list. And I dare say that others can say the same.

Answering the Dealers' Question.

At this season of the year, when dealers are obliged to turn from one jobber to another in a vain effort to gather the records that they need, it is but logical that they should feel that the jobber is somehow to blame for lost sales.

"Why didn't you stock in earlier and heavier?" is a question frequently put by the dealer to his jobber. "If you see a good seller on the new list why don't you plunge on it?"

Yes, why? The answer is, Because.

1. Because we are in business for profit first and prestige second.

2. Because of manufacturing limitations. Ordering is not producing.

3. Because a newer and better and possibly cheaper rendition of the same selection may be issued next month or the month after, which would supersede or curtail the sale of the earlier one.

4. Because the catalog is so superfluously big that it would be shameful extravagance of capital to invest in a six months' supply. We must look to the manufacturer to make quicker and more complete shipments, so as to enable more frequent turnover of record stock.

5. Because no man can predict the life of a popular song. One may order 1,500 of a certain selection, dispose of 800 the first two weeks, sell 400 more within the next two months, and the remaining 300 may last the balance of the year.

6. Because public taste is an uncertain quantity. The veriest trash may unexpectedly become the rage within two weeks and a clever song or a beautiful sentimental ballad may fall flat as a pancake.

7. Because a song that is in popular demand for three or four months may fail to sell when finally issued because it comes too late.

8. Because a selection may prove a tremendous hit on the stage, due to the personality of the artist, together with the background and environment, yet it may prove a failure on the record. I heard "The International Rag" at Hammerstein's when it had its première. The public took it mildly—still it was one of last year's big sellers. When record No. 60,059 (the "Melody of Love" from "Gypsy Love") was announced by the Victor laboratory as a special I rushed to the show to get a line on it. The production was superb, the music masterful, and the "Melody of Love" was the hit of the operetta. Everybody sang or hummed or whistled the tune on the way out. We had calls for it. The record was issued. It was a keen disappointment. The verse, which occupied two-thirds of the record, was tame, whereas the catchy melody, the refrain, came at the end—just a snatch of it. Besides, the show after the first few weeks was sent on the road. I think this was three years ago, but I still have a lot of this selection in stock.

9. Because the music publishers and theatrical managers fail to let us into their plans. If they would only tell us how much money and time they propose spending to develop a demand we might be better able to pick the winners.

10. Because the monthly lists are so lengthy that the jobber feels the burden of the monthly investment and figures on a reorder (the delivery of which is very undependable).

11. Because the dealer shirks his share of the burden. Most dealers either leave it to their jobber to make up the monthly order for them, or at most give a sample order so meaningless that it fails to serve as a guide for the jobber in making up his own order to the factory. It is quite customary for the dealer to order two each of the best sellers on his monthly advance orders and then call for twenty-five of a selection a day or two after the records go on sale. In other words, with a

(*Continued on page* 56.)

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with

THE Heise SYSTEM TRADE MARK

Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - - NEW YORK

It ought to be clear to you right now that the selling rights for Columbia product in your locality are just about ripe enough for somebody to pick. And it can't do any harm to make inquiries, at least.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SUCCESSFUL RECORD ORDERING.

(*Continued from page 55.*)

possible aggregate demand of 200 records of a certain selection, as judged by the advance lists, the distributer is expected to be able to fill orders for perhaps 2,000 within forty-eight hours after the selection is put on sale. With nothing tangible as a guide in making up his factory order, the jobber must either plunge on several selections so as to hit the right one, or the dealer's orders must be filled short until a duplicate shipment can be secured from the factory. Quite often the demand for a selection does not go much beyond the first sample orders.

12. Because sometimes there is lack of co-operation between the advertising department and the pressing plant at the factory. For example, it is a rule that an increased demand beyond the normal is always created by the advertising department when it features on the back of the supplement a new list of "ten best sellers." Yet it is not unusual for the jobber to be unable to get a supply of these selections notwithstanding the fact that his order was entered thirty days before the supplement appears. Why feature something that cannot be supplied? Another illustration: In the December supplement (which we consider the holiday list) a record of two beautiful Christmas hymns was listed as an "Educational Series" record. It received just a little bit better treatment at the hands of dealers than is usually accorded the educational records. The jobber was in a quandary when making up his advance order. Should he treat it as a Christmas number or as an educational record? The jobber who treated it as an educational record lost a moderate number of sales. On the other hand, the jobber who sized it up as a big holiday number will carry a lot of them over for next Christmas.

13. Because and because and because. There is no end to the becauses.

However.

There is relief in sight for us all. When the Victor Co. shall have completed its new additions to the record factory, whether this season or in time for next year, most of our troubles—if not all—will swiftly vanish.

Hurrah for 1915!

IN CHARGE OF COLUMBIA EXHIBIT.

Mortimer E. Easton, son of President Easton of the Columbia Graphophone Co. and manager of the company's Dictaphone advertising, will leave on February 1 for the Coast to take charge of the Columbia Co.'s exhibit at the Panama-Pacific Exposition. Mr. Easton, who will be accompanied on this trip by Mrs. Easton, will remain on the Coast during the course of the exposition, and the keen interest being manifested by the Columbia Co. in the forthcoming Panama-Pacific celebration is well evidenced in this decision to have Mr. Easton make a special trip from New York to take charge of the company's display.

GOOD NEWS FROM ENGLAND.

Louis S. Sterling, the recently appointed European general manager of the Columbia Co., who arrived here a few weeks ago for a conference with the company's executive officers, received a number of letters recently from his headquarters in London referring to the satisfactory status of Columbia business in that country. These letters state that there is a record shortage in England of more than 100,000 Columbia records, with the shortage steadily increasing. The record manufacturing plant in England was considerably enlarged a short while since, but even this extra space has proved insufficient to take care of the remarkable demand, which the war has augmented rather than diminished.

ISSUES ATTRACTIVE POSTER.

The advertising department of the Columbia Co. has just issued an attractive poster featuring Pavlowa, the prominent danseuse. It is designed in several colors and calls attention to a Pavlowa dance article in the Ladies' Home Journal.

1914 WAS A GREAT VICTOR YEAR.

Holiday Business Exceeded Expectations—Factory Busy Looking After Trade Needs.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., January 9.—The Victor Talking Machine Co. last week closed one of the greatest business years in the history of the institution. The sales of Victor Victrolas in all parts of the country were phenomenal, and December in particular broke all previous records.

The great advertising campaign carried on by the Victor Co. in the daily papers in New York, Chicago and other points was undoubtedly a great stimulus in developing business, demonstrating afresh that advertising, when backed by the right products, pays.

In order to supply the demands for January's business, owing to cleaned-out shelves of jobbers in many sections of the country, the Victor Co. on Christmas eve shipped ninety-eight truckloads of talking machines by express and sixty-nine truckloads by freight. All departments of the great Victor institution have performed wonders in meeting the great demands made upon them, particularly during December.

The officers of the Victor Co. are most optimistic regarding the outlook for the new year, and expect an even greater volume of trade than that closed in 1914.

"How to Dance the Fox Trox," written by Joan Sawyer, originator of this season's popular dance and one of the best-known dancers in this country, has just been issued by the Columbia Co. to aid its dealers in securing maximum results in developing their trade in fox trot records. This new publication is concisely and informatively written, and its contents are so presented that the mysteries of the new dance are easily solved by the merest novice.

Often the disagreeable but necessary duties would be done in half the time we take wishing we didn't have to do them.

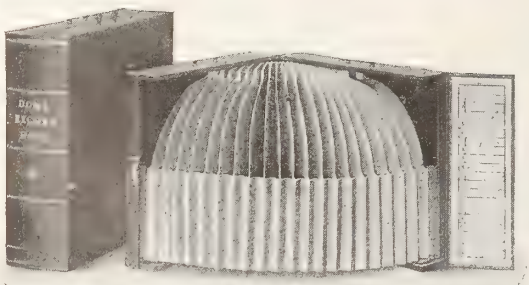
BUSINESS IS GOOD—THERE'S A REASON

A TRIAL ORDER WILL SHOW YOU

WHY

THE GOODS AND THE SERVICE IS THE ANSWER

The DOME RECORD CASE



should be in your stock. Holds 20 records. Made in 10″ and 12″ sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style or finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

Edison and Victor Distributer

W. D. ANDREWS, Buffalo, N. Y.

ATTRACTIVE STORE IN LAKEWOOD.

George Hurlburt Has Handsome Quarters in Popular New Jersey Resort.

The accompanying illustration affords an excellent view of the new quarters of George Hurlburt, the successful talking machine and piano dealer of Second street, Lakewood, N. J. The store occupied the ground floor of a building erected especially for Mr. Hurlburt and on the site of his old store.

The Warerooms of George Hurlburt, Lakewood, N. J.

The equipment of the store includes a modern, indirect lighting system, three attractive soundproof demonstrating booths with plate glass panels, an improved record filing system and other features in keeping with the character of the business handled.

Lakewood, located in the pines, is one of the most popular winter resorts near New York, and Mr. Hurlburt does a considerable trade in high grade records with transients.

Elbert Hubbard says that "Business consists in getting an order for the goods, filling the order to the satisfaction of the customer, getting the money and completing the transaction to the profit and pleasure of all parties concerned."

We can forgive a man for kicking if he limits it to kicking goals.

GREAT ACTIVITY IN BUFFALO.

Neal, Clark & Neal Did Large Holiday Business and Closed a Most Satisfactory Year.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 6.—W. J. Bruhl, chief of the Neal, Clark & Neal talking machine forces here, reports that the holiday trade was more than satisfactory, and harbingers a year that will go down in history as being the most successful since the induction of the popular instruments into the big store's policy. Neal, Clark & Neal have one of the largest lines in Buffalo, and especially during Christmas were the big showrooms crowded. All records for sales were shattered, and the racks were left looking unusually slim.

"We never have done such a cash business," declared Mr. Bruhl. "Despite conditions, the trade here has kept far above the average, especially in the high-priced machines. The new year opened up well; in fact, the sales are phenomenal. Neal, Clark & Neal know that they will experience the biggest year in history."

Consistent newspaper, magazine and window display advertising is doing much to push sales in Buffalo. Dealers find advertising of their own along with that of the various manufacturing companies of much worth.

PRESENT VICTOR TO ALMSHOUSE.

Alumni of Carthage Collegiate Institute Considered Such a Gift Most Suitable for Entertainment Purposes.

(Special to The Talking Machine World.)

KANSAS CITY, MO., January 9.—The alumni of the Carthage (Mo.) Collegiate Institute recently presented the almshouse of Carthage, Mo., with a handsome Victor talking machine. The reason for giving the machine to the institution was that the alumni wished to use a fund that had been accumulating for several years. The members unanimously agreed that since there was nothing to provide entertainment for the inmates of the home, a talking machine would be the most suitable gift that could be made. The almshouse is advertising in the Carthage papers asking for the old records of people living in Carthage. In this way it is hoped that a large and varied collection of music can be secured for the unfortunate inmates of the home.

E. P. H. ALLEN WITH EDISON STAFF.

E. P. Huyler Allen has recently been added to the sales force of the Thomas A. Edison, Inc. Mr. Allen's association in the musical business has been of such an extensive nature that he is well qualified to fill the position he now holds. He is the former general sales manager of the Keen-O-Phone Co., of Philadelphia. Mr. Allen has been connected with piano concerns for a number of years—among them the Aeolian Co., Lauter Co., and Schubert Piano Co. Mr. Allen's success with the new Edison diamond disc has already been very marked, and he is greatly encouraged with the reception that the Edison disc is being given by the trade.

FLEXIBLE The FLEXIBLE

Flexible Four Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

In Attractive Packages of 200 Points.
Increase Your Profit.
Send for **Samples** and **Prices** today.
Two Sources of Supply.

Flexible Needles are guaranteed to play the Longest Records Perfectly.
Flexible Needles are guaranteed to save the record from wear.
Flexible Needles are guaranteed to eliminate the scratch.
Flexible Needles make old records sound like new.
Flexible Needles are better because they do more.
Flexible Needles are made from the best steel obtainable.
Flexible Needles are the best for any record because they bring out all that is in the record.

WRITE TO

JOHN M. DEAN, Inc.

FLEXIBLE PUTNAM, CONN. FLEXIBLE

John M. Dean Corp.

PUTNAM, CONN.

TALKING MACHINE
Needle
MANUFACTURERS

Quality
and Quantity
—the ideal combination for good needles at the right prices.

"SCHOOL ROOM MUSIC."

Second Edition of This Interesting Volume Just Issued by the Columbia Co.—Admirably Illustrated and Beautifully Printed.

The Columbia Graphophone Co. has just issued a second edition of "School Room Music," which attained country-wide popularity when introduced by the company's educational department some two years ago. The new book resembles the first edition in name only, as in contents the publication is entirely new and up-to-date and infinitely more valuable than the former edition.

Studying Cultural Music with Aid of Grafonola.

Pledging Allegiance to the Flag.

When it was decided a few months ago to issue a new book to illustrate the educational prestige of Columbia products, Frederic Goodwin, director of the Columbia educational department, determined to spare no efforts to make the new book truly representative of the remarkable progress that the Grafonola has achieved the past year in educational circles. To this end Mr. Goodwin decided to include in the new publication every phase of school life to which the Grafonola is adapted and has proven its worth, thereby furnishing Columbia dealers with invaluable information to assist them in properly developing the possibilities of the school field.

"School Room Music" is profusely illustrated with pertinent photographs (two of which are shown herewith) from all parts of the country, and every picture serves to emphasize the value of the Grafonola in the schoolroom and playground. The various phases of schoolroom work to which the Grafonola is adapted are treated in detail in the new book under such headings as "Patriotism," "Discipline," "Rhythmic Music for Calisthenics." "The Folk Dance," "The Playground," "Mental Training," etc. Under these titles are listed the various Columbia records which are specially intended for each class of educational work.

"School Room Music" is not only intended to present the practical uses of the Grafonola in schools, but to furnish the dealer with an intimate knowledge of the educational prestige of the talking machine, and the success it has won from coast to coast. This book treats the important subjects it covers in a thorough, comprehensive way that is worthy of careful thought and consideration, and Mr. Goodwin and the Columbia Co. are receiving well-deserved praise for the detailed perfection of this most interesting and educational publication, which is destined to win a new popularity throughout the country. It should prove a decidedly strong factor in the school campaigns.

TAKE A LESSON.

Take a lesson from the molecule. It's a little thing. But take the biggest thing you know—what is it but molecules compiled? Big things in business are but little things moulded together. Don't overlook 'em.

NYOIL

For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FINEST OIL MADE. It absolutely *prevents rust.* NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c.

WM. F. NYE, New Bedford, Mass.

NYOIL

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

TALKING PICTURE INJUNCTION.

Commercial Biograph Co., Inc., Secures Temporary Restraining Order Against the Renfax Co., Inc., Charging Patent Infringements on Method of Synchronizing Talking Machines and Films—Controls the Messter Biophone.

Judge Hough, in the United States District Court, New York, on December 24 granted a temporary injunction to the Commercial Biophone Co., Inc., restraining the Renfax Co., Inc., from "further construction, sale or use of new and useful improvements of sound producing machines in connection with films in order to synchronize both for the purpose of producing singing and talking moving pictures."

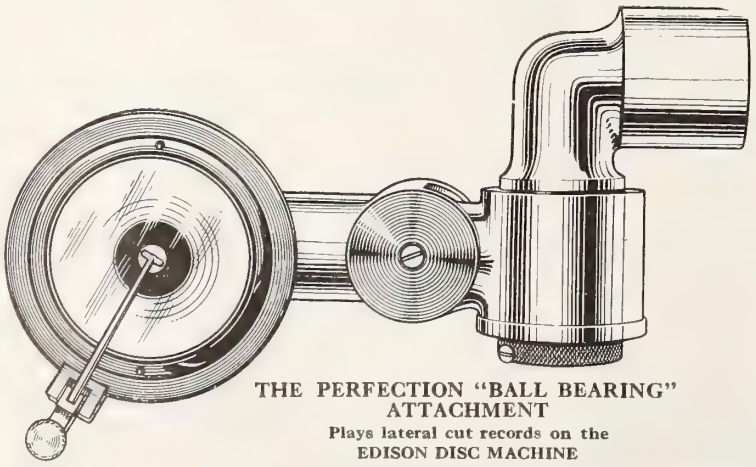
The Commercial Co. controls in the United States the Messter Biophone, a German device patented in this country. It has pending infringement suits against all the other American makers of talking moving pictures.

Judge Hough gave the Renfax Co. leave to cause the suit to be set for final hearing Jan. 11, by entering an order to that effect before Dec. 30.

The Columbia Co.'s foreign record department has announced the recording of two acts of the popular opera "Aida" by a prominent group of Italian artists. These records will be issued at the very moderate price of seventy-five cents apiece (double disc), and the complete opera will be ready in a short while.

The Columbia Co. sent out to its dealers recently a complete list of the cut-out records announced from time to time during the year 1914. This list of records is returnable to the company under certain conditions mentioned in the letter that accompanied the list.

TO VICTOR AND COLUMBIA DEALERS



THE PERFECTION "BALL BEARING" ATTACHMENT

Plays lateral cut records on the EDISON DISC MACHINE

Do you want to sell records to owners of EDISON DIAMOND DISC MACHINES? If you do, carry our "PERFECTION" attachment in stock.

EDISON DISC MACHINE owners will be coming to you every day asking you if the records you sell can be played on their machines. If you carry our attachments in stock you not only have a chance to sell them, but you also have a chance to make record sales and add a new name to your record mailing list.

We can also furnish you with a reproducer which is fitted to our attachment. Price of sample attachment, $2.50 in gold, nickel, or bronze finish. With reproducer any finish $4.75. *Cash* or *check* must accompany each order for sample. We will quote you quantity price on cash or credit basis on request.

EVERY PHONOGRAPH DEALER IN THE UNITED STATES AND CANADA SHOULD STOCK THIS ATTACHMENT.

If you are interested write to us and we shall be pleased to give you our view of its present and future value.

NEW ENGLAND TALKING MACHINE CO.

132 Boylston Street **BOSTON, MASS.**

It looks like a big Columbia year coming. The new Columbia Grafonola "Nonpareil" at $150 looks like one of the biggest winners in it. Are you *on,* or just *looking* on?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MOST ARTISTIC DISPLAY ROOMS.

Are Those Opened Recently at 118 Washington Street, Hoboken, by Herman Jaffee—Handling a Full Line of Victor Talking Machines—"Opening" an Important Affair.

One of the handsomest talking machine stores in northern New Jersey is that opened on December 1 at 118 Washington street, Hoboken, by Herman Jaffee, who for a number of years has sold Victor machines and records as well as sporting and photographic goods at 122 Washington street, that city.

At the formal opening of the new store several thousand people were entertained by Mr. Jaffee and his staff in a thoroughly pleasing manner. An orchestra had been engaged for the occasion, refreshments were served to all comers and the evening ended up with dancing. An interesting feature of the program was the dancing of Miss Jaffee and her partner. Al Edelstein, the well-known salesman connected with Benjamin Switky.

Herman Jaffee's Neatly Arranged Showrooms.

As will be seen from the accompanying photograph, which was taken immediately after the opening and with the many floral tributes still in place, the arrangement and decoration of the new quarters is of a most elaborate character. The demonstration booths are finished in French ivory effect and are set off with dainty carvings, and that finish predominates throughout the store. Facing the booths is the main showroom with up-to-date record files close at hand. The indirect lighting system and rich furniture, rugs and other fittings give the store a decidedly cozy appearance.

Above the show-windows Mr. Jaffee's name and the words Victrolas and Kodaks are set in large panels of stained glass. A 500-light working sign will also be put into position over the door and the effect at night will serve to attract much attention.

VICTROLA CONCERT FOR ORPHANS.

Denton, Cottier & Daniels Act as Hosts at Entertainment for Benefit of Youngsters in Buffalo—Appreciated Good Music.

(Special to The Talking Machine World.)

BUFFALO, N. Y., January 6.—A musical program composed in the main of Victrola selections from the latest model instruments, more than delighted a fashionable audience Thursday night in Elmwood Music Hall. The concert, arranged by the well-known firm of Denton, Cottier & Daniels, was carried out for the benefit of the youngsters of the Buffalo Orphan Asylum, and although many of the city's most prominent musicians appeared in numbers, the Victrola selections were applauded as enthusiastically as were the original offerings.

There were twelve musical numbers, along with the Victrola creations, which were selections from the operas. The children were unusually pleased with the band numbers, several hundred hands applauding vigorously each selection played upon the Victor Victrola.

Several similar entertainments will be held during the winter by Denton, Cottier & Daniels, whose talking machine department is one of the most complete in the country. The concerts being arranged now will include Victrola numbers; in fact, the major part of the affair will be given over to the talking machine department.

TALKING MACHINE OF CONCRETE?

A writer in the Philadelphia Post draws somewhat on his imagination when he tells the following story:

"So many different uses have been discovered for cement that one is not surprised at anything announced in this line, but one would hardly expect to hear of musical instruments made of cement. This, however, has been accomplished by an inventor who has resorted to the use of this material in order to produce a low-priced instrument. The revolving table which holds the record is a disc of cement concrete, which offers a flat bed and has sufficient weight to impart a desired momentum. The record is placed on the disc and is revolved on a wire support by means of a crank handle. The wire support also carries the sound box with its needle. The sound box is also of concrete with the diaphragm imbedded in it, the latter having been put in place while the material is in a plastic condition. With the exception of the horn and diaphragm, this instrument is entirely of concrete, supported by a piece of wire."

BIG HOLIDAY TRADE IN NORTHWEST.

Reports from Minneapolis and St. Paul Tell of Satisfactory December Business, with Dealers Optimistic Regarding New Year.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., January 8.—Victrolas, amberolas, Grafonolas and all the other olas went like hot cross buns in the Twin Cities in the pre-holiday times. There was only one complaint—all the dealers kicked because they could not get enough goods. The crest of the wave came through at Christmas, which was to be expected, but the flood was going very high up to New Year and since then, while it has subsided somewhat, trade has been fully satisfactory.

W. J. Dyer & Bro., distributors for the Victor lines and the Edison cylinder line, never did such talking machine business in their history and doubtless will be satisfied if they can repeat in the same scale in the years to come. They were hampered somewhat in their Edison business by the inability to get stock on account of the fire. It should be remarked here that the interior towns of northern Minnesota and Dakota still have a penchant for the cylinder machines and the volume of their purchases is no inconsiderable item even for a house like the Dyers.

"We practically doubled the business of December, 1913," declared Lawrence H. Lucker, manager of the Minnesota Phonograph Co. "We had prepared for big trade by stocking up and the fire did not affect us in the least. The Edison's are growing in favor and as they are being shown in the two finest stores in the Twin Cities, we feel certain that there is a big future for them in the Northwest. This section of the United States is taking hold of the new style of music production in earnest and it is not only the Edison lines that are doing well, but I understand that the other makes of machines are being sold on a larger scale than ever. It's the music of the future without much doubt."

Samuel Esser has opened an exclusive Edison store at 416 Central avenue. This is on the East Side and will be the only Edison store in that section.

Archie Matheis, of the Talking Machine Co., handling both Victor and Edison instruments, pronounces the holiday trade the best he ever has had. The aftermath also has been excellent. He resumed the weekly recitals Thursday evening, January 8. For several weeks before the holidays ended the recitals perforce were abandoned. The annual dinner and theater party to the employes of the company is set for the latter part of the month. They well have earned the entertainment.

Just one thing bothered the Columbia managers in Minneapolis and St. Paul, their failure to get the instruments that were wanted. Scores of fine machines were sent out with the express understanding that they would be exchanged after New Year, when the new shipments from the East would arrive.

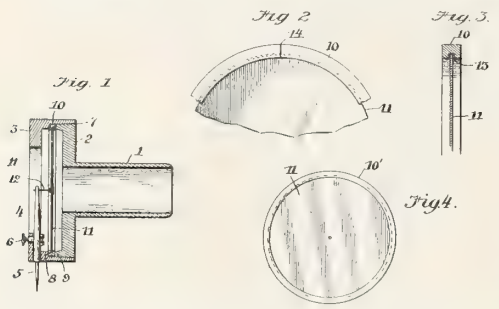
The prospects are all that one could ask and there are no dark faces among the talking machine men and women of the Northwest.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—SOUND BOX.—Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,118,348.

The main objects of this invention are to provide in a sound box an improved casing; an improved mounting for a diaphragm.

In the accompanying drawings Fig. 1 is a longitudinal central section of a sound box constructed in accordance with this invention; Fig. 2 an enlarged fragmentary front elevation of the diaphragm and its mounting; Fig. 3 a transverse section on a radial line of Fig. 2 and Fig. 4 a front elevation of a diaphragm mounted in a continuous ring.

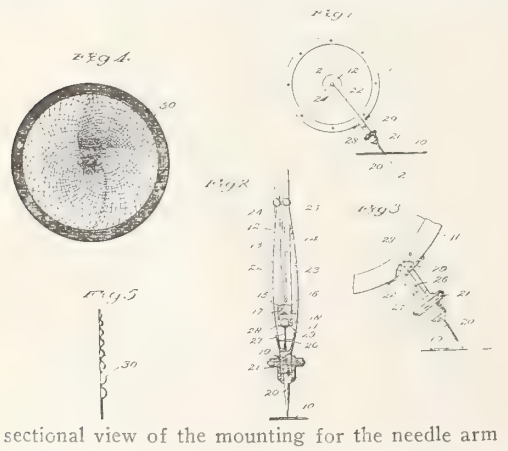


SOUND BOX FOR TALKING MACHINES.—Harry W. Hess, New York. Patent No. 1,18,345.

The present invention relates to a form of reproducer for talking machines by the use of which the tone arm and horn hitherto used may be dispensed with, while at the same time greater accuracy of reproduction is attained.

One object of the invention is the provision of an improved diaphragm having a peculiar conformation permitting a single disc to accommodate itself to sounds of all qualities within any reasonable degree of pitch, without imposing upon the particular changing forms of vibration imparted to it any material coercion due to its own natural tone. Another object of the invention is the provision of means whereby one or more thin layers of air are made active, each conforming as nearly as possible to the ideal form of the diaphragm.

Fig. 1 is a front elevation of the combined apparatus as employed with a disc record seen in edge view; Fig. 2 is an enlarged sectional view of the same on the line 2—2 in Fig. 1; Fig. 3 is an enlarged sectional view of the mounting for the needle arm looking at right angles to Fig. 2; Fig. 4 is a face view of the preferred improved diaphragm, one quadrant only being shown completed, and Fig. 5 is a sectional view of a small portion of the diaphragm.

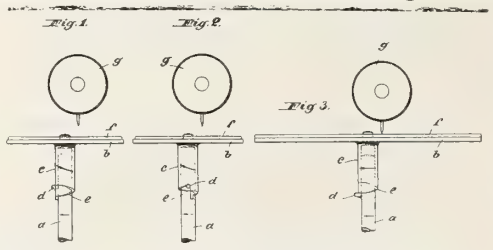


DISC TALKING MACHINE.—Max Marcus, Pankow, near Berlin, Germany. Patent No. 1,115,707.

This invention relates to disc talking machines such as gramophones and the like and has for its object to provide an appartus whereby the needle or like member carried by the sound box is automatically brought into operation instead of being moved by hand or by some separate mechanism as heretofore.

A further object of this invention is to insure the needle always engaging the record smoothly without employing any additional mechanism and to effect disengagement between the needle and the record as soon as the main driving spindle ceases to rotate.

According to this invention the turn-table is so mounted on its spindle that the starting or stopping of the latter automatically moves the turn-table into or out of its operative position and also causes the rotation of the turn-table to be started or stopped gradually. To this end the turn-table is mounted on its spindle so as to rotate relatively thereto within certain limits and the driving engagement between the spindle and the turn-table is effected through a cam surface. When the spindle is at rest the turn-table occupies a plane below that in which it rotates during operation of the machine, the inertia of the turn-table relatively to the spindle and the cam surface causing the turn-table to be gradually rotated to the same speed as the spindle and simultaneously raised into engagement with the sound reproducing needle. When the record is completed and the driving mechanism is stopped, the turn-table and the record it carries descend vertically relatively to the spindle and thus are moved out of engagement with the needle owing to the momentum of the turn-table. In this way the turn-table is automatically returned to its initial position without any danger to the surface of the record which remains intact.



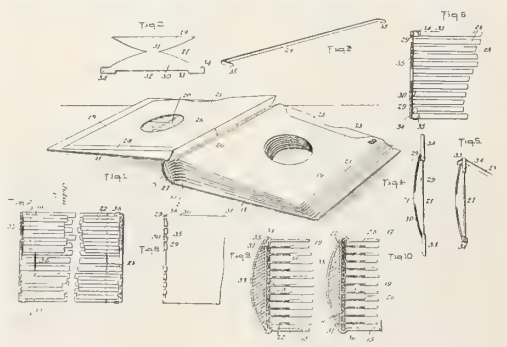
In the accompanying drawings, Fig. 1 shows in front elevation diagrammatically the turn-table and spindle in their inoperative position. Fig. 2 is a side elevation also in the position of rest, and Fig. 3 shows the turn-table in operation.

DISC-RECORD HOLDER.—Julius M. Alter, president Boston Book Co., Brooklyn, N. Y. Patent No. 1,121,446.

This invention relates to means for holding in a safe and convenient manner disc records for talking machines or the like.

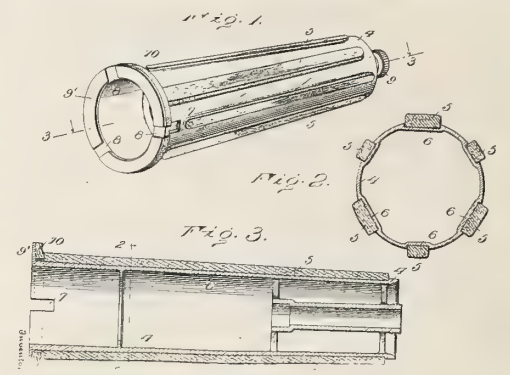
Among the objects of the invention is to produce an album-like structure having a series of pockets or envelopes for retaining individual records, the envelopes being made in a peculiar, simple and strong manner, and all held securely in the album book whereby the danger of tearing of the envelopes or their slipping from the album will be prevented.

Fig. 1 is perspective view of a record holder made in accordance with this invention, the view showing the holder lying open and empty; Fig. 2 is a plan of view of one of the anchor members before it is folded; Fig. 3 is a perspective view of one of the tie strips; Figs. 4 and 5 are perspective views showing progressive steps in the assembling of the anchor members and tie strips; Fig. 6 is a plan view of one end of the binding strips showing the relation between one of the anchor members and the tie strips when the operation of securing the parts together is almost finished; Fig. 7 is a view indicating the same parts as Fig. 6 but with most of the envelopes and tie rods in position; Fig. 8 is a view of one end of the binding device after the fastening of the parts is finished; and Fig. 8 is a view of one end of the binding device the lines 9—9 and 10—10, respectively, of Fig. 7, these views also indicating the binding complete.



MANDREL FOR SOUND RECORDS.—Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,-119,064.

One of the objects of this invention is to provide a mandrel for a talking machine on which the sound records may be readily placed and securely held in position, but from which they can be more readily removed than heretofore. A further object is to provide a mandrel of this character which means for acoustically insulating the record from the mandrel.



The invention will be best understood by reference to the accompanying drawings, which illustrate one expression of the inventive idea, and in which Fig. 1 is a perspective view; Fig. 2 is a cross-section on the line 2—2 of Fig. 3, and Fig. 3 is a longitudinal section on the line 3—3 of Fig. 1.

EJECTOR MECHANISM FOR CYLINDRICAL RECORDS.—Frank L. Capps, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,119,065.

The present invention relates to talking machines, and particularly to ejector mechanism for removing the cylindrical records and blanks from the mandrel.

The object of the present invention is to provide a simple device which may be readily manipulated and which will be durable and effective in operation, the parts of which are compact and out of the way, said parts being readily assembled and disassembled.

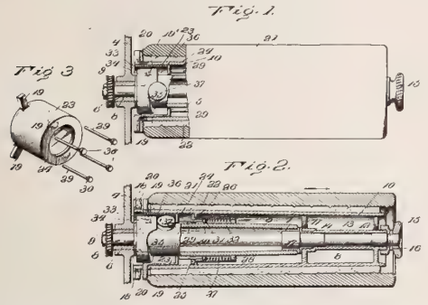
In talking machines employing a cylindrical form of records or tablets, the mandrel of the machine and the interior of said records or tablets have a slight taper. When the record or tablet is in operative position it fits tightly upon the mandrel and revolves therewith, but a slight longitudinal movement of the tablet tends to free it from frictional contact with the mandrel, and it may then be readily removed by hand. The tablet must fit firmly on the mandrel when in operative position, and being of wax or wax-like material, is liable to be broken or injured in imparting the initial longitudinal movement thereto to remove it from the mandrel. It has heretofore been proposed to effect this initial or loosening longitudinal movement by means of lever mechanism which is open to several objections. It is liable to damage the tablet, is more or less inefficient, and is in an exposed position where it is in the way of the operator in manipulating the machine.

The object of the present invention is to provide an efficient means for imparting the initial or starting movement to the tablet, which means shall be free from the objections above indicated, and with this object in view, the invention consists, generally stated, of a member placed preferably within the interior of the mandrel revolving therewith, but capable, under certain conditions, of longitudinal movement with relation to the mandrel and provided with an outwardly projecting member or members for engaging the record during said longitudinal movement and imparting the initial or starting movement thereto.

Fig. 1 is an elevation, partly in section, of the

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

mandrel, the record mounted thereon, and the means for ejecting the record from the mandrel, the parts being in the position which they occupy during the normal operation of the machine, that is to say, when a record is being made or reproduced; Fig. 2 is a view similar to Fig. 1, except that the parts are shown in the position which they occupy after the ejector mechanism has been op-



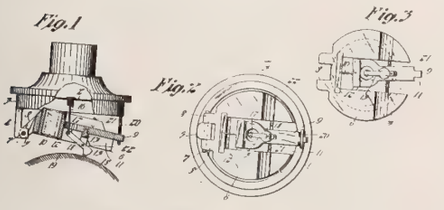
erated, and when the cylinder may be readily removed by introducing the hand in the end thereof which projects off of the mandrel; and Fig. 3 is a detail perspective showing the record-engaging members and associated parts.

PHONOGRAPH REPRODUCER.—Alexander N. Pierman, Newark, N. J., assignor by mesne assignments to New Jersey Patent Co., West Orange, N. J. Patent No. 1,119,113.

The present invention relates to phonograph reproducers and has for its object the provision of an improved mounting for the stylus lever, wherein all looseness in the connections of parts is obviated, which renders the reproducer capable of withstanding jarring without causing the stylus to skip from one thread of a record to another, and thus insures the exact tracking and reproduction of a record.

It is customary in reproducers, as now constructed, to pivotally mount the floating weight on the sound-box, to provide a member, pivotally connected to the weight for carrying the stylus lever, and to provide separate means, such as a spring, for normally holding the member in central position while allowing lateral movements thereof. This construction is objectionable owing to the impossibility of making a sufficiently tight fit in the pivotal connection of the floating weight and member, the looseness existing therein, and which increases with use, frequently resulting in the jumping or skipping of the stylus from one thread of a record to another when the reproducer is jarred, giving a faulty reproduction and producing foreign and objectionable sounds.

In overcoming the objections indicated, the reproducer is constructed as follows: A floating weight is pivotally mounted on a reproducer sound-box of usual construction, a member of small in-

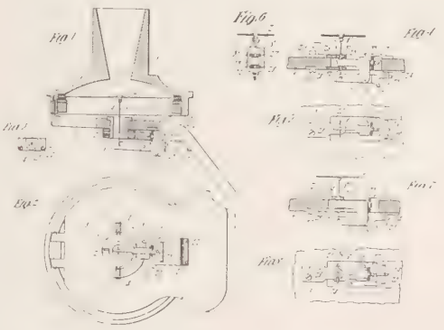


ertia compared with that of the weight is employed for carrying the stylus lever, which is connected to the diaphragm mounted in the sound-box in any suitable manner, and the member is mounted on the weight by means of a resilient member rigidly connected at its ends to the weight and member respectively. This resilient connection between the weight and member may be of any suitable construction, but as shown is a very thin flat sensitive spring of any suitable material, such as spring steel, which normally maintains the member carrying the stylus lever in central position while allowing lateral movement of the member with respect to the weight so as to permit the stylus to faithfully follow all irregularities in the record threads. In a reproducer constructed in accordance with this invention the stylus will not skip from one thread to another when the reproducer is jarred, for all looseness in the connection between the floating weight and member carrying the stylus lever is obviated.

Figure 1 is an elevation partly broken away, and partly in section, showing a reproducer constructed in accordance with the invention; Fig. 2 is a bottom view of Fig. 1; and Fig. 3 is a view similar to Fig. 2, showing different positions of the member carrying the stylus lever, the sound-box body being omitted.

SOUND REPRODUCER.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,119,141.

This invention relates to sound reproducers, and the object is to provide a reproducer in which the stylus lever is so mounted that the stylus will always track the record faithfully under all circumstances. The stylus lever is so mounted as to be moved with the greatest freedom in conformity with the engagement of the stylus in the record groove. The stylus lever and its mounting are of small mass or inertia and are movable laterally with respect to the floating weight supporting the same, the stylus lever also preferably being bodily movable with respect to the weight in a plane at right angles to the plane of the latter. The provisions of means permitting lateral movement of the stylus with respect to the floating weight is intended to permit the stylus to track the record groove without having to overcome the inertia of the floating weight when a lateral movement is necessary, and the provision of means permitting the stylus lever to move bodily toward and away



from the floating weight prevents binding of the mounting in the weight and increases the sensitiveness and efficiency of the device.

Another object of the invention is the provision of a roller upon the stylus lever mounting, this roller contracting the under side or other surface of the floating weight during the lateral movements of the lever with respect to the weight, whereby friction is reduced.

Figure 1 represents in side elevation and in vertical cross-section a reproducer embodying one form of the invention. Fig. 2 is a bottom plan view of the same. Fig. 3 is a cross-section on line 3—3 of Fig. 1 looking to the right. Fig. 4 is a partial side elevation and vertical cross-section through a modified form of this device. Fig. 5 is a bottom plan view of the same. Fig. 6 is a cross-section taken on line 6—6 in Fig. 4, and Figs. 7 and 8 are views similar to Figs. 4 and 5 of another modified form of this device.

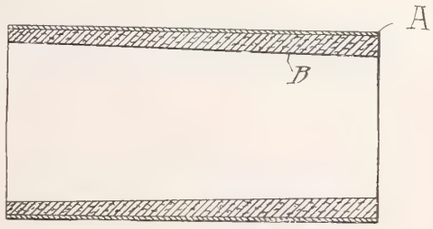
SOUND-RECORD.—Thomas A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,119,142.

This invention relates to an improved sound-record, preferably of that type which consists of a base or backing of one material, usually a molded material, and an outer surface or covering of another material which receives the sound-record.

The main object of the invention is to produce a record which can be cheaply and readily produced, which will be strong and durable, have very little surface noise on reproduction, the record itself permitting a large number of reproductions without sensible wear, and which will be effective in every way for the purpose of recording and reproducing sounds.

Another object of this invention is to construct the parts of the record—that is to say, the base or backing and the outer covering of sound-recording material—of substances which have the same or practically the same coefficient of expansion under changes of temperature, whereby both parts of the phonogram blank are made to expand and contract equally and the cracking of the outer surface material does not occur.

In the drawing A represents the outer recording layer or surface formed of a hard, tough composition such as the shellac and tetra-chloronaphtha-



lene mentioned above, and B the base of cheaper material such as montan wax and cotton flock, and if desirable inert powders, such as chalk. While the inventor has shown a cylindrical record, the invention is evidently applicable to disc records.

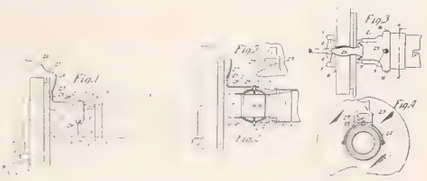
PHONOGRAPH.—Adolph F. Gall, West Orange, N. J., assignor by mesne assignments to the New Jersey Patent Co., same place. Patent No. 1,119,269.

This invention relates to phonographs, and more particularly to an improved connection between the reproducer and sound-conveying or reproducer arm of a phonograph.

The principal object of this invention is to provide an improved connection particularly adapted for use with a mechanically fed sound-conveying arm whereby the reproducer is capable of adjusting itself to irregularities in the record groove and of being readily lifted from the record surface.

Another object of this invention is to provide an improved means for lifting the reproducer and positioning the same on the record surface.

Fig. 1 is a side elevation of the improved device applied to a reproducer and reproducer arm; Fig. 2 is a central vertical section of the repro-



ducer arm and the improved connection, the reproducer being shown in side elevation; Fig. 3 is a plan view of the reproducer and the connection for securing the same to the reproducer arm; Fig. 4 is a section taken on line 4—4 of Fig. 3, and Fig. 5 is a fragmentary elevation of the improved positioning means.

H. H. Swanson has opened a talking machine store in Grand Rapids, Mich.

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RECORD BULLETINS FOR FEBRUARY, 1915.

EDISON BLUE AMBEROL RECORDS.

REGULAR LIST.

2518 Amazonia—Polka Bresilienne (P. J. de O. Pinto) (For dancing) .....National Promenade Band
2528 As You Please—One-step (Leopold Lamont) (For dancing) .....Jaudas' Society Orchestra
2522 Dear Old Songs of Long Ago (D. Erwin Force) Tenor and Chorus, orch. accomp.....
Emory B. Randolph and Chorus
2514 Dodo Dawdle—Fox Trot (Ernest Dunkels) For dancing .....National Promenade Band
2531 Echoes from the Movies (Frosini) Accordeon Solo. .....P. J. Frosini
2516 For You (Laurence H. Montague) Contralto and Baritone Duet, orch. accomp.....
Helen Clark and Vernon Archibald
2525 Funiculi-Funicula (L. Denza) Tenor and Chorus with orch. accomp...Chas. W. Harrison and Chorus
2526 Grandfather's Clock (Henry Clay Work) Contralto, Tenor and Chorus, orch. accomp.....
Helen Clark, Walter Van Brunt and Chorus
2513 He's a Rag Picker (Irving Berlin) Male Voices, orch. accomp. .....Peerless Quartet
2515 In Siam—Wars of the World (N. Y. Hippodrome) (Manuel Klein) Tenor and Chorus, orch. accomp. .....Billy Murray and Chorus
2520 It Is Enough—Elijah (Mendelssohn) Basso Solo, orch. accomp.....Frederic Martin
2519 Last Night When You Said Good-Bye (Irving M. Wilson) Contralto Solo, orch. accomp.....
Marie Morrisey
2512 Last Rose of Summer—Martha (Moore-Flotow) Soprano Solo and Chorus, orch. accomp.....
Elizabeth Spencer and Chorus
2523 Le Rouli-Rouli (Jean Schwartz) For dancing....
National Promenade Band
2517 Love Moon—Chin-Chin (Ivan Caryll) Soprano and Tenor Duet, orch. accomp.....
Elizabeth Spencer and Walter Van Brunt
2524 Oh Promise Me—Robin Hood (De Koven) Fluegelhorn Solo, orch. accomp.....Anton Weiss
2525 One Wonderful Night (Clarence M. Jones) Soprano and Tenor Duet, orch. accomp.....
Marie Kaiser and Emory B. Randolph
2527 Rienzi Overture (Wagner).....Edison Concert Band
2532 Roll On, Beautiful World, Roll On (Ernest R. Ball) Baritone Solo, orch. accomp..Arthur Crane
2511 Rose of Italy (Lyons and Yosco) Tenor Solo and Chorus, orch. accomp.....W. Van Brunt and Chorus
2534 Sally in Our Alley. Male Voices.....
Knickerbocker Quartet
2530 Sister Susie's Sewing Shirts for Soldiers (Herman E. Darewski) Tenor Solo, orch. accomp.....
Billy Murray
2535 Skating Troa—One-step (Leonard Stagliano) For dancing .....National Promenade Band
2529 Tannhäuser March (Wagner)...Edison Concert Band
2521 Violet—Chin-Chin (Ivan Caryll) Soprano Solo and Chorus, orch. accomp...Mary Carson and Chorus

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

No.		Size.
A5626	Don Carlos (Verdi) "O Don Fatale" (O Fatal Gift) Mezzo-soprano, in Italian, with orch. accompaniment. .....Eleonora De Cisneros	12
	Huguenots (Meyerbeer) "Lieti Signor" (Song of the Page). Mezzo-soprano, in Italian with orch. accomp. .....Eleonora De Cisneros	12
A5624	Parted (Tosti) Tenor Solo in English, with orch. accomp. .....Morgan Kingston	12
	Come Into the Garden, Maud (Balfe) Tenor Solo, in English, with orch. accomp.....
Morgan Kingston	12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1653	'Neath the Oaks (Sawyer). Unaccompanied...
Wellesley College Glee Club	10
	1914 Prize Song (Mulford) Unaccompanied.....
Wellesley College Glee Club	10
A1656	Remembrance (Telma). Place Mandolin Quartet	10
	Italian Suite (Gruenwald) Allegro Vivo....
Place Mandolin Quartet	10

RECORDS BY MANOLITO FUNES, THE WONDERFUL BOY PIANIST.

A1660	Arlequine (Chaminade). Piano Solo.....
Manolito Funes	10
	The Whispering Wind (Wollenhaupt). Piano Solo. .....Manolito Funes	10
A1667	The Golden Ring (German Folk Song).....
Columbia Ladies' Quartet	10
	Aloha Oe (Liliuokalani). With Chorus of Women's voices.....Prince's Orchestra	10

SACRED NUMBERS OF UNUSUAL CHARM.

A1668	Softly Floating on the Air (Root). Orch, accomp. .....Columbia Mixed Quartet	10
	Scatter Seeds of Kindness (Vail). Tenor and Baritone Duet, orch. accomp.....
Harry McClaskey and Gwilym Miles	10

An Excellent Fife and Drum Corps Double.

A1654	Garry Owen and The Campbells are Coming.....
Fife and Drum Corps	10
	British Grenadiers and Johnny Cope. .....
Fife and Drum Corps	10

Popular Compositions by Berkes Béla Orchestra.

A1655	Stephanie Gavotte (Czibulka).....
Berkes Béla Gypsy Orchestra	10
	Fascination—Valse Lente.....
Berkes Béla Gypsy Orchestra	10

Band Numbers of Peculiar Excellence.

A1657	Siamese Patrol (Lincke.) .....Columbia Band.	10
	Twilight Dreams (Thurban).....Columbia Band	10

Two Humorous Music-Hall Novelties.

A1658	Jerry Jeremiah (Murphy). Baritone Solo, orch. accomp.....Stanley Kirkby	10
	I Had a Divil of a Time Last Night (Weston). sketch with orch. accomp.....Whit Cunliffe	10

DOUBLE-DISC RECORDS.

Mid-Winter Song Hits.

A5625	The Only Girl (Herbert). "When You're Away." Soprano Solo, orch. accomp.....
Grace Kerns	12
	The Song of Songs (Moya). Soprano Solo orch. accomp. .....Grace Kerns	12
A1661	Chin-Chin (Caryll). "Love Moon." Soprano and Tenor duet, Orch. accomp.....
Miriam Clark	10
	Calling Me Home (Barrett.) Orch. accomp. ..
Columbia Stellar Quartet	10
A1662	A Little Bit of Heaven (Shure, They Call It Ireland) (Ball). Tenor Solo, orch. accomp...
John Barnes Wells	10
	Roses Remind Me of Someone (Dempsey and Schmid). Tenor Solo, orch. accomp.....
Henry Burr	10
A 1663	Cotton Blossom Time (Wenrich) Tenor and Baritone Duet, orch. accomp.....
Billy Burton and Edgar Hall	10
	Tennessee, I Hear You Calling Me (Godfrey). Tenor Solo, orch accomp. .....Billy Burton	10
A1664	We Take Off Our Hats to You, Mr. Wilson (Merrill) Orch. accomp. ....Peerless Quartet	10
	The A. O. H.'s of the U. S. A. (Glogau). Orch. accomp. .....Peerless Quartet	10
A1665	Tip Top Tipperary Mary (Carroll). Baritone Solo, orch. accomp.....Henry Santrey	10
	By the Side of the Girl You Love (Goetz). Tenor Solo, orch. accomp.....Arthur Clough	10
A1666	It's Too Late Now (Von Tilzer). Baritone and Tenor Duet, orch. accomp. .....
Arthur Collins and Byron G. Harlan	10
	That Moonlight Serenade (Meyer). Baritone and Tenor Duet, orch. accomp.....
Arthur Collins and Byron G. Harlan	10

February Dance Records Recorded Under the Supervision of G. Hepburn Wilson.

A5618	Valse Marie (Israel).....Prince's Orchestra.	12
	Old Folks Rag (Sweatman). Fox Trot.....
Van Eps Banjo Orchestra	12
A5619	The Only Girl (Herbert). "Personality." One-step .....Prince's Band	12
	The Lilac Domino (Cuvillier). "Waltz".....
Prince's Band.	12
A5620	Enticement (Yenbad). Tango....Prince's Band	12
	You For Me, Me For You (A. Von Tilzer) One-step .....Prince's Band	12
A5621	La Russe (Chalif).....Prince's Band	12
	Do Do Dawdle (Dunkels). One-step.....
Prince's Band	12
A5622	La Vraie (Pinto). Polka Bresilienne.....
Prince's Band	12
	I've Only One Idea About the Girls (Piantadosi). Fox Trot.....Prince's Band	12
A5623	Under the Japanese Moon (Maurice Glide). (Haenschen)—One-step.....Prince's Band	12
	First Love (Holzman). Waltz.Prince's Orchestra	12

VICTOR TALKING MACHINE CO.

THE FEBRUARY DANCE RECORDS.

No.		Size.
17680	Le Rouli Rouli (The New Castle Dance) (Jean Schwartz) .....Victor Military Band	10
	Balancello (The New Castle Dance) (G. Noceti) Victor Military Band	10
17682	Cecile—Waltz Hesitation (Frank W. McKee) Victor Military Band	10
	Millicent—Waltz Hesitation (Frank W. McKee) Victor Military Band	10
35421	Oh, My Love—Medley One-step.....
Victor Military Band	12
	When You Wore a Tulip and I Wore a Big Red Rose—Medley One-step..Victor Military Band	12
35425	The Girl from Utah—Medley Fox Trot.....
Victor Military Band	12
	Tennessee, I Hear You Calling Me—Medley One-step .....Victor Military Band	12
35408	Apropos—One-step (Frank W. McKee).....
McKee's Orchestra	12
	Tango Princess—One-step, from the operetta, "Tango Princess" (Jean Gilbert).....
McKee's Orchestra	12

POPULAR SONG HITS OF THE MONTH.

17541	The Rose of My Dreams (Ruth L. Stoddard) Edna Brown-James F. Harrison	10
	Good-Bye, Little Girl of My Dreams (Howard-Phillips) .....Edna Brown-James F. Harrison	10
17678	Tip-Top Tipperary Mary (Macdonald-Carroll).. Peerless Quartet	10
	When the Grown Up Ladies Act Like Babies (I've Got to Love 'Em That's All) (Young-Leslie-Abrahams) .....Billy Murray	10
17679	The Whole Town's Wise (I'm in Love with You) (Drislane-Richards)...Ada Jones-Billy Murray	10
	When You're Wearing the Ball and Chain, from "The Only Girl" (Blossom-Herbert).....
Billy Murray	10
17683	I'm Glad My Wife's in Europe (Archie Gottler) Will Halley	10
	I'm Going Back to Louisiana (Thompson-Keithley) .....Collins and Harlan	10
17684	I Knew Him When He was All Right (Bryan-Von Tilzer) .....American Quartet	10
	Chinatown, My Chinatown (Jerome-Schwartz).. American Quartet	10
17685	I'm Coming Back to Dixie and You (Yosco-Mullane) .....Peerless Quartet	10
	In the Hills of Old Kentucky (My Mountain Rose) (Shannon-Johnson)..Campbell and Burr	10

TWO NEW CELESTA DOUBLES.

17674	Old Folks at Home (Transcription) (Stephen C. Foster) (Celesto Solo).....Felix Arndt	10
	Old Black Joe (Transcription) (Stephen C. Foster) (Celesta Solo).....Felix Arndt	10
17691	To a Wild Rose (Edward MacDowell) (Celesta Solo) .....Felix Arndt	10
	Drink to Me Only with Thine Eyes (Old English) (Celesta Solo).....Felix Arndt	10
17690	Charme d'Amour (Love's Spell) (Weslyn-Kendall) .....Olive Kline	10
	When You're Away! from "The Only Girl" (Blossom-Herbert) .....Olive Kline	10
17689	Sylvia Ballet—Valse Lento (Leo Delibes).....
Victor Concert Orchestra	10
	Le Secret—Intermezzo (Leonard Gautier).....
Vessella's Italian Band	10
17676	Macushla (Rowe-MacMurrough...Chas. Harrison	10
	Sweet Inniscarra (Chauncey Olcott)..Reed Miller	10
17672	The Victors March (Louis Elbel).....
Victor Military Band	10
	Varsity March (Earl V. Moore Arr. Geo. D. Barnard) .....Victor Military Band	10
35426	Funeral March (Beethoven) (from Sonata, Op. 26) .....Vessella's Italian Band	12
	Moonlight Sonata (Beethoven) (Sonata in C♯ minor—Op. 27, No. 2) (First movement).....
Vessella's Italian Band	12
35423	Gems from "The Spring Maid" (Smith-Reinhardt) .....Victor Light Opera Company	12
	Gems from "The Pink Lady" (McLellan-Caryll)
Victor Light Opera Company	12

NEW EDUCATIONAL RECORDS.

17688	Go Down Moses (Old Negro Spiritual) (Unaccompanied) .....Tuskegee Institute Singers	10
	I Want to Be Like Jesus (Unaccompanied).....
Tuskegee Institute Singers	10

BLUE LABEL RECORD.

45059	Oft in the Stilly Night (Poem by Thomas Moore; music arranged by Sir J. Stevenson).....
Christine Miller	10
	Calm as the Night (Carl Bohm).Christine Miller	10

PURPLE LABEL RECORDS.

60109	Beam from Yonder Star—A Serenade—Tenor Solo (Foster-Bullard) .....Lambert Murphy	10
60129	The A. O. H.'s of the U. S. A.. Soprano Solo. (J. McCarthy-J. Glogau).....Nora Bayes	10
60130	Sunbeam Sal (W. D. Cobb-L. Edwards).....
Nora Bayes	10

THE FEBRUARY RED SEAL RECORDS.

64440	The Moon Has Raised Her Lamp Above, from "Lily of Killarney" (Jules Benedict) Tenor and Baritone Duet, in English.....
John McCormack and Reinald Werrenrath	10
64458	Chanson à Bercer (Lullaby) (Florent Schmitt) Violin Solo, piano accomp. by George Falkenstein .....Maude Powell	10
64471	A Memory (Mary L. Huntley-Edna R. Park) Bass Solo in English. ....Herbert Witherspoon	10
64476	It's a Long, Long Way to Tipperary (Jack Judge-Harry Williams) Tenor Solo with Male Chorus in English. .....John McCormack	10
74353	Carmen—Micaela's Air (I Am Not Faint Hearted) (Act III) (Bizet) Soprano Solo, in French.....Frances Alda	12
74392	Canto Amoroso—Liebeslied (Love Song) (Sammartini-Elman) Violin Solo, piano accomp. by Percy B. Kahn.....Mischa Elman	12
74420	Carry Me Back to Old Virginny (Plantation Melody) (James Bland) Soprano Solo and Male Chorus, in English.....Alma Gluck	12
87200	Jesus, Lover of My Soul (Refuge) (Charles Wesley-Jos. P. Holbrook) Soprano and Contralto Duet, in English.....
Alma Gluck and Louise Homer	10
87206	Annie Laurie (Scott) Contralto Solo, in English
Louise Homer	10
87209	Le Bonheur est Chose Légère (Saint-Säens) Soprano-Violin Solo, piano accomp. by Sam Chotzinoff.....Alma Gluck and Efrem Zimbalist	10
87210	Carmen—Habañera (Love Is Like a Wood Bird) (Act I) Soprano Solo, in French.....
Geraldine Farrar	10
88511	Carmen—Seguidilla (Near the Walls of Seville) (Act I) (Bizet) Soprano Solo, in French.....
Geraldine Farrar	12
88512	Carmen—Chanson Bohême (Gipsy Song) (Les tringles des sistres) (Act II) (Bizet) Soprano Solo, in French .....Geraldine Farrar	12
88512	Carmen—Las bas dans la Montagne (Away to Yonder Mountain) (Act II) (Bizet) Soprano Solo, in French.....Geraldine Farrar	12

TALKING MACHINE EXPORTS.

The Figures for October Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 30.—In the summary of the exports and imports of the commerce of the United States for the month of October (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for October, 1914, amounted in value to $50,644, while records and supplies for October, 1914, amounted in value to $81,032.

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The man who keeps thinking "ishkabibble" soon puts the "ish" in his "finish."

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VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

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Two points of supply; order from the nearer.

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for the SOUTHWEST

All Foreign Records in Stock.

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND

JOBBING HEADQUARTERS

EDISON AND VICTOR

Machines Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street BOSTON, MASS.

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY "OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

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The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company

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Machines Records Cabinets **Victor** Everything in stock all the time.

WHOLESALE TO IOWA TRADE

Send us your name and address and we will mail you postpaid complete illustrated catalogues, giving detailed information concerning all Victor products. Showing the various styles of Victor Machines, list of all Victor Records, the entire line of Victor Cabinets, Repair Parts and all Accessories. Dealers, let us help you build a Victor Business.

Columbia Grafonola Records

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 132 Peachtree St.
Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Lincoln, Nebr., The Grafonola Company, 1036 O St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

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Largest Stock VICTROLAS and RECORDS.

Prompt Shipment and Low Freight Rates.

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Oldest Music House in Virginia or North Carolina.

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Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of January 15th.

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

OUR POLICY OF
EXCLUSIVE REPRESENTATION
TO LIVE DEALERS

Is but One of the many strong reasons why you should become a Sonora dealer. It is an inviting proposition to be the only Sonora dealer in your section. You get direct benefit from your own efforts without assisting your competitors. Every Sonora sold is the first of a series. Satisfied customers talk about their Sonora. Be first in your field. Do not wait for somebody else to show you how good a proposition the Sonora is to handle. Territories are being closed very fast, and your own interests demand that you investigate the Sonora line now.

The SONORA

is the Acme of Perfection in

Tone Quality
Universal Playing
Motors of Power and Precision
Individuality

It is the only phonograph that

Plays Perfectly all makes of Disc Records

and can be called

"THE HIGHEST CLASS TALKING MACHINE IN THE WORLD"

The Sonora line is the most complete line on the market with styles at $35, $40, $50, $75, $100, $135, $150, $200. All styles from $75 to $200 equipped with electrical apparatus, $75 list additional.

Price, $135.00
Style "Baby Grand."

12" Turntable, Extra Strong Double-Spring Motor, Nickel-plated. Tone Modifier. Multi-Playing Needle. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Equipment for playing all makes of disc records in the world. Trimmings Nickel-plated. Envelope Filing System, with capacity for holding 70 records. Compartment at bottom of cabinet for accessories. Dimensions: Width 21¼", height 48½", depth 21¼".

The SONORA
Multi-Playing Jewel Needle

Offers the dealer a new opportunity to get back the profit which he has lost on steel needles by the reduction in price. No sale is for less than one dollar and quite often more. Your profit is large and you establish a new line of trade. Your list of customers increases together with your record sales, because the Sonora Multi-Playing Jewel Needle is a decided improvement over the steel needle, and it gives greater satisfaction. It adds to the life of new records and gives new life to old records. Price $1.00.

Sonora Phonograph Corporation

57 Reade St. New York City

GEO. E. BRIGHTSON, Pres.

Price, $200.00
Style "Grand."

12" Turntable. Extra Heavy Double-spring Motor, playing half an hour, or ten 10" records, in one winding. Tone Modifier. Sapphire Needle. Diamond Needle. Automatic Starter and Stopper. Multi-Playing Needle. Equipment for playing all makes of disc records in the world. Trimmings Gold-plated. Envelope Filing System, with capacity for holding 160 records.

VOL. XI. No. 2.

SINGLE COPIES, 10 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, February 15, 1915

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly.*

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

Mr. and Mrs. Vernon Castle
Endorse the
Rek-Rep (Record Repeater)

The greatest exponents of modern dances in the world say:

"We have installed on our talking machines in use at Castle House your Rek-Rep Repeaters, and use same in connection with our instruction work. We consider the Repeater to be one of the most valuable accessories to the talking machine that has ever been invented, and feel sure that it will be a source of great pleasure to all owners of talking machines."

You can make big profits by stocking the

REK-REP
RECORD REPEATER

RETAIL PRICE $2.25

(Complete with Rek-Rep Automatic Stop).

Everyone who uses a talking machine for dancing—and that means everyone who has a machine—knows the exasperation of having the music stop just in the middle of a dance.

The Rek-Rep (Record Repeater) does away with that annoyance. It is a new device, invented for use with disk records on the Victor, Columbia and Aeolian Machines. By means of the Rek-Rep (Record Repeater) any disk record can be repeated any number of times without a touch from the operator.

There Is a Big Market Awaiting the Rek-Rep.

People Have Been in Need of Such a Device Ever Since the Dance Craze Started.

The Rek-Rep (Record Repeater) is a simple device, made of steel—brass or nickel plated. It weighs only 1½ ounces. So simple in construction and easy in manipulation that a child can adjust it in a second. Easily attached to any needle-point machine by slipping it over the center pin which holds the record itself. It can be used on both 10 and 12-inch records, single or double faced. No troublesome joints or hinges—nothing to get out of order. Cannot scratch or injure the record in any way. No part of the Rek-Rep touches the playing part of the record. Has but two bearing points.

Sell the Wonderful Rek-Rep When You Sell Dance Records.

Every buyer of dance records is a prospective customer for the Rek-Rep. Every time you sell a dance record show your customer the Rek-Rep and make an extra sale.

The Rek-Rep Is Fitted with Automatic Stop

The Rek-Rep is equipped with a simple device which can be adjusted in a second to automatically stop the phonograph after the record has been played through once or twice or will allow it to repeat continuously.

As an automatic stop alone, the Rek-Rep is the most efficient on the market. No dying out of the music at the end of the record if the stop is not set correctly. The phonograph is stopped only after the needle has been automatically lifted from the record.

GUARANTEE

We guarantee the Rek-Rep to do all that we claim—or money refunded. Send us your order to-day with name of your jobber. Terms to dealers, $2.25 each, less 40% and 10% discount. State whether for Victor, Columbia or Aeolian Machine.

The Rek-Rep is now ready for delivery.

Patent applied for.

Record Repeater Co., Inc.

432 FOURTH AVENUE, NEW YORK CITY

The Talking Machine World

Vol. 11. No. 2. New York, February 15, 1915. Price Ten Cents

TALKING MACHINE IN A NEW ROLE.

Used in Course in Public Speaking at Western Reserve University for Purpose of Enabling Students to Hear Themselves as Others Hear Them and Thus Correct Their Own Errors.

(Special to The Talking Machine World.)

CLEVELAND, O., February 6.—"Hear yourself as others hear you" is the principle upon which Professor Woodward has introduced mechanical science into his public speaking courses at Western Reserve University. His plan was evolved while listening to an intercollegiate debate. It seemed as he heard the arguments of the pupils from half way across the house that there would be differences of diction, varying shades of expression, softened tones of voice if the speaker could have been their own audiences. It's about impossible, according to the professor, to analyze the appearance of personality and explain it to its owner. But he claims Edison has done it.

That's why a phonograph has become one of the properties of the public speaking course and it has set many a coming lawyer and lecturer on the road to success. "The students are required to talk into the machine as part of the course," Professor Woodward explained. "The record is put on the phonograph for a private lesson. Listening to himself talk, as though he were another person, seems to impress the student with an understanding of his weak points. Tone is the thing most often to be corrected. A harsh, nasal tone doesn't sound any better from the lecture platform than it sounds from the phonograph, and it is most irritating as a reproduction.

"Fault of time pauses, emphasis and choice of words is another thing for the machine's attention." Most of the university pupils are law students, taking the public speaking course in connection with their law work. An occasional actor is turned out.

PATHE LINE WITH PIANO HOUSES.

A Number of Important Institutions Secures the Representation of These Phonographs.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week the consummation of a number of important deals whereby the Pathé products will receive representation by prominent and successful concerns. The Story & Clark Piano Co. will handle the Pathephone and Pathé discs in its Chicago, Detroit, Cleveland, Pittsburgh and St. Louis stores, and a complete line of Pathé goods will be handled by Schuler Bros., Buffalo, N. Y.; C. W. Snow & Co., Syracuse, N. Y.; Fisher Piano Co., Cleveland, O. This, following the announcement last week that the Starr Piano Co. had secured the Pathé line for its various stores, tells a story of progress.

INFORMAL DANCING EXHIBITIONS

At Harmans' Talking Machine Store in Lima, O., Prove a Big Trade and Advertising Factor.

(Special to The Talking Machine World.)

LIMA, O., February 6.—Harmans, live-wire Victor dealers of this city, have been giving informal dancing exhibitions in their store to illustrate the exceptional value of the Victrola as a medium for furnishing dance music that is unexcelled as far as tempo and rhythm are concerned. At one of these recent exhibitions Prof. F. S. Laux and Miss Helen Vale, two locally popular interpreters of the modern terpsichorean art, appeared to demonstrate the latest steps, and 1,000 people crowded every corner of the Harman store to view the exhibition.

Local newspapers devoted considerable space to the entertainment, referring to the fact that it was a combined demonstration of the latest dances and the Victrola, as of the sixteen dances on the program eight were dance numbers and the remainder of a general nature to indicate the unlimited musical scope of the Victor record library.

HOW PHONOGRAPH FIGURED.

Played Dead March as the Karluk Sank—Capt. Bartlett Tells How He Started Phonograph as Ship Plunged to Its Grave—All Her Flags Were Flying—Moving Picture Shown.

The sinking of the Stefansson exploration ship "Karluk" was graphically described to 100 members of the Explorers' Club at their dinner at the Hotel Astor recently by Capt. Robert E. Bartlett, who commanded the expedition after Stefansson set out on the sledge voyage North, from which he never returned. Burt McConnell, the last survivor to see Stefansson, showed moving pictures and told of the farewell which took place on the ice of the Polar Sea.

Rear Admiral Robert E. Peary, who presided, said it was still too early to give Stefansson up for lost.

The "Karluk" went down with flags flying and the phonograph on board blaring out the strains of Chopin's "Funeral March," according to Capt. Bartlett.

This was months after Stefansson, with two men and twelve dogs, had said good-bye, and the ship had drifted with the ice floes along the Bering coast. The ship was wedged between great masses of ice, and the nearest land. Wrangell Island, was sixty-five miles away. Capt. Bartlett said he did not expect the "Karluk" to last, and had a hut built on a near-by floe in case of emergency. On the night of January 10, 1914, he felt her heel, he said, and he knew that the end was at hand.

"The men worked steadily and without a sign of fear," said the captain. "A couple of bottles of whisky used judiciously in their coffee helped a whole lot."

Water was pouring into the aft port bunker, but Capt. Bartlett stuck to his ship all the next day. When he saw everybody else was safe, he turned on the phonograph and waited.

"We had a lot of records," he said, "but when I felt her going I got out Chopin's dead march and put that on. I also put out all her fires, as I said she might as well have a decent funeral. Then I got off and stood on the ice and watched her. Down she went, head first, stern up in the air, and the phonograph going.

"It was like losing a dear friend. I remembered hearing about Admiral Cervera down at Santiago when his ship was lost, so I took off my hood, and as the ship went down I said, like him:

"'Adios, "Karluk!"'"

MEMPHIS DEPARTMENT A SUCCESS.

Talking Machine Department of Bry-Block Mercantile Co. Does Big Business After Short Career—Handles Three Talker Lines.

(Special to The Talking Machine World.)

MEMPHIS, TENN., February 6.—After an existence of only a little over four months in the trade, the talking machine department of the Bry-Block Mercantile Co. has established a business that insures its permanent success in the field. The department is under the management of Geo. A. Chopin, formerly connected with the O. K. Houck Piano Co. and who is assisted by Mrs. Chopin and a large corps of assistants. The Victor, Columbia and Edison disc lines are all represented in the department, and the extent of the business handled is indicated by the fact that on several occasions the total of sales has exceeded $3,000 per day.

A LIVE SPRINGFIELD DEALER.

(Special to The Talking Machine World.)

SPRINGFIELD, MO., February 6.—J. W. Knox, of this city, has a complete up-to-date talking machine store. Mr. Knox handles both the Victor and Columbia machines, and Miss Denny, who has charge of the department, is familiar with the record catalogues of both companies. Miss Denny is an expert saleswoman in this line of music.

COLUMBIA WITH CABLE PIANO CO.

Toledo, O., House to Handle Complete Line of the Columbia Graphophone Co.

(Special to The Talking Machine World.)

TOLEDO, O., February 6.—The Cable Piano Co., of this city, has closed a deal whereby it will handle the products of the Columbia Graphophone Co. A complete line of machines and records will be carried, and the prestige of the Cable Co., together with the unlimited sales possibilities of the Columbia goods, insure the success of the new department. The Cable Co. is handling the Columbia line in several of its branches in the large cities, and its satisfaction with these products is evidenced in the addition of the Columbia line to the various stores controlled by this prominent concern.

TO OPEN IN BROOKLYN.

The G. T. Williams Co., of Brooklyn, to Be Jobber of Victor Products in That Borough.

G. T. Williams, who resigned as general manager of the New York Talking Machine Co. last week, is one of the incorporators of the G. T. Williams Co., of Brooklyn, N. Y., which will act as a distributer of Victor products in Brooklyn territory. S. W. Williams, formerly traveling representative with the New York Talking Machine Co., is also an incorporator of the new company, whose capital is given as $10,000. The company has leased quarters at 217 Duffield street, where it will conduct its Victor distributing business.

EDISON DISC IN NOVEL RECITAL.

Proves a Star Feature at Organ Recital in Kansas City—Organ Accompaniment to the Records Received with Enthusiasm.

(Special to The Talking Machine World.)

KANSAS CITY, MO., February 6.—The organ recital recently given at the Grand Avenue Temple by Powell Weaver had on its program the Edison diamond disc phonograph from the Edison Shop operated by Mr. Blackman. Mr. Weaver played an accompaniment to the machine. This is the first concert of the kind to have been attempted in Kansas City, and Mr. Weaver had to waive his rule in giving recitals and accompany the machine for an encore. The first number given was the Anna case record "Louise," this was followed by "Voi Che Sapete," sung by Mme. Bori, of the Metropolitan Opera Company. The diamond disc records were used in this recital. The recital caused a number of inquiries to come to the Edison Shop, and by special request the machine again will appear on the program in March.

DRUGGIST TAKES ON COLUMBIA LINE.

(Special to The Talking Machine World.)

KANSAS CITY, KANS., February 6.—Joseph Paradowsky, owner of the Quality Drug Store, at 800 Minnesota avenue, this city, has installed a talking machine department in his drug store. Mr. Paradowsky has been advertising his talking machine department in the local papers. He handles the Columbia line of goods. Mr. Paradowsky said: "I got the idea from the country drug stores, and it appealed to me, so I thought I would try it." "It has come to stay," Mr. Paradowsky added; "it has already been successful."

TO ADD TALKING MACHINE LINE.

B. G. Allison, a jeweler of St. John's, Mich., is remodeling his store for the purpose of making room for a line of talking machines.

INCORPORATED IN PORTLAND, ORE.

The Eilers Talking Machine Co., Portland, Ore., has been incorporated with capital stock of $45,000. The incorporators are: Henry J. Eilers, Henry F. French and Charles McKinnis.

"TALKER" EXHIBITS AT PANAMA-PACIFIC EXPOSITION.

Plans Perfected for Big Celebration in Connection with Panama-Pacific Fair—Leading Talking Machine Companies to Make Exhibits—Rapid Progress Being Made on Completion of the Various Talking Machine Booths for Important Exhibitors.

(Special to The Talking Machine World.)

San Francisco, Cal., February 4.—As the time draws near for the formal opening of the Panama-Pacific International Exposition much enthusiasm is evidenced here on all sides, and work is being rushed on the installation of exhibits and other final details in order to have everything as nearly complete as possible when the gates are thrown open on February 20. Plans for the big celebration on opening day, which in all probability will be declared a legal holiday by Governor Johnson upon request from exposition officials and others interested in the exposition, are being formulated by the Mayor's Committee of Fifty, composed of men and women prominently connected with the business and civic interests of the city. The music trade is well represented in the active preparations for the event. Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to their Victor business, has been appointed chairman of music by Mayor James Rolph, Jr., and Byron Mauzy, the Stockton street music man, is also serving on the Committee of Fifty.

The Talking Machine Exhibits.

It is now definitely assured that talking machines will form a comprehensive group among the exhibits. These instruments, together with pianos and other musical instruments, will be located in the Palace of Liberal Arts, and the exhibitors are sparing no effort in making their displays the finest ever shown at any exposition.

Victor Booth Nearly Complete.

The Victor booth is 90 per cent. complete at this early date and will be entirely ready when the exposition opens, according to the statements of those in charge. This display will be very advantageously situated in the center of the building under the dome and will face on three of the main aisles. Its installation is being done under the supervision of Mr. Worthington from the Victor factory, who will remain in San Francisco until the close of the exposition.

Progress on Columbia Co. Booth.

Work has progressed nicely on the Columbia booth in the past month, and Marion Dorian, treasurer of the Columbia Graphophone Co., has returned to San Francisco to oversee the installation of the exhibit. Other officials of the Columbia Co. are expected to arrive for the opening celebration of the exposition. E. D. Easton, president of the company, has already started toward the Pacific Coast, expecting to visit his daughter at Fort Apache, Ariz. She is the wife of Lieutenant E. C. Bradburn, of the U. S. Army. Mortimer Easton and wife are traveling with President Easton, and the former will remain here throughout the exposition in charge of the foreign record and Dictaphone sections of the exhibit.

Exhibit of Sonora Phonographs.

Sonora phonographs will be exhibited at the exposition under the auspices of the Sonora Phonograph Co., of this city, who have the booth well under way and promise an elaborate showing. F. B. Travers, manager of the local company, is supervising the installation of the exhibit and he will give it his personal attention after the exposition opens. The booth is of artistic design, providing ample space for a general display, besides two demonstration rooms.

DUTY ON PHONOGRAPH NEEDLES.

Customs Court Hands Down Decision Upholding Collector of Port of New York in Assessing a Duty of 45 Per Cent. on Needles as Parts of Phonographs.

(Special to The Talking Machine World.)

Washington, D. C., February 8.—Among the decisions handed down by the Customs Court last week was that in the case of Landay Bros. vs. the United States, in which it appears that phonograph needles were assessed by the collector at 45 per cent. as parts of phonographs. The importers protested that they were properly dutiable as manufactures of wire. The Board of General Appraisers overruled the protest of the importers and the decision of the board is affirmed.

Of course, the above duty referred to the old tariff, the present duty on phonographs, and consequently needles, being 25 per cent.

ADVERTISING A DIVIDEND PRODUCER.

It is a noteworthy feature of the business situation as it has been created by the war that all well-known big industrial corporations, that are doing business mostly by advertising, have been able to maintain the dividends they used to pay before the world was shaken by the disturbments which the European conflagration caused in every part of the world. This experience proves to what great extent advertising is able to protect and maintain the earning ability of industrial enterprises.

There is no court of appeals for the man who is sentenced by his own mistakes.

DEALERS' ASSOCIATION MEETS.

Eastern Talking Machine Dealers' Association Holds Session on January 26—Lack of Interest Claimed—Important Matters to Be Taken Up at Annual Meeting to Be Held on February 25 in the Woolworth Building.

The Eastern Talking Machine Dealers' Association held its first meeting of the new year, and in fact the first regular meeting for several months, at Keen's Chop House, at West Thirty-sixth street, New York, on Tuesday evening, January 26. Although notices had been sent out to every member and all had been urged to attend there were only about twenty-two dealers present and several matters of importance had to be postponed until a later and better-attended meeting.

The meeting was preceded by an informal dinne and among those who addressed the dealers was V. W. Moody, of the New York Talking Machine Co., who cited what the Victor Co. was doing for the protection of the dealers under its contracts and the obligations of the dealers in connection therewith. President J. G. Bremner, of the association, also gave a strong talk on the apparent lack of interest shown by many of the members in the work of the association and the efforts of the officers and executive committee to accomplish results, and made a plea for greater co-operation in the future.

It is planned to hold the annual meeting of the association in the rooms of the Merchants' Association of New York, in the Woolworth building, on February 25, at 2 p. m., and a vigorous effort will be made to have the bulk of the association membership present. During the course of the meeting the dealers will be addressed by J. R. Young, convention manager for the Merchants' Association. Other important matters that will come up for consideration will be the election of officers, the proposed change in the name, constitution and by-laws of the association, plans for increasing the membership by taking in jobbers and others engaged in the trade, and ways and means for eliminating various existing evils.

POSTAGE TO GERMANY MORE.

Direct Routes Gone, Government Cancels Two-Cent Rate.

(Special to The Talking Machine World.)

Washington, D. C., February 8.—Postmaster General Burleson to-day suspended the two-cent postage rates on mail from the United States to Germany, and announced that until direct transportation service was restored the rate on letters from this country to German destinations would be five cents for the first ounce and three cents for each additional ounce.

DON'T MAKE A MOUNTAIN OUT OF A MOLE HILL

Dealers who lose sales and accompanying profits because their nearest distributor cannot supply the goods and on account of extra transportation charges on shipments from a distributor farther away, WAIT, are practising false economy. The extra express or freight charges pale into insignificance when compared with the profits and the added satisfaction given your customer by reason of promptness in supplying his wants.

Don't Tie Up to One Distributor Unless That Distributor Gives You the Best Possible Service.

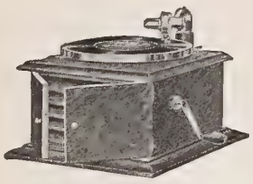
THAT'S WHAT "EASTERN SERVICE" IS—THE "BEST POSSIBLE."

Prove It to Your Own Satisfaction and Profit. A Trial Order Will Do It.

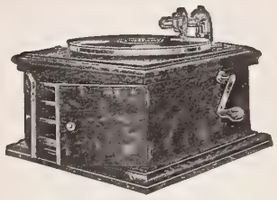
THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola IV, $15
Oak



Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak.

Victor supremacy

The Victrola has become the greatest factor in the success of every music dealer.

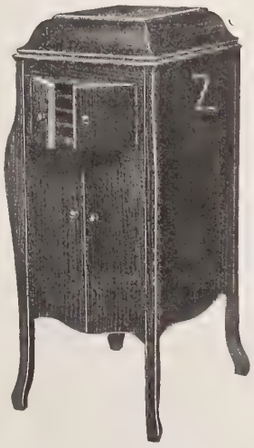
The Victor business for 1914 again exceeded the previous year's business.

This success was general and every dealer enjoyed his share of the increase.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

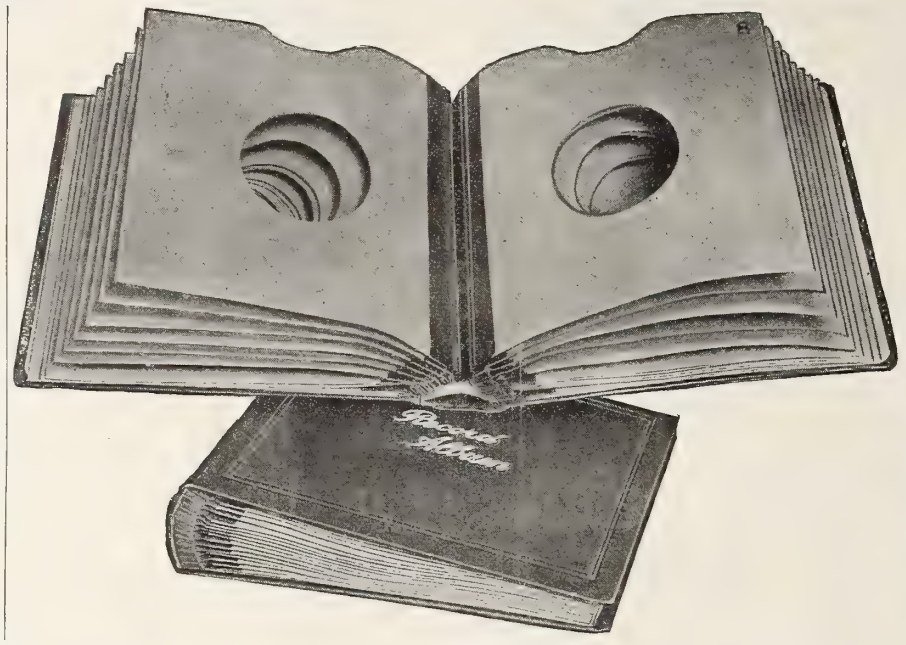
FAMOUS RECORD ALBUMS

AT VERY LOW PRICES TO MEET COMPETITION

These Record Albums Will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They Will Fit in a Library Cabinet or Book Case, or They Will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes our Albums make a complete system for filing all Disc Records.



For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

Write for samples of our Albums, which are superior to all others

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

ACTIVE TRADE IN THE TWIN CITIES.

Northwestern Automobile Show in Minneapolis Brings Score of Talking Machine Dealers to Twin Cities—January Business Exceeds That of Last Year—High-Priced Instruments in Demand—Talking Machine Men Visiting the East—Other Items of Trade Interest.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., February 7.—Talking machines and automobiles appear to go hand in hand in the Twin City territory, for the big Northwestern automobile show in Minneapolis has brought scores of talking machine dealers to the Twin Cities, and they transacted important business with the jobbing houses. At the Minnesota Phonograph Co.'s headquarters it was stated that from eight to ten country dealers visited the office every day to place orders, renew agencies or establish new agencies. This experience is typical of all the jobbing houses in St. Paul and Minneapolis. The rural sections in the upper Mississippi Valley have taken hungrily to the talking machine, as is well known, but the encouraging feature is that they have graduated from the $25 class of instruments to the $100 and $200 classes. It is a matter of record in more than one jobbing house that certain country correspondents order more high priced instruments than of the cheaper grades.

January gives promise that 1915 will be a bigger year for the talking machine men that was 1914. The sales for the month exceeded those of January, 1914, almost without exception, and it is the general opinion that the start is only an indication of what is to come.

Jay H. Wheeler, manager for the Columbia Co. in the territory covering Minnesota, the two Dakotas, Montana east of Butte and the western counties of Wisconsin, has only one complaint, and that is that the supply of instruments is not equal to the demand. "This is not unusual," explained Mr. Wheeler, "for we have had considerable difficulty for a year or more in supplying our agents. The city trade also is holding up in a most satisfactory manner."

G. A. Mairs, head of the talking machine department of W. J. Dyer & Bro., is in the East visiting the general offices and factories of the Victor and Edison companies. Laurence H. Lucker, of the Minnesota Phonograph Co., left February 2 for a visit to the Edison headquarters.

George Small, formerly traveling representative for the Edison Co., has joined the city sales staff of the Minnesota Phonograph Co. in St. Paul.

AT A HIGH WATER MARK.

Louis Sterling, General Manager of the European Establishment of the Columbia Graphophone Co. Makes Interesting Report Regarding Business Abroad During His Visit to Headquarters in New York.

Louis Sterling, general manager of the European headquarters of the Columbia Graphophone Co. in London, visited the executive offices of the company in New York recently. He makes the interesting report that the company's business in London during the first month of the new year has not only remained at a high water mark, but actually surpassed all previous corresponding periods. The enterprise and foresight of Mr. Sterling has had much to do with keeping up the progressive policy of the Columbia when many other lines of business in the English capital have been curtailing expenses and policies in every way.

Louis Sterling.

Mr. Sterling returned to his London activities on the "Lusitania," which sailed January 30.

TO BECOME A VICTOR DEALER.

John H. Bieling Resigns from the New York Talking Machine Co. to Enter Retail Field.

John H. Bieling, who has been a member of the road staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributer, for the past year, resigned from this position recently in order to enter business himself as a Victor dealer. Before commencing work in the retail field Mr. Bieling will take a short vacation, which he has well earned after his many years of active participation in the talking machine industry.

As a member of the famous Hayden Quartet, Mr. Bieling recorded a great many selections for the Victor library which have met with a world-wide sale. He also recorded as a soloist, and for many years was one of the most popular members of the Victor recording staff. During his year's association with the New York Talking Machine Co. Mr. Bieling has acquired a host of friends, particularly in Brooklyn, the territory he covered.

CHANCE FOR MANUFACTURER.

A firm in Russia informs an American consular officer that it desires to establish connections with American manufacturers of gramophones, parts and accessories. Prices should be stated in rubles, c. i. f. destination. Correspondence preferred in Russian. It is stated that if terms and prices are satisfactory, orders will be placed at once. Manufacturers interested in this query should address the Bureau of Foreign Opportunities, Department of Commerce and Labor, Washington, D. C., referring to Inquiry No. 15463.

When a man has worked thirty-seven minutes trying to get his stalled automobile engine going again, it pleases him beyond words to have his better half ask from the back seat, "Do you think you could fix it, if you knew what was the matter with it, dear?"

Victrola XI, $100
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

Victrola supremacy—all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Frederick Piano Co.
Atlanta, Ga.	Elyea-Austell Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Machine Co.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Brothers.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Neb.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Louisville, Ky.	Montenegro-Riehm Music Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Machine Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landay Brothers, Inc. New York Talking Machine Co. Ormes, Inc. Silas E. Pearsall Co. Ben. Switky.
Omaha, Neb.	Nebraska Cycle Co. A. Hospe Company.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressy & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Savannah, Ga.	Phillips & Crew Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	Robert C. Rogers Co. The E. F. Droop & Sons Co.

The Columbia Double-Disc Advertising Record is doing precisely what it was designed to do—we are hearing from it "all over." It is one of the few absolutely novel and effective sales helps. It is seldom enough that you can do as much advertising for $10 as you can with that record for 25c.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SPLENDID JANUARY BUSINESS IN SAN FRANCISCO.

Opening Month of New Year Runs Considerably Ahead of Same Month of 1914—Excellent Reports Made by Sherman, Clay & Co., Columbia Graphophone Co., Sonora Phonograph Co. and Other Jobbers Regarding Business and Prospects for the Year.

(Special to The Talking Machine World.)

San Francisco, Cal., February 4.—Andrew G. McCarthy, of Sherman, Clay & Co., says business has kept up exceedingly well since the holidays, business for January this year having run considerably ahead of the same month in 1914. He considers prospects bright for the entire year. Phil T. Clay and F. R. Sherman have just returned from a tour of inspection of the company's interests in the Northwest, and they report improved conditions in that section on account of the resumption of operations in lumber and the heavy export movement of grain.

Victor dealers have had a big call for the records of John McCormack since his recent engagements in this vicinity, and the first appearance of Miss Alma Gluck in concert here is stimulating the demand for her records.

A Good Year for Columbia Trade.

Walter S. Gray, district manager of the Columbia Graphophone Co., in closing up the books for last year is gratified to find that 1914, despite the abnormal general conditions over the country, was the best year this branch of the Columbia Co. has ever had and December was the biggest month in its history. Mr. Gray says every indication at present favors a substantial increase for 1915.

F. R. Anglemier, manager of the local branch of the Columbia Graphophone Co., is well pleased with business for the past month. He says both records and machines have been in good demand since the first of the year, indicating that dealers' stocks were closely cleaned up at holiday time. He is gratified to note that collections are coming through in good shape also.

A Live Sonora Campaign Started.

The Sonora Phonograph Co. is making progress with an aggressive campaign for 1915. A wholesale department is being opened at 616 Mission street, and plans have been concluded for the opening of a southern California branch to care for the trade, both wholesale and retail, south of the Tehachipi Pass. This store will be located in Los Angeles, and will be under the management of E. M. Bonnell, who is well-known to the trade in that city. Manager F. B. Travers says retail business has held up in good shape since the first of the year.

Higher-Priced Edison Disc Machines Popular.

James S. Baley, manager of the Edison Shop on Geary street, says the demand for the $250 style of Edison disc phonographs is the feature of the business at present. The $80 style had a big call during the holiday season, but was practically sold out then and the in-between styles so far have not proven so popular here as the $80 and $250 machines.

Jas. J. Black Talks to New York Over 'Phone.

Jas. J. Black, manager of the Wiley B. Allen Co., was among the first San Francisco business men to talk long distance over the new transcontinental service to New York. Arthur D. Geissler, of the New York Talking Machine Co., rang him up a few days ago, and Mr. Black says he could hear and recognize Mr. Geissler's voice as readily as if he had been in the same town. In the Allen department special feature is being made of the Style XVI Victrola with very good results, according to Mr. Black. Clarence Anrys, son of Frank Anrys, general manager of the company, is connected with the talking machine department, and he has made a splendid record so far by devoting special effort to the sale of more expensive machines. Joel R. Scott, manager of the record department, reports a big January business.

Some News Brieflets.

A recent visitor in San Francisco was Wm. H. Hoschke, president of the Crescent Talking Machine Co., New York.

Branch's, Inc., in Stockton, Cal., has added the Edison line of phonographs.

J. E. McCracken, traveler for the Pacific Phonograph Co., is again working the San Francisco Bay district, after spending some time in the Northwest, and Mr. Schwab is now working the Oregon territory. A. R. Pommer, head of the company, says business has picked up very noticeably.

CONVENIENT REPAIR CATALOGS.

The Victor Talking Machine Co. sent out to its trade recently new repair catlogs for Victor XXV B, Victrolas XVI H, XVI Electric, and numerical price lists of parts. To properly accommodate these important publications, the Victor Co. suggested the use of a new style patented spring binder which will hold about 200 pages and is provided with an inside folder for retaining the repair part catalogs.

DITSON *Victor* SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

COMPLAIN OF STOCK SHORTAGE IN CLEVELAND.

Business Apparently Only Measured by the Supply of Talking Machines and Records—January Makes Splendid Showing, All Principal Makes of Machines and Records Being in Demand—Talking Machine Dealers Expanding and Perfecting Establishments.

(Special to The Talking Machine World.)

CLEVELAND, O., February 6.—Conditions locally are fairly satisfactory, rather kaleidoscopic in character. Some dealers report the situation to be quite as good as could be expected in their views, while others decline to express their opinion, saying they might be declared prevaricators if they did. However, the talking machine business on the whole will compare favorably with that of any other in the city, not excepting the automobile. About the only complaint heard among the dealers is one of a "shortage," and which seems to be pretty general.

Business at the local Columbia store is growing day by day, and but for a shortage of machines very satisfactory. G. M. Madson, manager, said business showed an exceptionally fine increase over 1914, but that there was a great scarcity of machines, the stocks of Columbia dealers were never so low. The Cleveland store is at present holding orders for over 300 machines.

Recent new Columbia dealers are: D. W. Lock & Co., Canton, O.; Conrad, Baerch & Kroeble Co., Ohio; Sample Furniture Co., Royal Furniture Co., J. H. Duboky & Bro., S. J. St. John, H. B. Brack & Sons, Cleveland; Schmidt & Lane Piano Co., Tiffin, O.

An increasing demand is noted by the Phonograph Co., distributers of Edison phonographs. The business for January, Mr. Bloom, secretary, stated had been very good. "In fact," said he, "it has largely surpassed our expectations, despite the fact of the disastrous fire at the Edison factory. The first shipment of Blue Amberol records has been received, also a few B-80 machines. The factory expects to ship disc records about the 18th of this month, when conditions will again be normal.

There is always considerable doing in the talking machine department of the piano house of B. Dreher's Sons Co. W. G. Bowie, manager, said that owing to the shortage of machines and records in Cleveland, "business has not been as large as we expected. However, during February we have been told we will be able to get all styles of Victrolas, and we anticipate an increase over last year. We have already taken several orders for machines sold from catalogue. In view of general conditions there can be nothing but an optimistic outlook for Victor dealers during this year, if 1914 is served as a criterion. Those affiliated with the talking machine trade should indeed congratulate themselves."

Conditions with the Brainard Piano Co., exclusive Columbia dealers, on Euclid avenue, are in good shape and very satisfactory. Mr. Morton, manager of that department, said: "I was highly pleased with our December business, and had we been able to supply the demand I would have been doubly happy, but the shortage of stock seems to have been prevalent with the other dealers, and I am satisfied to share it with them. Our good January trade, continuing into this month, leads me to believe that this talk of hard times is a fancied condition rather than a reality."

Cleveland dealers are experiencing an increasing demand for the Edison diamond disc instruments as a result of the work being done by a special "Flying Squad of Demonstrators," sent to that city by Mr. Edison. The squad is composed of five men, direct from the Edison laboratory, at Orange, N. J., who are thoroughly familiar with the subject, and who have been rendering very entertaining recitals at the different churches, clubs, hotels and organizations.

The additional new large demonstration parlors of William Taylor Son & Co. have greatly increased the efficiency of the talking machine department. T. A. Davies, manager, said that with good sales of Victrolas and Grafonolas, business was fine, the largest the company has ever had. Record sales, he said, were large and increasing.

The Eclipse Musical Co. has been as busy as it well could be, though handicapped by a shortage of supplies, which curtailed business probably 50 per cent. Demand for both Victrolas and records, Mr. Towell says, is constantly increasing and he is optimistically looking to the future.

The Bailey Co. is pushing business in the talking machine department, under the guidance of Manager Friedlander. He says trade, all things considered, has been better than naturally was to be expected during the past few months, and is continuing very satisfactorily.

R. W. Shirring, manager of the Victor depart- and continues excellent under existing conditions. ment of the Caldwell Piano Co., says trade has been He reports sales of many Victrolas and large numbers of records.

The Hart Piano Co. has disposed of the talking machine business to the Harmony Music Shoppe Co., which is continuing trade in the same department as occupied by the Hart company. The company handles the Victor goods exclusively, and the manager stated trade was very good in both Victrolas and records.

H. M. Brainard, of the H. M. Brainard Piano Co., is spending a few weeks in Florida.

J. J. Riley, who is associated with Thomas A. Edison in his laboratory, en route to Detroit, paid the Phonograph Co. a brief visit last week.

J. W. Ong, formerly manager of the piano department of the Stix, Baer & Fuller Co., St. Louis, stopped over a few days in the city last week.

The talking machine department of the May Co. is a busy place, with always a number of buyers in attendance. Sales of machines and records aggregate a large volume of daily sales, and increasing attention is given to the trade.

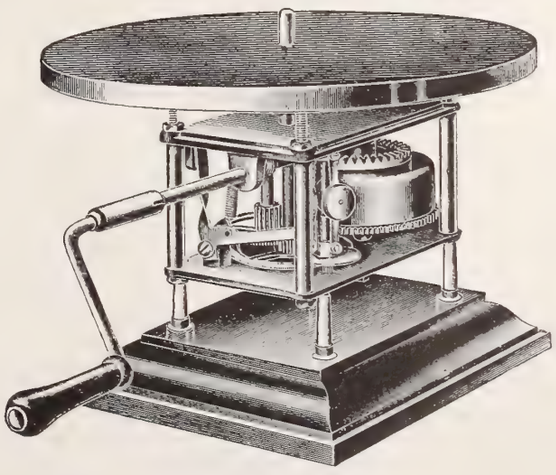
Business with the Grafonola Co. continues in the most encouraging manner. Just now the company is making a drive with the Columbia Grafonola "Leader," the new $85 instrument.

CARL LINDSTRÖM A-G.

BERLIN, GERMANY

MOTORS FOR TALKING MACHINES

"THE MOTOR THAT MADE LINDSTRÖM FAMOUS"



RECORD MOTOR

One, two and three spring motors with one and two worm gears. Output 500,000 motors annually

NEW YORK OFFICE: A. Heinemann, 45 Broadway

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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☞ NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

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Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1915.

ONE of the reasons why the talking machine business has been particularly good may be attributed to the fact that there never has been a time when there has been an accumulated supply of manufactured products in reserve, the makers of which have been compelled to seek a market. In other words, the market has always been created before the instruments were made for it.

The difference between an over-sold product and an under-sold product is very material. It has been this very condition and the freedom from price-cutting which has enabled the business to move ahead on sound and satisfactory lines.

Jobbers and dealers who have put their money into talking machines and records have found that there was a security and stability about them which would not be in evidence if the products were subjected to the cut-price principles which are in vogue in so many trades.

Figure where a talking machine dealer's stock would be if his next door neighbor for special purposes of raising money, or for any other reason, was to offer his instruments in stock at half price!

The selling rules which have governed the talking machine industry have been wise ones, and they have conserved trade structures so that the business has been profitable from the viewpoint of jobber and dealer.

THESE satisfactory conditions have been easy to maintain when the demand for the product has been greater than the physical properties could produce.

It therefore, will be pleasing to see that these same influences are continued—that price standardization and price stability remain as dominating influences in the talking machine trade.

The year commences with excellent prospects for this industry, and the probability is that the output for the present year will exceed that of any year since the industry was launched.

There will be a number of new forces engaged in the creative and selling departments, and it is believed that the new factors will give their encouragement to the maintenance of rules which make for business advance and business security.

The talking machine industry is no place for the fly-by-nights, whose deteriorating and degrading influence can only leave but an unpleasant memory.

Reports from various centers, with which The World is in close touch, show that a splendid optimistic spirit exists in talking machine circles.

Trade in a variety of lines has shown a distinct revival and increased activity.

THE comments made by leaders of industry point to better times, and conditions will improve if we all do our part in helping along the move.

The creed of optimism is worthy of acceptance by everyone.

The people who believe that this world is a splendid place—that the majority of mankind is on the upgrade and on the square—that the present moment affords us as good chances as ever were found, and that success is sure to follow the fellow who keeps at it, have a fountain of inspiration in their own hearts.

It is not necessary, nor wise, to indulge in fanciful dreams. We all have problems—some simple and others seriously complicated, and we all have to work, and through work we all develop.

We are in a workaday world, and every man who amounts to anything at all is a worker. The other kind are only cumbering up the earth.

Success is not to be picked up on the street, like pebbles, but can only be won by good, straightforward, sincere application and effort.

This world is a good enough place, so that we may all formulate an optimistic creed without interfering with the rights and liberties of others. It is the kind of creed which will offend no one and will be helpful to all!

A NUMBER of communications have reached the office of The World, in which the personal opinion of the Editor of this publication is asked concerning pending trade litigation.

It should not be necessary to continually enlighten our friends concerning the attitude of The Talking Machine World in matters which are before the courts.

The position of The World is such that no other policy than that of absolute neutrality can be maintained in justice to all. The duty of this publication is to record news happenings of the trade, and we are willing to leave to the courts, which are the duly constituted legal tribunals, to settle such matters as may be properly brought before them.

The Editor of The World can not be a self-constituted judge and jury in trade litigation, nor is he an authority on patents.

And here is another thing. At frequent intervals we have received communications from readers who have asked our opinion concerning the validity of certain patents. Now, we are not patent attorneys, nor do we conduct a legal department offering such service, nor do we care to express a personal opinion regarding patents. Our advice invariably is to consult a patent attorney.

It seems absurd that we should be compelled to emphasize an attitude which, if people will stop to think one moment upon the subject will realize, should be strictly maintained by any fairly conducted publication.

THE Executive Committee of the Talking Machine Jobbers' Association, at its mid-winter meeting in Chicago on January 24, devoted considerable attention to the perfecting of plans for the annual convention of the association at San Francisco in July. The officers of the National Association of Piano Merchants also met in New York last month, and discussed ways and means of making the annual convention of that association, which convenes in the city of the Golden Gate at the same time, a success. It is proposed by this organization to draw as many members as possible of the music trade industry to the exposition city at its annual convention.

Of interest to talking machine readers will be the fact that a suggestion has been made by one of the members of the Piano Merchants' Association to have all the music trade organizations. including the Talking Machine Jobbers' Association, represented in a national body called "The Music Trade Chamber of Commerce." It is not thought for a moment that this will be carried out, for various reasons.

There are various elements in the music trade which will not blend in association work, and there are some who view with disfavor the growth of the talking machine and feel that it has encroached upon the regular business of the piano trade.

The president of the Piano Manufacturers' National Association remarked in the presence of the Editor of The World that he would favor a move among piano manufacturers to cut their advertising out of the music trade papers which carried talking machine advertising.

The co-operation of talking machine jobbers would be impossible, for their individuality would be lost, while in the present jobbers' associations there are many powerful piano merchants, yet we do not feel that they would favor any combination which would combine the talking machine problem with any outside element.

The talking machine has brought in new money into the music trade business. It has aided many a piano merchant to carry his overhead expenses when his piano business was absolutely stagnant. It has proven a source of never-ending interest in the store and it has been a live and novel feature in the music trade.

THERE is food for thought and encouragement in the statement made by the Collector of the Port of New York that the export business of the United States for the year just opened will approximate three billion three hundred millions of dollars.

"At present," declares Mr. Malone, "the value of exports from New York ranges from $3,000,000 to $6,000,000 a day. At this rate the total value of exports passing through this port for the year 1915 will reach $1,350,000,000. The port of New York handles about 40 per cent. of the export trade of the country."

This means an increase of four hundred million dollars in exports and indicates enormous demands upon producing plants of various kinds in this country. It tells a story of extension of business, employment of more labor in a hundred fields, all of which has a tonic effect upon thousands of minor and contributory industries.

A country with such a prospect must be roused in spite of itself. No depression can spoil the start, no doubts retard the pace. Sooner or later millions of individuals will find themselves better off, and this means better times in the music trade industry.

"SALESMANSHIP is the fundamental thing," says W. R. Hotchkin, a recognized expert in this important domain, who adds: "Many men who contemplate entering into advertising come to me and ask me what steps to take to prepare themselves for the business. My advice to all of them has been: 'Learn salesmanship.' Get a job somewhere selling goods; develop assurance in yourself and confidence in your ability. Analyze your merchandise so that when a customer comes up to you you will know what you are going to talk about."

THE psychological value of optimism even in the face of the greatest difficulties, is so apparent that it needs no arguments to sustain it. This timely statement was made by W. K. Cochrane, the prominent advertising specialist of Chicago, who featured the following remarks in a page announcement recently:

"It is inconceivable that any merchant or manufacturer should cease—or even curtail—his advertising just when the country is on the threshold of a tremendous double harvest—the natural harvest of our own unprecedented crops and the logical harvest consequent on the war in Europe.

"It is under such conditions as these that advertising reaches the zenith of its power. The man who listens to the yellow pessimist and sits back to 'wait for things to settle down,' is yielding his common sense and enterprise to the baleful influence of idle sentiment, and actually starving the goose that lays the golden egg.

"To all my clients I have sent this definite, uncompromising and cheerful message: 'Keep the columns of the papers bristling with your announcements and thus open wide your doors for the flood of prosperity that is bound to rush in. Make hay while the sun shines. We won't have another chance like this in a hundred years.' I have noticed with a feeling of profound disgust the conservatism and business cowardice that have set in in America since the Kaiser threw down the gage of battle. We, the very people who will logically profit by the war abroad—and profit immeasurably—are now acting as though we were at war ourselves. We are talking blue things, pinching the pennies, cutting down our advertising and forcing prosperity to stand back.

"As a matter of fact this is the very hour when we should rush into print to a greater extent than ever before because unless the earth opens and swallows us up, there will be greater prosperity in America this fall than ever in the history of the Republic. We are not at war. We are not likely to be. The warring world looks to us for its supplies and we can't keep prosperity down, no matter how hard we try. If my advice is worth anything to you it is here in six words: 'Advertise now and never let up.'"

A200

A250

EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

With the rapid progress now being made by the Edison factory in the way of machine and record shipments, we can assure our dealers our usual prompt and efficient service within a few weeks' time.

A150

A80

Eclipse Phonograph Company

A. W. TOENNIES & SON
Edison Distributors

203 Washington St. Hoboken, N. J.

An Edison Mes
Jobbers and

We desire to express our deep appreciation of the great consideration and courteous patience of our Jobbers and Dealers during the past two months. It has made the task of rebuilding and reconstruction more pleasant to know that we have had the sincere sympathy of our friends in the trade, and to know that they were so willing to cheerfully assume the loss that the shortage of goods has caused them.

The worst of our troubles are now past history. Out of the ashes has arisen the beginning of an Edison factory and organization that will be bigger and better than ever. The fire has taught us a number of things that will be useful in building up a new business. It has made it possible to begin contemplated improvements that otherwise might have been deferred for a considerable time. It will permit the introduction of new systems. We can now inaugurate new policies and do other things, all of which will later greatly benefit the entire trade.

When this issue of The Talking Machine World reaches its readers our office force will be back in the Administration Building and the factory will, with a few exceptions, be making shipments of all Phonograph products.

age to Edison Dealers

Blue Amberol Records have been going out for three weeks. We began shipments of Diamond Disc Records on February 5th. Shipments of $30 Amberolas will begin February 15th and of $60 and $80 Amberolas on March 1st. We have been shipping $80 Disc Phonographs for nearly a month. The first lot of $150 and $200 Disc Phonographs will go out February 15th. We have $250 Disc Phonographs in stock and more coming through. Attachments for old style Cylinder machines are coming through rapidly and some are about ready to ship. By March 1st we hope to be ready to supply the principal repair parts for all types of Phonographs.

The daily output of the Blue Amberol Record plant is now about what it was before the fire. The Diamond Disc Record plant is in splendid shape and the daily output is steadily increasing. The several plants in which Phonographs are being made are working smoothly, and a large daily production is now only a matter of a short time. Repair work on our factory buildings is being vigorously pushed.

THOMAS A. EDISON, Inc.
ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., February 9.—The new year appears to have started in well with the various talking machine houses and with salesmen everywhere starting out to make 1915 a banner year in the business, the beginnings are of a most encouraging nature throughout New England as well as here in Boston. Already one hears of a shortage of goods, which is not surprising in the case of the company which experienced so bad a fire several weeks ago, the Edison plant; but one learns on this end that work toward rebuilding has progressed so rapidly, that the delay and inconvenience was after all of only short duration.

Rapidly Getting Into Shape.

The Oliver street quarters of the Pardee-Ellenberger Co., Inc., are gradually getting into shape again after the fire of five weeks ago, which entailed considerable of a water loss to the Pardee-Ellenberger Co., but did not seriously interfere with business. While goods are being received and shipped as before, the general appearance of the interior is not as yet what it was before the fire, nor what it will be when improvements have been completed. Until a few days ago the metal ceilings were still in their torn-out condition, and until these were replaced the electric wiring could not be adequately installed. The display room too could not be put in complete order, but at this writing there is a general improvement noted, and with rugs once again in place, the interior is taking on its old-time cheerful, inviting appearance.

A Distinguished Visitor.

A caller a few days ago at the Pardee-Ellenberger Co.'s warerooms was Carl Gantvoort, one of the leading members of "The Debutante" company, playing in this city. Mr. Gantvoort, who is a vocalist of considerable note, sang for another company a few years ago in London and with considerable success. He was anxious to investigate the merits of the Edison diamond disc machine, of which he had heard much about, and after listening to various records he pronounced them quite the most accurate reproductions he ever had heard. Mr. Gantvoort has sung with the Boston Opera Co. and has met with considerable success in London.

Makes Favorable Report.

W. J. Fitzgerald, wholesale manager of the Eastern Talking Machine Co., makes a favorable report this month of business conditions. The company has signed up some new contracts of considerable importance, and there is a steady output of goods. It is Mr. Fitzgerald's opinion that there is to be a very busy spring for the company.

Furbush-Davis Co. Edison Concerts.

The Furbush-Davis Piano Co., which carries the Edison diamond disc machines has instituted a series of daily concerts at 3 p. m., which are going a long way toward popularizing this phonograph with the public. Since January 1 the company has installed some expensive outfits in a number of Boston homes. Mr. Davis has returned from the Edison plant, whither he went to discuss business plans for the new year.

Visiting New England Points.

Manager Arthur Erisman, of the Columbia Graphophone Co., was out of town several days the past week, having gone to Providence, Worcester, Springfield and centers in the interest of the Columbia business. Manager Erisman reports everything booming in splendid fashion and the complaint everywhere is an embarrassing shortage of goods.

Close with New England Dealers.

Manager Erisman since January 1 has closed contracts with more New England dealers than in any other similar time since he has been in charge of the Boston office. So rapidly is the business growing, says Manager Erisman, and so many are the houses that are anxious to handle Columbia goods that he is is accepting nothing under a $500 initial order. Among some of the large concerns with which contracts have been signed are the Gavit Furniture Co., of Westerley, R. I.; the Goff & Darling Co., of 276 Westminster street, Providence, R. I.; the Burrows & Sanborn Co., of Lynn, Mass., a large department store; the Carlton Furniture Co., of Nashua, N. H.; Wood Bros., at Pittsfield, Mass.; W. H. Wheeler & Sons, Claremont, N. H., and E. S. Brown, of Fall River. One of the especially large deals was with the William B. Lincoln Piano Co., well known in Springfield and Taunton, Mass. For its store in the latter named city the company has placed an order for $6,000 worth of goods, which indicates the concern's faith in the future of the talking machine business.

Incorporated.

The Atlantic Talking Machine Co., of Boston, is one of the latest concerns to take out incorporation papers. The incorporators are Oliver W. Wyman, Alphonso A. Wyman and Helen G. O'Connor. The company is capitalized for $25,000.

Gratified with Outlook.

Warren Batchelder, manager of the Victor department of the Henry F. Miller Co., expresses much gratification over the way business has started for the year. Curiously enough during several stormy days within the past week business was exceptionally good, many customers having been entertained by Manager Batchelder and his staff.

Business Forging Ahead.

The Arch street Victor quarters of the M. Steinert & Sons Co. is forging ahead in surprising fashion under the management of Mr. Royer. Lately some new compartments were added on the second floor in the part given over to the executive offices and several clerks were installed therein. Manager Royer is planning to make some radical changes on this same floor, the principal one being the removal of his private office from the further end to a location nearer the entrance. Mr. Royer is getting ready to have another "efficiency conference" with his staff, the same as he had several times last winter, and with such excellent results.

Arranging for Another Dinner.

The Business Building Club of the Columbia Graphophone Co. at its last meeting gave consideration to the question of the annual dinner, that of last season having proved so enjoyable that the Columbia force is anxious to have another. Manager Erisman at the meeting gave some valuable suggestions as to furthering the business.

Misstatements Corrected.

Owing to a statement that had gained currency relative to the Victor Talking Machine Co.'s business, the Boston News Bureau had occasion to put out a counter-statement a few days ago, which read as follows:

"Officials of the Victor Talking Machine Co. take exception to reports that in 1914 the company made net profits equal to 110 per cent. on the common stock. Vice-President Haddon says: 'It is most unlikely that the net will equal the percentage on the common stock made in 1913. The statement that the company has gone into the manufacture of low-priced records is absolutely false, as there has been no departure from our regular catalog lists.'"

Presents Some Interesting Figures.

Under the caption of "Increased Business," Manager Erisman is about issuing a memorandum to employes in which the query is put, "Would you like to share in the increased business of the Columbia Graphophone store in Boston for the year 1915 over 1914?" Mr. Erisman's plan is to share among the employes the year's increase. In his

PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

NO NEEDLES

Real Music At Last

EDISON DIAMOND-DISC PHONOGRAPHS

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

circular he says: "As of December 31, 1915, the expiration of this year we would total up the business of this year and compare it with the business of 1914. On the increase in business we would set aside two per cent. of this increase, to be divided pro rata among employes, the understanding being that only employes would benefit in this division who were in the service of the company covering a period from April 1, 1915, to December 31, 1915." Manager Erisman is anxious to put through this plan, and he promises hearty co-operation in making it a success.

Participated in Dinner to Mason Currier.

All the "boys" associated with the talking machine department of Chickering & Sons, took part in the testimonial dinner to Mason Currier, the Chickering retail manager, which was tendered him at the Parker House recently. Mr. Currier's son, Wallace Currier, it will be recalled, is head of the talking machine department, and since his advent on the scene, this branch of the Chickering business has made quite a record for itself, many good sales of Edison and Victor outfits having been consumated. The prospects for a larger business are excellent.

Business Brisk at Ditson's.

A call at the Victor quarters of the Oliver Ditson Co. any day now finds business brisk. Manager Winkelman and his staff are constantly on the jump and the house is suffering the same as so many others are for lack of goods. Manager Winkelman states that the January business showed a marked improvement over that of a year ago.

DRAW LESSONS FROM EDISON FIRE.

Boston Manufacturers' Mutual Fire Insurance Co. Prepares Circular Based on Investigation of Big Fire at Edison Plant to Show Effect of Fire in Buildings of Concrete Construction.

(Special to The Talking Machine World.)

BOSTON, MASS., February 8.—The Boston Manufacturers' Mutual Fire Insurance Co. has lately issued a circular (No. 89), giving a description, with illustrations, of the fire at the plant of Thos. A. Edison, Inc., at West Orange, N. J. In the introduction the statement is made that "while the above property was not insured in the mutual companies, in view of the great interest taken by our members in the fire and its effect on reinforced concrete construction, we have considered it best to have a full investigation made by one of our own engineers, and also by one of the leading reinforced concrete experts in the country." These two experts are C. W. Mowry, for the company, and Leonard C. Watson, who is a member of the American Society of Civil Engineers, and widely known as an expert.

In the report Mr. Mowry deals with the fire itself, and Mr. Wason with the effect of the fire on reinforced concrete. The president of the fire company, Joseph P. Gray, whose signature is appended to the introduction, says in part:

"We believe that our members will find these reports to be of interest and instructive. The question has often been raised: What type of a building is fireproof? The only answer is that no type of building is fireproof when it is filled with combustible materials and unprotected by automatic sprinklers. It may now be stated that this fire was an example of a manufacturing plant with closely adjoining and connecting buildings, all without the fire protection which long experience had shown to be absolutely essential for their safety. As stated in one of the leading engineering journals, 'first and foremost, the Edison fire emphasizes once again that most trite of fire proofing axioms—a non-burnable frame does not in itself constitute a fireproof building. To go to the expense of erecting many large and elaborate reinforced concrete buildings, housing most inflammable materials and surrounded by wooden structures, and then to light those buildings with plain glass windows in wooden frames and to omit any automatic sprinkler or emergency water service, can be excused only as an eccentricity of a genius whose transcendent ability in certain fields has in no wise made him omniscient.'

"The fire also again shows what we have emphasized in the past—that one of the most important features in buildings is the column design, and that they must be amply strong and well protected. This applies as well to those of other materials than concrete, and it is also evident that the circular form for reinforced concrete columns is best adapted to withstand fire."

Then follows the reports by the two experts, the points of which are illustrated by some excellent pictures of the Edison fire.

Optimism is a condition of the mind, pessimism a condition of the liver.

NEW RECORD ORDERING SYSTEM

Being Explained and Demonstrated to Victor Dealers in New England by Howard Shartel, in Charge of the Record Department of the Victor Factory—Facilitates Stock-Taking.

(Special to The Talking Machine World.)

BOSTON, MASS., February 8.—Howard Shartel has been in Boston for several days, coming over here from the Victor headquarters. Mr. Shartel is in charge of the record department at the Victor factory, and he is on a tour among the Victor representatives, explaining a new and elaborate system, which he himself has devised, which looks to a more efficient and more complete system of ordering records. Mr. Shartel spent several months evolving this system, and green, red and black ink play an important part in keeping track of records. By this system an entry in one ink is made when the order for records is placed, a second entry in another ink tells when either the whole or a part of the order is received, and a third entry tells when the last invoice is received. There is a clever "danger signal" which is kept in the record racks which automatically tells the dealer when the stock is running low, and this is sure to prove of the greatest benefit. On his present tour Mr. Shartel is instructing managers and clerks in the new system, which it is understood the Victor Co. thinks very highly of, and which promises to completely revolutionize a system which never has been satisfactory. The first of the month he was in Bangor and experienced 15-degrees below weather. He next went to Portland, and reached Boston on February 4, remaining here for several days, where he did some very good work.

ENDORSES VICTORS FOR SCHOOLS.

Interesting Feature of Address Delivered by Dr. A. E. Winship on the "Appreciation of Music"—Reprinted by Victor Co.

A most remarkable and interesting advocation of the use of the Victrola in the schools of the country is contained in the paper entitled "Appreciation of Music," read by Dr. A. E. Winship, editor of the New England Journal of Education, before the National Conference of Supervisors last year. So valuable was the address considered, in view of Dr. Winship's prominence in educational circles, that the Victor Co., through Mrs. Frances

(*Continued on page* 16)

63 000 000

"Made in America"

Sixty-three millions of Bagshaw-made Talking Machine Needles in 10 consecutive days.

Some people do a lot of talking about the wonderful sale of goods, but we back up our quality talks with BIG SHIPMENTS. People from all over the world buy Bagshaw-made talking machine needles, and for all around general excellence it is impossible to make them better.

Next month we will have an interesting announcement to make, which proves the tremendous demand for Bagshaw-made needles. Watch for it.

W. H. BAGSHAW, Lowell, Mass.

Oldest and Largest Manufacturer *Established 1870*

E. Clark, director of the educational department, has had it printed in its entirety in pamphlet form for distribution among the trade and public. It is suggested that every talking machine dealer secure a copy and read it carefully, in order to be supplied with some of the strongest arguments yet presented for the use of the talking machine in the schools.

INDIANAPOLIS TRADE NEWS.

Great Activity at Udell Works—Death of Robert Kipp—Columbia Business for January Thirty Per Cent. Better Than Same Month Last Year—Jobbers Very Busy at Present.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., February 6.—The Udell Works, manufacturers of cabinets for talking machine records and piano player rolls, resumed operations last week with a full force of men after a brief shutdown for the purpose of taking the usual invoice.

Howard T. Griffith, advertising manager of the Udell Works, announces that the company is making a number of new cabinets for Victor talking machines. An elaborate booklet for the trade, describing the latest cabinets, will be ready for distribution in a short time.

Mr. Griffith said the indications for good business now and in the spring are excellent. He said there has been a splendid demand for the company's cabinets.

A. W. Roos, manager of the Columbia Graphophone Co.'s store at 27 North Pennsylvania street, said he collected more cash in January this year than he collected in January and February of 1914, and that business for January this year was 30 per cent. better than that of last year.

F. J. Cook has been put in charge of the Dictaphone sales department, succeeding Thomas Devine. Mr. Cook came here from Chicago, where he was employed for two years with the Columbia Co. in the Dictaphone line. Mr. Cook already has made a creditable showing in his department.

W. C. Fuhri, district manager of the Columbia Co., spent a few days at the Indianapolis store recently.

The wholesale trade of the Stewart Talking Machine Co., according to W. S. Barringer, manager, is growing by leaps and bounds. In view of the favorable reports Mr. Barringer is receiving from all parts of Indiana, he believes that business conditions will be normal this spring.

Walter Kipp, president of the Kipp-Link Phonograph Co., distributer of the Edison machines, left Indianapolis Saturday, February 6, for New York and the Edison factory. Mr. Kipp went to New York for the purpose of attending the annual meeting of the Edison Disc Jobbers' Association. He said he expected to return to Indiana with lots of good tips for Indiana dealers.

The funeral of Robert Kipp, Mr. Kipp's father, was held February 4. Mr. Kipp's father was born in Germany, and came to Indianapolis in 1867. He was engaged in the wholesale toy, novelty and druggists' goods business.

Little interest in this session of the Legislature is being taken by the talking machine dealers from a business standpoint because there is no legislation pending that will affect the talking machine business in the slightest manner.

VICTROLA FOR SENATOR McGREGOR.

A recent sale of more than passing interest closed by B. C. Seivers, manager of the Victor department of the J. R. Reed Music Co., of Austin, Tex., was that of a Victrola XVI, in a special ebony finish, to Senator T. H. McGregor, of Texas, for use in the Senator's country home. The Senator was greatly impressed with the musical attributes of the Victrola, and purchased quite a collection of representative Victor records.

INCORPORATED.

The Home Phonograph Co., New York, has been incorporated with a capital stock of $5,000 by Rebecca Rifkin, David Rifkin and Walter I. Rigney.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST ORDER TODAY.

NEW STYLE PATHEPHONE.

Just Placed on the Market to Retail at $100—Has Won Much Praise for Construction and Finish from Representatives and Buyers.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has announced the addition to its line of Pathephones of a new model, shown in the accompanying illustration. This instrument, which is designed to retail at $100, has been greatly praised by all trade visitors to the Pathé showrooms, who predict for it a ready sale throughout the country. There are now four regular styles of Pathephone in the Pathé line, comprising machines retailing at $15, $50, $100 and $175.

The $100 model of the Pathephone is 43 inches

New $100 Pathephone Style.

high, 20½ inches wide and 21¼ inches deep, and in cabinet design conforms closely to the lines which are most popular at the present time. The lower section of the cabinet is arranged for the filing of Pathé discs, there being plenty of room for the filing of the smaller or larger sized Pathé records. All exposed metal parts of the mechanism are gold-plated, and a feature of the new machine is the furnishing of two sound boxes with every instrument. One of these sound boxes is constructed to play Pathé discs, and other hill and dale cut records, while the other sound box plays lateral cut records.

Eugene Widman, of the Pathé Frères Phonograph Co. speaks enthusiastically of the progress that the company is making in arranging for the handling of its products by well-known and successful houses. During the past month, in particular, a large number of important deals have been closed for the representation of the Pathé line in all sections of the country, and these new agencies include old-established talking machine dealers and prominent piano houses. Mr. Widman states that Pathé discs have won approval from all the Pathé dealers and their customers, the operatic repertoires included in the company's record library being specially eulogized.

SUCCESS.

Skill is required to spell "success."
Urbanity follows next, I guess;
Courage important is, of course,
Caution, too, restraining force;
Energy can't omitted be;
Sagacity's needed continually,
Steadfastness, also, seems to me.

UPHOLDS VICTOR CO.'S CONTRACT.

Supreme Court of Minnesota Approves Ruling of District Court in the Case of Laurence H. Lucker Against Victor Co., in Which Vital Issues Were Concerned—Defines Status of Foreign Corporation in the State.

(Special to The Talking Machine World.)

MINNEAPOLIS, MINN., February 5.—The Minnesota Supreme Court recently affirmed the judgment of the District Court in the suit of the Victor Talking Machine Co. against Laurence H. Lucker, and also has definitely established the rights of foreign corporations doing business in Minnesota with local distributers. The decision is one of wide interest to all lines of business.

The Victor Co. brought suit against Mr. Lucker to recover about $6,500 for goods sold to him, and Mr. Lucker filed a counter claim for $240,000 damages for injury to business and loss of trade, alleging that the Victor Co. had demanded that he discontinue handling the Edison goods and that its contract was in restraint of trade. The jury found for Lucker, but Judge Steele, ordered a judgment for the Victor Co., notwithstanding the verdict. Following is the syllabus:

Victor Talking Machine Co., respondent, vs. Laurence H. Lucker, appellant.

Syllabus: A foreign corporation selling goods to purchasers within the State upon orders received from traveling salesmen or by mail, and which ships goods into the State only to fill such orders, is engaged in interstate commerce, and it is not within the prohibitions of G. S. 1913. Secs. 6205-8 relating to foreign corporations doing business in this State. Its transactions are not rendered local by the fact that it advertises its goods in this State, or by the fact that its traveling salesmen turn in orders to local distributers to be filed by them, if the corporation disposes of its goods only by outright sales in the manner above described.

Second—Such foreign corporation does not lose its right to enforce its interstate contracts in our courts by subsequently engaging in local business without complying with our laws.

Third—A contract by one party to sell goods to another as ordered, but for no fixed period, is terminable at will of either party, and no right to damage can be predicated on its termination.

Fourth—Competition in trade is lawful. One man may seek the business of a competitor and may tell the trade not to buy of his competitor, so long as he indulges in no threat, coercion, misrepresentation, fraud or other harassing means.

Judgments affirmed. Hallam J.

WHAT ARE PATHESCOPES?

Question Before General Appraisers for Decision for Proper Classification Under Present Tariff Law—Board Reserves Decision.

The proper classification under the present tariff law of Pathéscopes was discussed recently at a hearing held by Judges McClelland, Sullivan and Brown of the Board of General Appraisers. Ex-Judge Sharretts, who appeared as counsel for Pathé Frères, of Paris, and their American representative, W. B. Cook, told the customs tribunal that Collector Malone had returned the articles at 35 per cent. ad valorem, under Par. 93, as optical instruments.

The counsel said the Pathéscopes are moving picture machines made especially for home entertainment, and differed so materially from "optical instruments" that such a designation by the collector was obviously incorrect. It was insisted that the apparatus be admitted at 25 per cent. ad valorem as projection lenses, or in the alternative at 20 per cent. as manufactures in chief value of metal not specially provided for.

It was disclosed that machines of the kind in controversy were not imported to any extent at the time of the passage of the present law, and consequently were not specially provided for by name in the act. The articles are now coming in in large quantities. Counsel for the Government argued that in the absence of any special enumeration for the Pathéscopes they are more nearly described as "optical instruments" than under any other section of the law. The board reserved decision.

START THE NEW YEAR RIGHT.

Wm. Keller & Son of Eastern Pennsylvania Carry Some Strong Advertisements in the Local Papers Featuring the Victrola.

Some very striking advertisements featuring the Victrola were carried by Wm. Keller & Son, of Easton, Pa., in the local papers during the opening weeks of the new year. One in particular with a caption, "Victrolas on Rock Island Golden State Limited," containing a picture of this famous train, and told in detail how on each trip one Victrola is to be found in each of the Pullman palace, drawing room, parlor, sleeping, smoking and observation cars that compose the train. In other words, there are ten in all, with a full library of records, for the convenience of those who travel between Chicago and the great Pacific Coast cities of San Francisco, Oakland, Los Angeles, etc. In this connection the pertinent question is asked, Why did this great railroad company select the Victrola?—"There's a reason."

This, however, is only one of four or five very strikingly prepared advertisements which indicate the goaheadedness of the Keller institution. Wm. Keller & Son are also making good use of a photograph showing Lucy Marsh, the soprano, so popular with users of Victrola records, and of Prof. La Ross, listening to records in the Victrola parlor of the Keller display rooms.

TO SPECIALIZE IN VICTOR LINE.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 6.—The Penn Phonograph Co. has sold its stock of Edison cylinder phonographs and records to the Girard Phonograph Co. of this city. The Penn Co. is also giving up the jobbing agency for these goods and in the future will specialize upon Victor products.

The foreign record department of the Columbia Co. sent out to its dealers recently an attractive window hanger featuring patriotic records in the German and Austrian languages.

TRY SWITKY SERVICE

You can refer to any of our regular dealers. Ask them about our holiday service to them.

Speed, Accuracy, Fairness to All

The reason? **WHOLESALE ONLY**

Do not say that you can't get it until after you have tried us.

'PHONES, 7531-7532 MADISON SQUARE

BENJ. SWITKY **NEW YORK CITY**

We are perpetually advertising *comparison*—and we have no apology for it. On the contrary it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record lists. Try it—month by month, record by record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

OUTLOOK IMPROVES IN MILWAUKEE AND VICINITY.

January Witnessed Increased Activity in Manufactories with Increased Purchasing Power —New Booths for Gram—Victrola at Northwestern Wisconsin—Stocks Are Low Throughout Trade—Columbia in Normal School—More Room for Gimbel Bros.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., February 6.—Trade in the talking machine field in Milwaukee and about Wisconsin has been unusually good since the opening of the new year. Business is usually rather quiet after the close of the holiday period, but this year seems to have been the exception, probably due to the fact that the shortage of machines experienced during the holiday period curtailed much business and forced dealers to let their stocks get unusually low. Local jobbers in the Victor, Edison and Columbia lines say that their dealers are ordering remarkably well, but that they are still having some trouble in getting shipments from the factories. Local dealers seem to be meeting with a fine business, and some record breaking sales for the month of January were reported.

The outlook for the present year seems to be brighter than it was a month ago. More of the large industrial plants in Milwaukee are operating near normal capacity and all of them have been increasing their working forces. There are fewer people out of work, and this is reacting favorably upon all lines of business. Money seems to be a little easier, collections are not giving quite so much trouble and general confidence is a little stronger. Conditions about the State are even brighter. Farmers are receiving remarkably high prices for their grain and other products, money is more plentiful and general trade in the smaller cities and towns is showing improvement. If conditions continue to improve as they have during the past month, talking machine men will have little to worry about.

The Edmund Gram Piano House, carrying the Victor line, has plans under way for installing a series of handsome new booths for its Victor department on the first floor. The booths will be of mahogany, trimmed with ivory and gold, harmonizing with the interior finishings of the handsome Gram store. Paul A. Seeger, manager of the Victor department, has been meeting with a brisk business since the opening of the new year.

The Victrola is being given wide publicity in Northwestern Wisconsin by the Steinberg Piano Co., of Eau Claire, which recently launched a series of interesting public concerts. The first of these musical affairs was held in the auditorium of the city library at Eau Claire and was attended not only by people from the city but by people from various points about the county. The concert was under the general supervision of the library board, and was held on a Sunday afternoon, when it was possible for more people to attend. The new electrically operated Victrola was featured. Mr. Steinberg received many compliments on the nature of the program and the general success of the event.

Harry R. Fitzpatrick, traveling wholesale representative of the Victor Talking Machine Co. in Wisconsin and Northern Michigan, is calling on the trade in the northern copper country at the present time. News which has been received from him would indicate that he is meeting with a successful business.

The Badger Talking Machine Co., jobber in Wisconsin, Northern Michigan and a portion of Minnesota for the Victor line, reports that it is still seriously handicapped by the shortage of machines.

"Stocks in the hands of dealers are exceptionally low at the present time and we are unable to meet the demands of the trade at the present time," said H. A. Goldsmith, secretary-treasurer of the company "Just to show you how eager the dealers are to replenish their stocks, I might tell you of an experience we had the other day. We received a shipment of goods from the Victor factory and notified some of our dealers to this effect. The result was a perfect avalanche of orders by mail and telegraph from dealers who wanted large consignments of goods. Of course, we endeavor to use all our dealers alike and are forced to divide our goods among them. We could have located several new dealers about the State of late had we been able to supply them with goods."

Harry W. Kreinitz, Victor dealer at 326 Grove street, has been meeting with an exceptionally good business of late, in common with the other houses carrying the Victor goods in that section of the city.

The Edward Schuster & Co., which handles the Victor line at all three of its department stores on the north, west and south sides of the city, has been meeting with double the business experienced a year ago. Business in the Victor line at the new store on the south side is exceeding all expectations. M. Marks is in general charge of the Victor and piano departments at the three stores.

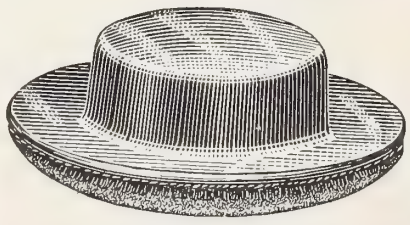
The Columbia won out in an interesting competitive sale to the Milwaukee Normal School recently, when A. G. Kunde, Columbia jobber and retailer, sold a Columbia Favorite for installation in the department of calisthenics. Four other rival machines and the Columbia were tried out before Director Angell of the calisthenic department and other teachers, but the Columbia won the unanimous approval of those who had the purchase in charge.

Business with the Gensh-Smith Co., 730 Grand avenue, handling the Victor goods, is showing a decided increase as the result of the recent purchase of an automobile by the company for the exclusive use of calling on customers, bringing them to the store and for delivering machines and records.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods, is hopeful that the Edison factory will be shipping its full line of machines by March 1, or soon after. The company is now receiving shipments of the $80 disc machine and various lines of records. It is expected that shipment of the regular line of records will start by the end of the present month.

L. C. Parker, manager of the Victor and piano department at Gimbel Bros., will have four times the present space in his department after April 1, when it is hoped to throw open the new addition which is being erected to the Milwaukee store. New booths and new equipment in every way will be added to the Victor department, and plans are under way for making it one of the finest in Milwaukee. The new addition adjoins the Victor department, and just at the present time business is being badly interfered with by the workmen cutting through entrances and making a general disturbance. Several of Mr. Parker's booths have been put out of commission, and the whole department has been disordered. Business in the Gimbel Victor department during 1914 showed a gain of 25 per cent.

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

PAT. APPLIED FOR

RAGTIME RASTUS

An Automatic Dancing Doll for Disc Talking Machines

Put on or taken off Victor or Columbia Machines in 5 seconds.

THE GREATEST WINDOW DISPLAY and Most Unique and Best Selling Talking Machine Novelty ever brought out and an extra source of revenue for you.

RASTUS DANCES ONE HUNDRED DIFFERENT STEPS—

Dances to the music and goes well with any clog dance or fast, raggy record.

COSTS LESS THAN MANY SINGLE RECORDS
MORE FUN THAN A DOZEN FUNNY RECORDS

This is a photograph of the window of a Talking Machine Store displaying "RASTUS" on an electric-driven talking machine. This store sold 7 gross Ragtime Rastus, or at the rate of over 2 dozen a day while exhibited, with crowds around the window day and evening.

What Dealers Write Us:

Mr. Ross Douglass, President,
National Toy Company.
We exhibited "Rastus" on a machine in our window as you asked us to, and while it is not in our line, sales averaged one dozen a day while we kept "Rastus" in the window.
Brown-Howland Company.

From ATLANTIC CITY, N. J.
"On Jan. 30th toys arrived O.K., and sold 3 the first hour. Enclosed find check. Please ship by return 1 dozen more. P. S.—Just sold 2 more. Telegram same date: 'Ship 1 dozen at once, money on way, sold out.' Letter written next day: 'Express 2 dozen "Ragtime Rastus," as I have got them all crazy about them, 400 and 500 blocking up the Boardwalk looking at them. I could have sold a lot more if I had them Saturday.'"

From FLORIDA.
"Kindly send by first express 2 dozen 'Ragtime Rastus.' We have sold shipment made to us and anticipate quite a demand for them."

From CHATTANOOGA, TENN.
"Express 2 dozen 'Ragtime Rastus.' Enclose check for last bill. The niggers down here have spasms over 'Rastus.' We put one in our show window—it got the crowd all right."

From PITTSBURGH, PA.
"You will enter our order for 1 dozen 'Ragtime Rastus.' The first order we received have all been sold."

From CANTON, OHIO.
"Kindly double our order for 'Ragtime Rastus,' shipping at once."

From HARTFORD, CONN.
"Your 'Ragtime Rastus' is taking well. We want 1 dozen rushed to us at once."

From CONNECTICUT.
"Please rush 1 dozen 'Ragtime Rastus.' This little novelty is certainly a dandy, and caused a whole lot of attention last evening. Would like these here by to-morrow, as I have a booth at a local fair and could use them to advantage."

From PENNSYLVANIA.
"As you advised in your recent letter, I rigged up a machine to run by motor in my show window. The first day I received orders for nine."

From COLORADO.
"I am in receipt of sample 'Ragtime Rastus' and find it a very amusing toy for Talking Machine owners. Kindly enter my order for 2 dozen at the price quoted."—Talking Machine department of a large department store in Boston sent us 7 repeat orders during the 4 weeks "Ragtime Rastus" was on exhibition, in fact have repeat orders from almost every dealer who has started to handle them.

From DEALER IN LYNN.
"Enclosed find check in payment for 'Ragtime Rastus.' We would like you to ship to us as soon as possible 1 dozen more, and oblige."

NOTE.
Time to catch the February issue of The Talking Machine World does not allow us to get permission to use the names of above dealers.

We have many Repeat Orders from the Talking Machine Departments of some of Boston, New York and Philadelphia best stores.

GET A SAMPLE

AND EXHIBIT IT DANCING WITH A GOOD LIVELY RECORD—RASTUS WILL DO THE REST

Kindly fill in attached coupon and mail it to us, enclosing your letter-head or business card, and we will immediately send you sample RAGTIME RASTUS, by parcel post, prepaid. Sample, $1, dealer's price, $12 per dozen, f. o. b. Boston, in any quantity.

Sample sent subject to return in ten days and money refunded.

NATIONAL TOY CO.

30 Federal Street, BOSTON, MASS.

COUPON—Cut Off Here

NATIONAL TOY CO., 30 Federal St., Boston, Mass. Please send me prepaid sample RAGTIME RASTUS, subject to return in 10 days and money refunded.

Name .....

City .....

State .....

We enclose our letter-head or business card.

NO LACK OF ACTIVITY IN THE ST. LOUIS TRADE.

Chief Problem with Both Jobbers and Dealers Is That of Securing Sufficient Stock of Machines and Records—Featuring Columbia Dance Records in Clever Manner—Aeolian Vocalion Advertising Campaign Started—Excellent Business Reports from the South.

(Special to The Talking Machine World.)

ST. LOUIS, MO., February 10.—The talking machine dealers are not complaining in the least of present trade conditions, indeed they are doing about all of the business that the traffic will bear. With machines none too plentiful and the Columbia retailers openly complaining of a lack of machines and the Edison dealers putting every effort into the selling of the higher-priced machines because the lower-priced ones are inclined to be scarce, and the Victor line, as usual at this time of year, none too plentiful, it is not surprising that some special drives are being made as to records.

The Columbia warerooms are, perhaps, leading the record activity. The local advertising is exclusively on the record propositions and the dance records continue to be featured and are bearing the burden of the traffic, for there seems to be no end to the dance craze. A decided novelty was a show window display at the Columbia warerooms the first week of this month. What seemed to be the top of a table about the size of a round dining-room table, was rigged that it revolved rapidly, and on it were eight dance records, each revolving separately, and on each was a pair of dancers, dolls about six inches tall, which seemed to revolve again. Retail Manager Duffy contends that a free inhalation of cigarette smoke and three minutes devoted to watching the revolving display is equal to three cocktails before dinner. "We are doing a record record business," said Mr. Duffy, "and we are constantly surprised at the volume of business that is possible without considering the machine sales in the totals. Such machines that have sold themselves while we have been busy on the record proposition have been high-priced ones, from $75 up. No one seems to be inquiring about the low-priced machines these days. It is the musical instrument proposition from beginning to end."

The introduction of the Aeolian Vocalion machines the first of the month, and the brisk advertising campaign that was started in their behalf, and the Silverstone Edison advertising campaign that has been under way since early in February has attracted attention even outside of the talking machine circles. The free use of space for boosting the new musical instruments has made men in older lines of trade sit up and take notice.

The Silverstone Music Co. campaign consisted of a series of six column display ads run on Sundays, "to counteract the effect of the fire rather than to draw immediate business," as Mr. Silverstone puts it. This advertising has had several unusual features and has drawn congratulations from no less person that Thomas A. Edison, who wrote to Mr. Silverstone personally after the chief office had called his attention to copies of the advertisements that had been sent East. One novelty in the advertisements was the use of a coined word "diamondisc," by Mr. Silverstone, in describing the instrument.

The Aeolian Vocalion campaign was interestingly evolved. First there were invitations to persons in the music instrument trade and to musicians to "drop in and hear the new machine." This was followed by a line in the newspapers announcing that the machines were on exhibition, but not on sale. By the end of the week some newspapers carried almost a column story, enlarging on the modulated tone possibilities, and written in good newspaper style. Next came six-column stories, telling of the various strong points of the new machine, in direct, business-like terms, never overlooking the tone modulator. It was declared that a "new era in musical instruments for the home has dawned." At the time of this writing, there has been no suggestion of selling.

At Aeolian Hall, Harry Levy, manager of the talking machine department, and General Manager Allfring, are reticent, saying that "by the last of the month we will really have something to say. In the meantime, we do not care to make predictions. Our new machines have had a wonderful reception, and it has required some diplomacy to handle the situation that is presented by so many of the friends that we have invited in to see asking to be permitted to buy.

At the Koerner-Brenner warerooms, the exclusive Victor jobbing house of the city, satisfaction with present conditions of trade are apparent. "The country trade is holding up wonderfully well except in the South," said Mr. Rauth. "There is evidence all through the North of plenty of money from wheat and other grain sales and the revenue from the disposal of the surplus stocks of horses. As a rule country merchants are in excellent condition and we are hearing less complaints constantly from city merchants.

"We have been able to fill orders in excellent shape, despite some unexpected trade demands."

Speaking of jobbing trade reminds that Manager Irby W. Reid, of the Columbia warerooms, answered a question along that line:

"Jobbing demand is excellent but if I was to speak my mind as to conditions, you could not print it in your newspaper." And he turned to his work of apportioning machines to insistent customers.

A little flurry was caused last month by the advertisement of the Famous-Barr Drygoods Co. of a large number of Keen-O-Phones as prices greatly under the list. But later the trade appeared to take this as a part of the game.

Since Christmas the 10 cent stores here have been doing a rousing business with "little wonder" records and demonstrations of these are heard in many queer places in the downtown district, always with a crowd about the machine and from the stocks displayed, there must be some business going with this line.

The Stix-Baer & Fuller Drygoods Co. again announced a plan to unite the piano and talking machine departments of that store in a music salon as soon as plans can be carried out for practically rebuilding a part of a wing of that block-square building. It always has been admitted at this store that Manager Robinson was greatly handicapped by his location and that the machines—the Victor line is handled—deserved a better presentation that it has been given.

The Silverstone Music Co. announces the sale of a $150 machine for the U. S. Indian Service for use in Segal Indian School in Oklahoma, the first diamond disc machine to be sold for this service.

Manager Robinson, of the Thiebes Piano Co. talking machine department, who handles all three machines, continues his energetic advertising campaign and reports an excellent retail machine business. The Field-Lippman Piano Stores, likewise offering the people choice of three machines, is passing all previous records in sales.

TO INCREASE CAPITAL STOCK.

The stockholders of the Vanophone Co., a company recently formed to manufacture talking machines, with headquarters at 110 West Fortieth street, New York, were notified by the secretary, L. C. Van Riper, to attend a meeting at the company's offices January 30 to increase the capital stock of the Vanophone Co. from $250,000 to $375,000.

WHAT WOULD YOU DO?

IF YOU FOUND YOUR COMPETITOR

was able to give BETTER SERVICE than you? "YOU SHOULD WORRY."

Worry until you found out WHY. If you found, as many dealers do, that the "REASON" was "BLACKMAN SERVICE" would you be satisfied with the reason only, or would you become a "BLACKMAN DEALER"?

If this fits your case or if you are not getting SATISFACTORY SERVICE on Victor Machines or Records will you get in touch with Blackman AT ONCE?

"Satisfaction at Blackman's COSTS LESS than dissatisfaction elsewhere."—Blackman.

WILL YOU DO IT NOW?

DISTRIBUTORS

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

JOBBERS

Pathé Frères Phonograph Co.

29-31-33 West 38th St.

Cable Address:
Pathephone, New York
Telephones 1980 1981 Greeley

Pathephone
Pathegraph
Pathé Discs

New York, February 15th, 1915

TO THE TALKING MACHINE TRADE

Gentlemen:

Over 200,000,000 Men, women and children see the "Pathé" Red Rooster in the "Pathé" Films every month. They fix their eyes on him and he holds their attention on the screen and is impressed on their minds. Where can you find a person who does not know the "Pathé Rooster"? It is the best known trade-mark in the United States today.

When you handle the new "Pathé" Discs and the new Pathephone you get something new and interesting and the Red Rooster goes with it. Now is the time to take on the line. Don't let your neighbor beat you. It's the early bird that catches the worm. Do it NOW and he will lay golden eggs for you for a long time to come. He's not a fly-by-night bird. We have all known him for years.

Own a "Pathé" Pathephone Shop in your town.

Write us.

Yours very truly,

PATHÉ FRÈRES PHONOGRAPH CO.

The man who buys a Columbia Grafonola is *permanently* satisfied—and that's the basis of an easily handled and continuously profitable record business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ANNUAL MEETING OF EDISON DISC JOBBERS' ASSOCIATION.

Excellent Attendance of Members at Sessions Held in New York Last Week—Enthusiastic Over Business Conditions—W. O. Pardee Elected President—Confer with Edison Officials.

Only three members of the Edison Disc Jobbers' Association were not represented at the annual meeting of that organization when President H. H. Blish called the first general meeting to order at the Hotel Knickerbocker, New York, on Monday of last week. Jobbers from Texas and the Pacific Coast States mingled with those from Canada and Eastern points in States, and served to make the gathering a most representative one.

The members of the executive committee of the association reached New York very early and held meetings on Friday, Saturday and Sunday for the purpose of getting things into shape to run smoothly at the general meeting on Monday and the result was that all the association business was cleaned up in one day.

One of the pleasing features of the meeting was the passing of a resolution congratulating Thomas A. Edison upon the advent of his sixty-eighth birthday anniversary and also upon the wonderful progress made in getting the plant at Orange into shape for manufacturing following the big fire in December.

Much time was spent in discussing organized campaigns for the exploitation of the Edison Diamond Disc phonograph throughout the country and other matters of particular importance to the jobbers in the conduct of their business.

Without exception the jobbers were enthusiastic regarding the matter in which their business had developed during the past year and the outlook for the future of the diamond disc phonograph.

In the course of the meeting the following officers were elected: President, W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; vice-president, B. W. Smith, Phonograph Co., Cleveland, O.; secretary, H. G. Stanton, R. S. Williams & Sons Co., Toronto, Ont., and treasurer, Laurence H. Lucker, Minneapolis, Minn. The four officers, with H. H. Blish, the retiring president, C. B. Haynes and C. E. Goodwin, form the executive committee.

After the election a resolution was passed complimenting the retiring officers for their efforts in behalf of the association and excellent results accomplished.

Owing to the condition of the Edison plant at the present time the jobbers did not make their usual official visit to the factory, but instead met a delegation of officials of Thomas A. Edison, Inc., headed by Vice-President and General Manager C. H. Wilson, at the Edison shop, on Tuesday, where the usual business discussions were indulged in and the jobbers were also afforded an opportunity to inspect some machines and records that have come through the factory since the fire.

On Tuesday evening the jobbers were the guests of the Edison officials at a dinner at the Ritz-Carlton, followed by a theater party. "Chin-Chin" at the Globe Theater, the reigning musical comedy success of the season, was the play selected.

Those present included O. A. Lovejoy, Southern California Music Co., Los Angeles, Cal.; A. R. Pommers, Pacific Phonograph Co., San Francisco, Cal.; W. C. Wyatt, Denver Dry Goods Co., Denver, Col.; W. O. Pardee and H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; W. Gibson, McKee Instrument Co., Baltimore, Md.; C. E. Goodwin, Phonograph Co., Chicago, Ill.; H. H. Blish, Harger & Blish, Des Moines, Iowa; R. H. Chandler, Chandler & Co., Bangor, Me.; Laurence H. Lucker, Minneapolis, Minn.; M. M. Blackman, the Phonograph Co., Kansas City, Mo.; Marks Silverstone, Silverstone Music Co., St. Louis Mo.; H. C. Paschen, Montana Phonograph Co., Helena, Mont.; D. W. Shultz, Shultz Bros., Omaha, Neb.; A. W. Toennies, Eclipse Phonograph Co., Hoboken, N. J.; N. D. Griffin, American Phonograph Co., Albany, N. Y.; Frank E. Bolway and Frank E. Bolway, Jr., of Frank E. Bolway & Son, Syracuse, N. Y.; George Babson, R. B. Allen and L. S. McCormack, the Phonograph Corporation of Manhattan; Nicholas Babson, Phonograph Co., Chicago; A. O. Peterson, Phonograph Co., Cincinnati, O.; B. W. Smith and L. H. Bloom, Phonograph Co., Cleveland; A. H. Graves, Graves Music Co., Portland, Ore.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; C. B. Hayes, Hayes Music Co., Toledo, Ohio; W. C. Cope, Girard Phonograph Co., Philadelphia, Pa.; Albert Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. A. Myers, Williamsport, Pa.; P. Feldman, El Paso Phonograph Co., El Paso, Tex.; A. H. Currie, Texas-Oklahoma Phonograph Co., Fort Worth, Tex.; P. L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; C. Robitaille, Quebec, Can.; S. G. Harrison, W. H. Thorne & Co., Ltd., St. John; H. G. Stanton, R. S. Williams & Sons Co., Ltd., Toronto, Ont.

Trouble may be the true test of manhood, but it sometimes seems that the testing process is entirely too long.

ECKHARDT HEADS BUSINESS CLUB.

Philadelphia Talking Machine Man Elected President of City Business Club and Presides at Annual Dinner of That Body.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 8.—Walter L. Eckhardt, head of the Pennsylvania Talking Machine Co., jobber of the Columbia Co. line, was recently elected president of the City Business Club and presided at the annual dinner of that organization held last week at the Hotel Adelphi. President Eckhardt promised the members of the club that his administration would be a business administration, with every effort being made to promote the effectiveness of the club's activity in various directions. The feature of the annual dinner was the address of "Bob" McKenty, warden of the Eastern Penitentiary and a strong advocate of humane treatment of convicts. Warden McKenty explained his views on prison management at length and was heartily applauded.

A HARGER & BLISH REMINDER.

Attractive Wall Calendar Sent Out by Well-Known Jobbers of Des Moines, Ia.

Harger & Blish, Inc., the well-known jobbers of Edison diamond disc talking machines in Des Moines, Ia., have sent attractive reminders to their friends in the trade in the shape of a small wall calendar bearing at its top the phrase: "A Smile Is Often Worth a Million Dollars, and It Doesn't Cost a Cent." The phrase is emphasized by an attached portrait of Geo. Carl Silzer, Jr., a real boy of Des Moines, whom the kids call "Buddy" and who wears a smile that is particularly engaging owing to the fact that the three upper front teeth are missing. The monthly calendar for 1915 completes the card.

Opportunity is not something that is going to come to you bye and bye. It is waiting now, to-day; and to-day's opportunity will not wait until to-morrow.

A PERFECT AUTOMATIC STOP

PRICE $1.00

ACCURATE **EASY TO ATTACH**
FOR VICTORS AND VICTROLAS

Increases interest in the talking machine and makes increased record sales

Send 25 cents in stamps for a sample. Write on your business letterhead only. Place regular order through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET **NEW YORK**

EDISON DEALERS!

It is our pleasure to announce that in the hope of helping in the restoration of the Edison Business we have prepared a large stock of cabinets designed for use with the

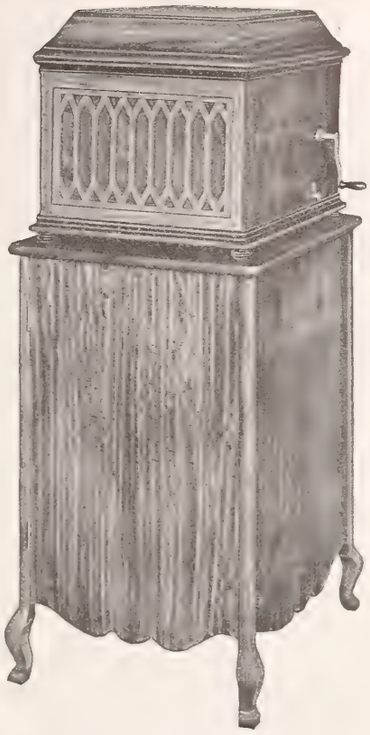
No. 80 Edison Disc

These cabinets are finished in some unusually choice selections of Mahogany, Oak and Fumed Oak and harmonize perfectly both in color and design with the machine itself.

Salter Cabinets—Standard in the Industry

SALTER MFG. CO.

339 N. Oakley Blvd. **CHICAGO**



Model No. 80 Edison Disc with Salter Cabinet No. 180.

Our catalog shows a complete line of Cabinets for Victor and Columbia as well as Edison machines.

TALKING MACHINES FOR CINCINNATI PIANO HOUSES.

Starr Piano Co. Recently Announced Taking on the Pathé Phonograph for Its Various Stores—Followed by Church-Beinkamp Co. Which Will Handle the Full Columbia Line —Active Victor Business with Wurlitzer—Columbia Activity in Local Field.

(Special to The Talking Machine World.)

CINCINNATI, O., February 4.—Two recruits for the talking machine business will be added to the local colony within another month, and one of these will also result in Chicago getting an additional competitor. The entrants, as the French say, are the Church-Beinkamp Co., which will take on the Columbia line, while the Starr Piano Co., which will cater to the public through the Pathé phonograph, will introduce its new department through the Cincinnati branch.

Those who will take the trouble to look up the January letter from the Cincinnati district will find that the move of the two companies was anticipated. The tremendous business done in December by other piano houses, with talking machine departments, caused the rest of the trade to do some thinking. It was found that it did not take quite so much salesmanship and general knowledge to sell a machine as was entailed with the disposal of a piano or a player.

The Starr Piano Co. will most likely try out the Pathé line in all its branches, but Cincinnati is to be given the preference. No one has been employed to have charge of the department. The Church-Beinkamp Co. will handle the Columbia only, and in this connection the same deal also results in that machine being introduced in the Chicago branch of the John Church Co. The Starr Piano Co. has let contracts for two booths, while the Church-Beinkamp Co. will have three as a starter. The latter also is yet to engage a manager for this department.

Complaint was made by one dealer, who apparently has an intimate knowledge of the demands of the trade, that one factory is not keeping pace with the requirements of the public, and much business is being lost accordingly. The factory, it is stated, has not been able to supply the required amount of machines or records, and this situation also exists since the holidays. While the complaint is a novel one, it also shows the growth of the talking machine business in the Middle West during the past year.

The Columbia store had an active January, and this in the face of the declaration of Manager Whelan, who said: "We are short of machines, and the factory, while it has caught up with its orders on certain types, is still behind on others. Business on the whole during January and early in February was good, and the prospects look good for the remainder of the month.

S. H. Nichols, former manager of the Cincinnati Columbia store, but now district manager, visited Cincinnati for a few days on his way from New York, and said that there was an optimistic feeling at the executive offices and indications pointed to an immense 1915 business. He further stated that all arrangements had been made for an extensive exhibit at the San Francisco fair, which would far excel anything of its kind there.

The local Dictaphone headquarters at the Columbia Graphophone Co.'s store are busy and quite a few large installations have been made this year.

Manager Dittrich, in charge of the talking machine department of the Rudolph Wurlitzer Co., reports a busy January and adds: "The new record rooms just installed on our main floor have increased our facilities over 100 per cent., but in line with our previous experiences, we found that the increase, while it relieved the situation very materially, did not entirely meet our requirements.

"In the machine end of the business the sales are only limited by the quantity of stock received from the factory. From present indications the same conditions will exist throughout the year. With increased factory facilities and increased shipments, this year is sure to prove far greater than 1914, which itself was a surprise to the most sanguine.

"In spite of the tremendous sales within the last few years, the demand apparently has hardly been touched. In common with other Victor distributers and dealers, we look for a record-breaking demand straight through the year, and are sure that every month will prove an even more successful period than the same interval in 1914."

In a few days the Aeolian Co. expects to spring a surprise upon the public so far as Cincinnati is concerned through the introduction of the Aeolian Vocalion, the initial shipment having arrived last Saturday. Being new and containing many interesting features which are peculiar to this instrument, Charles L. Byers, who has charge of the management of this branch, spent Sunday at the store getting acquainted with his new friends.

C. M. Robinson, one of the new concerns in the talking machine trade in Cincinnati, who has established something new in the business in that he is operating from a suite of offices in the Glenn building, at the southwest corner of Fifth and Race streets, is busy just now getting in an additional supply of Columbia goods and putting his wareroom in shape.

In the January issue of the Talking Machine World there was a statement made to the effect that Mr. Robinson's stock consisted of an assortment of old machines picked up in Cleveland. We find that such is not the case. All the stock that Mr. Robinson carries comes direct from the factory.

WONDER TALKING MACHINE CO.

The Wonder Talking Machine Co. was incorporated at Albany early this week for the purpose of handling phonographs and music boxes, with a capital of $10,000. C. Hollender, H. B. McNulty and B. Doktor are the incorporators.

Clarence W. Hopkins, assistant manager of the Edison department of the Cunningham Piano Co., Philadelphia, Pa., reports a very excellent month's business and looks forward to a busy spring and summer trade.

Let Us Analyze Your Victor Business

WE ARE EXPERTS

Have you taken advantage of all our SALES AND ADVERTISING suggestions?

Are you familiar with our STOCK SYSTEM IDEAS for dealers?

Are you satisfied with your PERCENTAGE OF CASH BUSINESS?

Do you need any ACCOUNTING SUGGESTIONS?

Are your REPAIR MEN thoroughly trained?

OUR ORGANIZATION is built around the one idea of AIDING AND SERVING YOU.

In addition to the ideas we have originated and worked out ourselves, we have collected data of ideas used by the best dealers in the business covering a period of many years.

It's all at Your Disposal

THE TALKING MACHINE COMPANY

12 No. Michigan Ave. :: :: :: Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—Local dealers and those in the surrounding territory seem agreed that they have much to be thankful for, for while almost every other industry continues in more or less of a rut, the talking machine business continues to be good. Of course, there are some who complain, but, on the other hand, there are lots of dealers who make the assertion that the past thirty days have continued to be the equal if not the superior of the corresponding period of last year.

The consensus of opinion is that machines selling at $50 or less lost ground, at least present market conditions display such a tendency—for invariably the call has been for "something pretty good." Records are selling well, the demand being pretty well distributed throughout all classes with dance records pretty well to the fore.

Together with the call for records there has been a generous business on accessories of various kinds. John F. Mortensen, head of the Salter Manufacturing Co., says that the anticipated demand for record cabinets of all kinds has arrived full force. "This business after the holiday trade is as big as that previous to Christmas," said Mr. Mortensen. "We are receiving an unprecendented trade at this time, and I look for a good year after all. There is a particularly good call for storage cabinets."

S. O. Wade, head of Wade & Wade, says virtually the same thing. "Those who bought machines during the holidays are now becoming acquainted with them and are keen for all the little improvements that they may acquire. We have been receiving a number of large orders for our fibre needle cutters and are turning them over to our jobbers for delivery."

Oak Park Has New Dealer.

A. Baumann announced that he will open a new talking machine establishment at 195 Marion street, Oak Park, Ill. He already conducts an establishment at Mt. Pulaski, Ill., where Willis Snyder is in charge.

New Kimball Building.

The W. W. Kimball Co. announced this month that a new building is to be erected upon the site of the present one at the southwest corner of Wabash avenue and Jackson Boulevard. The building is to be sixteen stories in height and will include a large recital hall. The talking machine department will be located on the ground floor just south of the main entrance on Wabash avenue. The new quarters provide for double the room of the present department, and Manager Cullen says that about ten booths are provided in the plans. Both the Victor and Columbia lines will be carried.

The erection of this building will complete a corner that is unique in the music trade, for upon the southeast corner is the building of the Cable Company, in which a talking machine department will probably be maintained and upon the northwest corner is the Steger building, in which is located the Talking Machine Shops. The northeast corner will soon boast of the new Lyon & Healy building, and this structure will, of course, contain one of the most elaborate talking machine departments in the country.

Opens New Pathé Shop.

The Pathé Shop of Chicago has been incorporated, with a capital stock of $2,000, for the purpose of dealing in talking machines, discs, etc. The incorporators are Richard E. Rundell and Harry J. O'Neill. Quarters have been rented on the fourth floor in the Shops Building at 17 North Wabash avenue. The entire Pathé line will be shown. It is planned that this shop will be the model of its kind. Its organizers say that they intend to decorate it in a fashion that will make it one of the show places of the Chicago talking machine trade.

Columbia Business Continues.

Charles Baer, local manager of the Columbia Graphophone Co., reports that the past thirty days has been far ahead of the corresponding period of last year, and expresses only regret that the supply of goods is not nearly equal to the demand.

"There has been a very substantial demand for our electric driven machine," said Mr. Baer. "It has given absolute satisfaction on all the different currents and has proven one of our best sellers. Our record business is steadily increasing and the increased capacity of the factory should remove the trouble that now confronts us, that is constant shortage of records."

W. C. Fuhri, district manager of the Columbia Graphophone Co., has been receiving the condolences of his friends, following the recent death of his grandmother, Mrs. Konrad Fuhri, who died at the advanced age of 100 years and 10 months at her home in New Orleans. She is said to have been the oldest white woman in Louisiana. Mrs. Fuhri was born in Holland and came to this country in 1857.

Opens Small Record Department.

The Busy Corner Music Store of Waterson, Berlin & Snyder, which is located at Monroe and State streets, is completing a very large and new department that will be devoted to the sale of the Little Wonder ten-cent records and the Little Wonder ten-dollar machine. It is said that the demand for this class of goods has been very great, and employes of the music house expect to do a very great business.

Talking Machine Co. Sales Double.

The volume of business during the month of January that was transacted by the Talking Machine Co., suffered an attack of tonsilitis recently Manager R. J. Keith, just double that of January of last year. All classes of machines are in demand, with a good call for the motor driven Victrola, which sells for $250.

A. M. Lockridge, traveler for the Talking Machine Co., suffered an attack of tonsilitis recently while in Des Moines, Ia. His friends will be glad to know that he is on the road to recovery.

Five Popular Records.

Five records that are selling well in the local Edison shops are: "I Want You," "Those Days of Long Ago," "Tarentelle" ('cello), "He's a Rag Picker" (one-step), and "Meadowbrook Fox Trot."

Five Victor records that are in equal demand are: "It's a Long, Long Way to Tipperary," "Carry Me Back to Old Virginny" (Gluck), "Jesus, Lover of My Soul" (Gluck and Homer); "Tip Top Tipperary Mary" and "Millicent" (dance).

Five Columbia records are: "When You Wore a Tulip and I Wore a Big Red Rose," "When You're a Long, Long Way from Home," "Tip Top Tipperary Mary," "Chinatown, My Chinatown," "Under the Japanese Moon."

Vitanola Co. Organized.

The past two weeks witnessed the establishment in Chicago of the Vitanola Talking Machine Co., which was incorporated recently by Robert Edelson, Louis Spitzer and others. The capital stock of the new concern is placed at $5,000, and the officers are H. T. Schiff, president; M. C. Schiff, vice-president, and Samuel S. Schiff, secretary and treasurer. Offices and warerooms have been established in the Shops building at 17 North Wabash avenue, in this city, and a factory on the northwest

(*Continued on page 27.*)

THE WADE—THE PRACTICAL—THE WADE
Fibre Needle Cutter

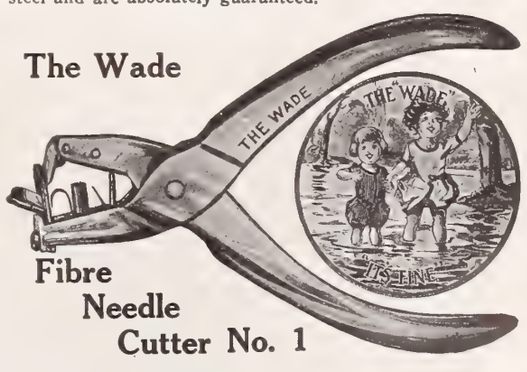
The WADE embodies the **right principle**, worked out through **long experience.** It is simple, durable and accurate. **It trims the** needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

The Wade

Fibre Needle Cutter No. 2

The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the repointing of the first 50c. worth of needles.

The Wade



Fibre Needle Cutter No. 1

RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

The SUCCESS of

Lyon & Healy

Speaks For Our Service

The progressive dealer who recognizes the great benefit of having his orders filled promptly and completely should avail himself of our immense stock and unlimited facilities.

We have an ideal system of caring for orders, filling them promptly, accurately and completely, as factory conditions permit.

Our dealers are our friends. They have the advantage of our great experience and the benefit of every new improvement in our Service.

Write for our booklet, HOW TO BECOME A TALKING MACHINE DEALER.

Lyon & Healy

WORLD'S LARGEST VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 25).

side placed in full operation to make machines.

The line includes five styles, which range in price from $15 to $250. H. T. Schiff, in a recent talk with The World said: "The Vitanola boasts several exclusive features, one of which is a tone regulator which plays loud, soft or medium without necessitating changing needles or closing doors or shutters. The tone is the equal if not the superior of any machine on the market at the present time and has been much admired. The cabinets of graceful design are finished in oak and mahogany.

"Another big feature of the Vitanola," continued Mr. Schiff, "is found in the fact that it plays any disc record—Victor, Columbia, Edison or Pathé. We have already done a large business and are now receiving orders guaranteeing delivery in most cases within thirty days. We believe we have a winning proposition priced at figures profitable to the dealer and expect a good business."

Enlarges Business.

Miller's Talking Machine Shop has acquired the Victor store of O. C. Crabb, of 903 West Sixty-third street, and will combine with the Miller store at 1003 East Sixty-third street. Mr. Crabb had a very fine stock of machines and fittings, and the acquisition of them by the Woodlawn store will further enhance the beauty of that establishment.

New Manager at the Fair.

A. Barrett, recently of Eilers Music Store, of Los Angeles, Cal., and formerly connected with Sherman, Clay & Co., San Francisco, has been made manager of the talking machine department at The Fair. The department is being greatly enlarged and five booths as well as a large demonstration room are being constructed on the fifth floor, where the department is located. Miss Uhl, who has been in that department for three or four years, continues to be in charge of the records.

New Store at Wheaton, Ill.

William A. Heiss, of Elmhurst, Ill., announces his intention of establishing another store in the aristocratic suburb of Wheaton.

Removes Store to New Location.

J. B. Simonek has removed his talking machine and piano store from 1217 West Eighteenth street to 1205 West Eighteenth street. Mr. Simonek has constructed five large booths, where both the Columbia and Victor lines are displayed.

Furniture Company Adds Talker.

The Kennedy Furniture Co., located at 426 South Wabash avenue, Chicago, has established a talking machine department, where a complete line of Columbias are shown, with A. Schoenthal in charge.

Has Charge of Victor Department.

S. J. Levin is the new buyer for Louis Weber & Co., Clark and Van Buren streets, Chicago. Mr. Levin succeeds Mr. Egerstedt and will have entire charge of the Victor department.

Personals and Visitors.

Some recent visitors to the local talking machine trade were: E. A. Vaughan, Princeton, Ill.; G. D. Salladay, Homer, Ill.; C. A. Fenn, Bloomington, Ill., and Mr. Gensch, of Gensch-Smith Music Co., Milwaukee, Wis.

G. W. Davidson, of the Talking Machine Shops, leaves shortly for California, where he will enjoy a long rest after the strenuous work of the past two months. He expects to return some time early in March. C. L. Davidson will remain in Chicago and conduct the business with the assistance of Miss Pauline Tischler.

A. Nelson, of the Tri-City Piano Co., of Moline, Ill., was a recent visitor to the local trade.

O'NEILL-JAMES CO.
337 W. Madison St.
CHICAGO
DISTRIBUTORS OF
PATHÉ
MACHINES AND RECORDS
and ARETINO RECORDS

TALKING MACHINE JOBBERS HOLD MID-WINTER MEETING.

Executive Committee Meets at the Chicago Athletic Club and Discusses Freight Rates and the Convention of the Association to Be Held in San Francisco Next July.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 2.—The executive committee of the National Association of Talking Machine Jobbers held the usual annual mid-winter meeting in Chicago, Sunday, January 24, at the Chicago Athletic Club. Matters of general interest to the talking machine trade were discussed and plans made for its betterment during the coming year.

L. C. Wiswell, as the chairman of the traffic committee, was directed to go to Atlanta, Ga., there to appear before the Southern classification committee for the purpose of securing a restoration of the old freight rates on talking machine records. The new rate provided is double first class, or $2.10 per hundred pounds. Mr. Wiswell will endeavor to have the rate changed back to $1.05 per hundred pounds. C. E. Rauth will also attend the hearing at Atlanta. Plans were also discussed for the annual convention of the association, which is to be held in San Francisco, July 22, 23 and 24, and Mr. Wiswell was directed to make arrangements for a special train which will take the members of the association and their families there in the best of style. It is planned that the train will be fitted with a player-piano and a talking machine, so that the passengers can dance and otherwise amuse themselves on the long overland trip. The train will be made up in Chicago. A number of the members will remain over for the convention of the piano men, which will be held the three days following. Those in attendance at the Chicago meeting were: President, George E. Mickel, Omaha, Neb.; Elton F. Taft, vice-president, Boston, Mass.; Edwin C. Rauth, secretary, St. Louis, Mo.; William H. Reynaids, treasurer, Mobile, Ala.; C. J. Schmelzer, Kansas City, Mo.; R. H. Morris, Brooklyn, N. Y.; J. C. Roush, Pittsburgh, Pa.; J. F. Bowers, Chicago, Ill.; P. B. Whitsit, Columbus, O.; L. C. Wiswell, Chicago, Ill.; W. F. Davisson, Columbus, O.; L. Buehn, Philadelphia, Pa., and A. A. Trostler, Kansas City, Mo.

A vote of thanks was tendered J. F. Bowers for the hospitality shown the visiting members of the committee while guests of the Chicago Athletic Association.

Other recent visiting dealers in Chicago were: Arch Olds, Claypool Music Co., Crawfordsville, Ind.; J. C. Seaton, Aurora, Ill.; J. C. Baxter, of the Baxter Piano Co., Davenport, Ia.; J. S. Mitchell, of P. S. Donaldson Co., Minneapolis; John Dahlin, St. Charles, Ill.; C. J. Reichenbach, Oregon, Ill.; A. W. T. Doermann, Blue Island, Ill.; George Fleer, Elgin; J. E. Moore, of Pelletier Co., Sioux City, Ia.; Dean Coombs, of Coombs & Clouse, Chariton, Ia.; Mr. and Mrs. J. M. Buch, Lansing, Mich.; John E. Mayer, Dixon, Ill.; E. A. Stemm, of the B. & S. Drug Co., Oglesby, Ill.; J. F. Ditzell, of the George B. Peck Dry Goods Co., Kansas City, Mo.; Sam Abrahams, of Baldauf & Rosenblatt, Oskaloosa, Ia.; Henry Haak, Milwaukee, Wis.; C. B. Stiver, Goshen, Ind., and W. J. Massey, Des Moines, Ia.

C. T. Landherr, formerly of Rothschilds, is now connected with the retail department of the Columbia Graphophone Co.

Increasing Needle Output.

A. H. Rintelman, head of the Rintelman Piano Co., and maker of the Rintelman three-point noiseless needle, announces that increased facilities have been secured for the manufacture of the concern's product and that greatly increased output will soon make itself evident.

"It is a regrettable occurrence," said Mr. Rintelman, "that we have been unable to supply our dealers with these goods. It is also very encouraging to think that the needle has met with such a reception that this situation arises. We have received orders from all over the country which we have been unable to fill. We are asking our friends to be patient for a short time longer until we will be able to fill all orders."

ISSUING SOME EFFECTIVE PUBLICITY.

(Special to The Talking Machine World.)

CHICAGO, ILL., February 10.—The Abbott-Young-Adair, advertising specialists of Chicago, are issuing some excellent publicity in the way of record monthly supplement covers, and judging from the large amount of business done it is evident that the talking machine dealer of to-day is leaving no stone unturned to secure first-class publicity for the monthly record lists.

The company is also doing a great deal in the way of supplying service cuts to dealers who do work in the dailies.

THE VITANOLA
"As Good as Any—Better than Many"
TALKING MACHINE COMPANY

BIG DISCOUNTS

To dealers on the Vitanola line of Talking Machines. Prices range from $15.00 to $250.00. *Snappy Designs.*

A BIG HIT

Our Tone Regulator plays loud, soft or medium tones without changing needles or closing doors or shutters.

ANOTHER BIG FEATURE!

The Vitanola Plays any Disc Record—Victor, Columbia, Edison or Pathé

WIDE-AWAKE DEALERS! It will pay you to get in touch with

THE VITANOLA TALKING MACHINE COMPANY
17 N. Wabash Ave. CHICAGO

WANT FREIGHT RATES LOWERED.

Talking Machine Men Attend Hearing of Southern Classification Committee at Atlanta to Have Old Classification on Records Restored.

(Special to The Talking Machine World.)

ATLANTA, GA., February 3.—At the hearing before the Southern classification committee held here to-day, talking machine men made a strong effort to secure the restoration of the old rates on talking machine records. The rate was formerly first-class or $1.05 per 100 pounds in the territory covered by the Southern classification committee. The classification was changed some time ago to double first-class, meaning a rate of $2.10 on 100 pounds.

Among those who attended the hearing were W. B. Fulghum, representing the Victor Talking Machine Co.; R. L. French, traffic manager of the Columbia Graphophone Co., and L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers. There were on hand at the hearing packages of records in the form in which they are shipped to the trade for the purpose of a demonstrating to the committee the substantial manner in which they were crated. In fact, the representatives also gave considerable information regarding condensity of packing, freedom from breakage and other points that warranted the granting of more favorable freight rates. Mr. Wiswell, who came to represent members of the Jobbers' Association located in the jurisdiction of the committee, particularly emphasized the fact that claims for breakage for records were practically nil, and emphasizing the point he read a letter from the O. K. Houck Co., Nashville, Tenn., that the only claim made for broken records for the past three years was $4 on one shipment. A letter from the W. H. Reynalds Music House, Mobile, Ala., stated that they had never filed a claim for record breakage during their twelve years in business, and other letters of similar tenor. One of the most convincing arguments advanced by Mr. Wiswell was the following letter from the New York Central Fast Freight Lines:

"I am very glad, indeed, to confirm in writing what I stated to you yesterday in personal conversation that during the past two years or more, in which we have handled the talking machine traffic from Camden to Chicago and the West, I have never seen a single claim filed against the carrier for loss or damage on either talking machines or records. We consider this very desirable traffic for our company and rank it as clean, high-class merchandise. When you take into consideration that on traffic, aggregating approximately 300 carloads a year, there are practically no claims, the only logical conclusion is that shipments are placed and forwarded under proper conditions, and that the commodity itself is such as is not very susceptible to damage under the circumstances under which it is forwarded. Yours very truly, F. O. Stafford, General Westbound Agent, New York Central Fast Freight Lines."

The decision of the Southern classification committee will be awaited with interest, although the talking machine men feel confident that they will carry their point.

FEATURES THE SONORA LINE.

(Special to The Talking Machine World.)

BINGHAMTON, N. Y., February 6.—The C. G. Smythe Piano Co., which opened quarters in the Y. M. C. A. building, this city, some time ago under the management of C. G. Smythe, a prominent piano man, is featuring the Sonora phonograph in an elaborate manner in its local advertising. In a recent announcement, the Sonora phonograph was termed "the highest class talking machine in the world." Two of the most popular of the Sonora models are illustrated and the various exclusive features described at length.

IN AN ENVIABLE POSITION.

Walter Balding, Victor Dealer of Geneseo, N. Y., Has Little Competition to Face.

(Special to The Talking Machine World.)

GENESEO, N. Y., February 8.—To enjoy the Victor talking machine trade throughout a considerable territory and practically without opposition is the pleasing situation of Walter Balding, a Victor dealer of this city, who reports that each month shows a substantial increase of both machine and record business. Mr. Balding has been established for several years past, and for at least two years has no local competition. This fact, however, has not influenced him to take things easy, but rather acted as a spur to his efforts—an example well worth following by others.

It is probable that within a few days arrangements will be completed for the establishment of a talking machine department in connection with the Zellner Piano Co., of Los Angeles, Cal. The department will probably be under independent management. The line of machines to be handled has not been announced.

We regret to announce that owing to the demand for the

RINTELMAN 3-POINT NOISELESS LIFE LONG NEEDLE

being far greater than our stocks we have been unable to fill a large proportion of our orders.

Meanwhile, factory facilities are being greatly increased and within a short time we will be able to supply the **"always ready" Rintelman 3-Point Noiseless Needle** not only to those who have already ordered but also to the entire trade.

Pat. Pending.

Send for catalog now

RINTELMAN PIANO CO., Chicago

420 REPUBLIC BUILDING

INTRODUCING RAGTIME RASTUS.

A Novelty for Talking Machine Owners That Should Result in Big Sales by Dealers—Also Stimulates Interest in Window Display.

The world likes to be amused, and the latest invention to amuse talking machine owners is "Ragtime Rastus," a diminutive comedian of blackface fame, who for a small sum will dance on top of

"Ragtime Rastus" in Action.

talking machine records. Dealers are making a lot of money selling him to phonograph owners, as there is a good profit on each sale.

Put him on a talking machine that is electric driven, place both in a window, and you will gather the crowds to watch his funny steps. He doesn't require sawdust, so the machine isn't marred in the least; furthermore, you can put him on or take him off in five seconds. He is quite a business stimulator.

"Ragtime Rastus" is made and sold by the National Toy Co., 30 Federal street, Boston, Mass., and a sample can be secured for a dollar. Wholesale prices sent upon request.

BIG CALL FOR LINDSTROM MOTORS.

Otto Heinemann, Managing Director of Carl Lindstrom, Berlin, Tells of His Plans—Motor Shipments Being Received Regularly.

Otto Heinemann, managing director of the prominent Berlin, Germany, house of Carl Lindström, manufacturer of talking machines, records, motors and other accessories, was a visitor to New York this month, making his headquarters at the New York offices of the company, 45 Broadway. Mr. Heinemann had intended leaving for a visit to San Francisco immediately after making his recent trip to the Middle West, but owing to the unexpected large demand for Lindström motors, deferred his trip until Thursday of this week. As soon as he arrives in San Francisco Mr. Heinemann will arrange to open a branch office in that city.

Referring to the business being closed in this country with Lindström motors Mr. Heinemann said: "The call for cheap motors for talking machines at the present time is tremendous, and I am glad to say that the Lindström motor is giving excellent service and perfect satisfaction to all its users. During the past few weeks we have closed some large contracts for our motors with several prominent houses, and all indications point to our consummating additional important arrangements within the next fortnight.

"We have experienced absolutely no difficulty in securing shipments from Germany, and the ideas which many people have in this country regarding the difficulty of securing goods from the other side are entirely incorrect. We are receiving shipments of motors in large quantities regularly, the period of delivery averaging only about three weeks, while it took six or seven weeks when the war first started. There is plenty of material available in Germany for the manufacture of motors, and I have definite advices that the factories there are working steadily, and many of them to capacity, to take care of the demands of their trade."

H. E. Lindsey, formerly of the company's store at Portland, Ore., has recently become manager of the talking machine department of the Wiley B. Allen Co., in Los Angeles, Cal. R. R. Wolfinger, the former manager, has departed for San Francisco. Louis La Mont has been promoted to the position of head salesman.

NEW QUARTERS FOR THE NEW YORK TALKING MACHINE CO.

The Prominent Victor Distributers Sign Lease for Two Floors in New Lewisohn Building, 119 West Fortieth Street—Removal from Chambers Street Will Be Started Immediately.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 81 Chambers street, New York, prominent Victor distributer, announces that the company has signed a lease for two entire floors in the new Lewisohn building, at 119 West Fortieth street, New York, a photograph of which is shown here. This lease is for a period of ten years, and entails a total expenditure of $200,000. The removal from 81 Chambers street will be started immediately, and Mr. Geissler expects that the company will be completely established in its new home by the 15th of next month.

Mr. Geissler has been chaffing under the disadvantages of the company's present location ever since his advent into the talking machine business in New York two years ago, and the expiration of the present lease on May 1 of this year has given the New York Talking Machine Co. an opportunity to leave its antiquated quarters and move uptown.

In its new home at 119 West Fortieth street, the New York Talking Machine Co. will conduct an exclusively wholesale Victor business, catering to the needs of its dealers to the fullest extent of its abilities. The two floors to be occupied by the company consist of 30,000 square feet of space, which will permit of the laying out of sales offices, stockrooms and general offices with maximum efficiency from every standpoint. According to the present plans, the new home of the company will represent the acme of perfection in the wholesale Victor business.

The Lewisohn building at 119 West Fortieth street extends clear through to Forty-first street and is ideally located. Its equipment is perfect. There is daylight on all four sides with the practical elimination of artificial light. There are four express freight elevators on the Forty-first street entrance, and four passenger elevators on Fortieth street. In addition to these, the New York Talking Machine Co. will have its own private automatic electric freight elevator connecting its two floors.

Every section of the stock equipment in the company's two floors will be of the latest steel fire-proof construction and new mahogany office furniture has been ordered. The general decorative scheme employed will follow the Colonial style of architecture in white enamel and mahogany.

Mr. Geissler states that actual statistics of the increased efficiency of his office force following their recent removal in Chicago to Michigan Boulevard, overlooking the lake, which gave them wonderful light and air, can be figured easily at 25 per cent. This item in itself would pay their increased rent in a few years' time. The fire experience of the New York Talking Machine Co. last July proved that while it is possible to carry full insurance and be protected against actual physical loss, it is not possible to protect one's self against actual physical loss of efficiency and drain on the employes' physical ability, due to excessive work and concentration in reorganization. The up-to-date way to guard against this is the installation of one's business in a building as thoroughly fire-proof as human ingenuity and money can make it.

New York Talking Machine Co.'s New Home.

This latest move of the New York Talking Machine Co. is probably the best indication of the growth and progress of the Victor line. Founded some fifteen years ago, the New York Talking Machine Co., originally the Victor Distributing & Export Co., occupied a small loft with probably not over 2,000 square feet. Its business has steadily advanced in its special field until to-day this move is necessary in order to keep pace with the remarkable growth of its wholesale business.

George W. Smith & Co., the well-known decorative artists of Philadelphia, who had charge of the decorating for Tiffany & Co., Gorham & Co., and B. Altman & Co., New York, have in hand the laying out of the offices in the company's new home and the construction of wholesale demonstrating booths for the new establishment.

PLAN SERIES OF MUSIC LECTURES.

Early Music House Arranges for Important Musical Affairs at Y. M. C. A. in Fort Dodge—Victrola to be Used for Illustrations.

(Special to The Talking Machine World.)

FORT DODGE, IOWA, February 8.—The Early Music House of this city has just completed plans for the holding of a series of five illustrated music lectures at the Y. M. C. A. building, beginning to-morrow night and continuing for the four Thursday evenings following. The lectures, which will be illustrated by the Victrola, will be given by Mrs. C. B. Smeltzer, an author and composer of prominence in the West. The lectures will last one hour each and a nominal charge of fifty cents will be made for the series of five.

The Early Music House believes that a better understanding of music in general and the manner in which the Victrola produces it will prove highly beneficial to its trade and in addition the money paid for admissions will be put into the Victrola Fund of the Y. M. C. A. Letters of invitation were sent to all customers and prospects on the books of the music house.

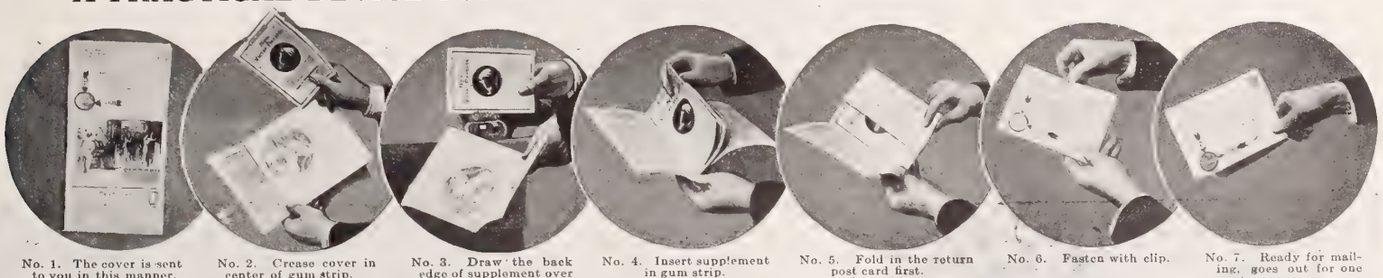
VISITING EXPOSITION CITY.

Edward D. Easton, president of the Columbia Graphophone Co., and his son, Mortimer D. Easton, manager of Dictaphone advertising, accompanied by Mrs. E. D. and M. D. Easton, formed a party which left January 24, for the Coast to visit the Panama-Pacific Exposition. President Easton will remain away from New York for about two months, while M. D. Easton's visit will consume all of ten months, as he will be in direct charge of the Columbia exhibit at the exposition. Marion Dorian, treasurer of the Columbia Co., also left for the Coast the first of the week, and plans to make several calls to the large cities on the way West. Mr. Dorian, who has arranged the many preliminary details incidental to the Columbia fair exhibit, will return to New York in about seven weeks.

Equal your desire for profits with the vim you put into your business and you'll get them.

ATTENTION, VICTROLA DEALERS!!

A PRACTICAL DEVICE FOR MAILING YOUR MONTHLY RECORD SUPPLEMENT



No. 1. The cover is sent to you in this manner. No. 2. Crease cover in center of gum strip. No. 3. Draw the back edge of supplement over moist sponge. No. 4. Insert supplement in gum strip. No. 5. Fold in the return post card first. No. 6. Fasten with clip. No. 7. Ready for mailing, goes out for one cent.

Carries four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while perusing the supplement.

You simply cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least $100 to procure thru ordinary channels.

But one dealer in a city can use this service. We prefer that it be the largest dealer in each city. Your territory on this efficient and economical service is open. Shall we assign it to you?

PRACTICABILITY—These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

Write today for Sample Cover and Price List

ABBOTT - YOUNG - ADAIR - CO.

542 SOUTH DEARBORN STREET

CHICAGO, ILLINOIS

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

Title.

MUSIC AND MOVIES

Pavlowa Gavotte.

Combined at Last in **MOTION PICTURES OF THE MODERN DANCES**

Posed for the *Pathéscope*

FOR PROJECTION WITH PHONOGRAPH ACCOMPANIMENT

This novel and original combination creates the greatest enthusiasm and delighted amazement whenever shown.

The *Pathéscope* is indeed

"The Companion Entertainer to the Talking Machine"

The first Talking-Machine Dealer in each locality to add a **Pathescope Department** has the opportunity to DOUBLE THE PROFITS of his BUSINESS from his present clientele. Every owner of a good Talking Machine is a prospective purchaser of a Pathéscope.

Crane Wilbur and Pearl White of the Pathé Players Practicing the "Castle Walk" with the Pathescope.

The **Pathéscope** is the latest and greatest invention of **Pathé Frères,** always the leaders in the **Motion Picture Industry.** With its **Non-inflammable Film** and Incandescent Electric Light it has been approved by the **National Board of Fire Underwriters** for use without fire risk or insurance restrictions.

The **Pathéscope Film Exchanges,** being established in the principal cities, enable the owner of a Pathéscope to exchange his films as often as desired, by the payment of a small fee.

For Demonstrations, Catalogues, Agency Terms, Etc., Address Dept. 8,

THE PATHÉSCOPE CO. OF AMERICA, Inc.

AEOLIAN HALL NEW YORK

Canadian Division, Pathéscope of Canada, Ltd., Dummond Bldg., Montreal.

AGENCIES:

25 Arch St., Boston. 515 Crozer Bldg., Philadelphia. 1217 F. St., Washington. 507 American Bldg., Baltimore.
459 Washington St., Buffalo. 108 6th St., Pittsburgh. 622 Kittredge Bldg., Denver. 718½ 3d Ave., Seattle.
657 Leader News Bldg., Cleveland. 501 Dime Savings Bldg., Detroit. 14 W. Washington St., Chicago.

RELIABLE REPRESENTATION DESIRED ELSEWHERE.

Fox Trot.

An exceptional opportunity for Talking Machine Dealers to add a PATHÉSCOPE DEPARTMENT and FILM EXCHANGE, or for Enterprising Men with some capital to establish a Permanent and Profitable Business of their own. Write for Agents' Circular.

Tango

GRATIFYING EDISON PROGRESS.

Manufacturing Resources of the Edison Factory in Orange Now Rapidly Approaching Normal—All Concerned to Be Congratulated—Increased Facilities in Phonograph Department.

It will interest the trade to know that the manufacturing facilities of Thos. A. Edison, Inc., Orange, N. J., are now in excellent working order, both as to records and machines. Although occupying practically the same space as before, due to slight rearrangements in the layouts of the various departments, quite an increase has been made in the capacity of the entire phonograph end of the business.

Of course, the manufacture of machines is being done in the storage battery buildings with the regular crew of men, but inasmuch as there is a crew of 800 to 900 men busily engaged in the construction work about the plant, within a reasonably short time this new department will again be where it was located before the fire.

By the time The World goes to press, it is expected that the various offices of the executive department, together with the many staffs, will be back in the repaired administration building and should be comfortably settled within a brief period.

Taken as a whole, tremendous progress has been made in the rebuilding of the Edison plant and the officers in direct charge of this work are to be congratulated upon the swiftness and completeness with which they work. The day after the fire, when meetings were being held as to the reconstruction of the plant, the first thing decided upon was to get the cylinder record making department in operation, for the demand for these goods was of such magnitude as to warrant the move. This work was done in conjunction with the disc record making branch and the machine end of the Edison business, which shows how the organization worked to protect its many customers throughout the country.

BIG DEMAND FOR REK-REP.

The Record Repeater Co. Reports Enormous Demand for Its Specialty from All Parts of the Country and Canada—Shipments Being Made.

"The first announcement of our new Rek-Rep (record repeater) has brought us orders and inquiries from all parts of this country and Canada," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, in a chat with The World. "Before introducing our Rek-Rep we had felt, from our inquiries among the dealers, that there was a demand for a record repeater, but we must admit that the demand for our device has even exceeded out highest expectations.

"A feature of the Rek-Rep which seems to attract considerable attention from the talking machine dealers is the fact that it is fitted with an automatic stop which can be instantly adjusted to stop the record after it is played once. As an automatic stop the Rek-Rep is efficient beyond the slightest criticism, and this feature alone has been the subject of general praise.

"It is as a record repeater, of course, that the Rek-Rep is making its introduction to the trade, and it is indeed gratifying to note that the simplicity of the Rek-Rep and the fact that it is easily and instantly attached to any needle point machine have convinced dealers that this device is absolutely foolproof and capable of giving perfect satisfaction. For dancing purposes the Rek-Rep is indispensable, and Mr. and Mrs. Vernon Castle's indorsement of the use of the Rek-Rep for dancing is indicative of its value in this direction. We are now making shipments of the Rek-Rep and are increasing our output steadily to keep pace with the orders being received from the dealers."

J. B. Ogden, of Lynchburg, Va., whose sectional record and filing system is so well and favorably known, was a visitor to New York during the past week. He reports an increasing demand for his specialties from progressive talking machine dealers in all parts of the country.

ANNUAL REPORT SHOWS PROGRESS.

Interesting Figures Shown in Annual Report of the Victor Co-operative Beneficial Association—Big Increase in Membership.

(Special to The Talking Machine World.)

CAMDEN, N. J., February 1.—Some interesting and enlightening figures that indicate the success of the Victor Co-operative Beneficial Association, made up of the employes of the Victor Talking Machine Co., is contained in the annual report of the association for 1914, just issued.

During the year the membership of the association grew from 4,512 to 5,456. The total receipts were $30,852.23, and the disbursements $24,091.54, of which $19,207.25 was paid in sick benefits to 676 members and $4,299 death benefits to 29 members. The fund at the close of the year enjoyed a snug balance of $16,649.05, as compared with a balance of $9,888.36 on January 1, 1914. The large balance is due in considerable measure to the fact that the operating expenses of the firm, $1,907.68, were paid by the Victor Co. The demands upon the association are indicated from the fact that during the year the visiting secretary made 1,575 personal visits to members who made application for benefits.

The officers of the association appointed to act throughout the year 1915 are: President, E. F. Haines; vice-president, W. H. Nafey; treasurer, G. W. Jaggers; secretary, E. K. MacEwan, and visiting secretary, F. A. Sparks. There are also six trustees.

ARRANGE TO OPEN CHICAGO OFFICE.

Otto Heinemann, managing director of Carl Lindström, Berlin, Germany, the prominent manufacturer of talking machines, motors and accessories, announced this week that he has arranged for the opening of a branch office in Chicago, at 2701 Armitridge avenue. This office will be opened to take care of the needs of the Western customers of Carl Lindström. The New York office of the company is located at 45 Broadway, under the direction of A. Heinemann.

A VISITOR FROM SYDNEY, N. S. W.

S. J. Jackson, of Jackson & Macdonald, Sydney, N. S. W., will be in New York about the end of March and will be pleased to receive quotations for all kinds of talking machine and musical instrument supplies. Mr. Jackson's New York address for letters will be care of Standard Bank of South Africa, 55 Wall street, New York.

MODIFIES SELLING POLICY.

J. Hoffay, the Prominent Inventor, Who Recently Arrived in New York, Intends to Market Complete Talking Machines Instead of Separate Attachments as First Planned.

Among the visitors to The World sanctum early this month was Mr. J. Hoffay, who has been devoting considerable time while in England to the perfection of his plans regarding his various inventions bearing upon the talking machine. Mr. Hoffay arrived in New York the closing week of last month.

In a chat with The World Mr. Hoffay said that two of his inventions that have not yet been disclosed to the readers of this paper, and which are very vital, have prompted him to modify his selling policy, and that instead of placing upon the market the separate attachments, as previously announced, a complete talking machine embodying all his inventions will be shortly put on the American market.

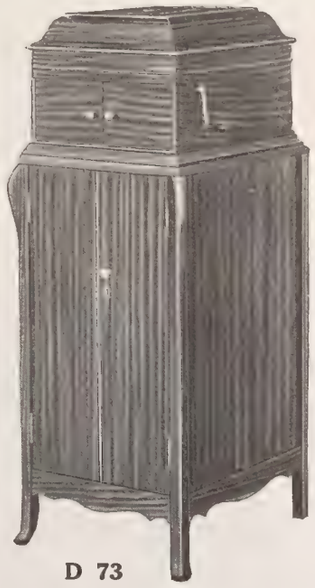
One of these inventions covers a sound expanding chamber or horn, which, it is believed, will give the best possible results that can be expected in the way of tone quality and clarity.

The other of these inventions is in connection with his sound-box, and besides enhancing the beautiful reproduction already referred to in last month's World by the London representative of the publication, it affords a medium for eliminating the scratching or noise surface of the record without impeding the harmony and clearness of the reproduction, and with the use of the ordinary steel full tone needle. The effect is attained in almost every record.

A formal announcement with illustrations will soon be made—very likely in our next issue.

HOW DEALERS CAN EFFECT A SAVING.

Some of the many reasons advanced by E. H. Lansing, 611 Washington street, Boston, Mass., when he was recently in New York, as to why dealers should use the Lansing Khaki Moving Cover are to the effect that a big saving in overhead expense would be secured, to say nothing of the saving of the cost of paper and twine, time for bundling, no expense of repolishing (this amounts to considerable in many establishments), thus making possible the delivery of machines in perfect condition, which naturally results in contented customers. Not only is the Lansing cover made of Government khaki, but it is heavily padded and quilted, affording protection against all conditions of weather.



D 73

Mahogany, Golden Oak, F. O. and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 196 12-inch Records.

LONG CABINETS

Follow up your machine sales for Cabinet business

The George A. Long Cabinet Co.
Hanover, Pa.

Address Clement Beecroft, Sales Manager
309 W. Susquehanna Avenue, Philadelphia

The Entire Opera of AIDA at Popular

Made in Milan

This wonderful new series of Grand Opera "Aida" recordings at popular prices is bound to fill a long felt demand with your trade.

These splendid recordings were made in the Columbia laboratories in Milan under the shadow of famous La Scala, that great temple of music whose very bricks and mortar have become sanctified through the long years of a glorious career as the world's greatest temple of Opera—the Mecca of every devotee, the ambition of every artist, the foundation of Grand Opera itself. In no other institution are the highest traditions of Grand Opera so reverently preserved, for this is their birthplace.

The artists who have made this new series of records are singing leading roles in La Scala to-day; it is more than likely that at least some of them will be heard in this country before long.

E 1934
(1) **Overture.** Grand Milan Orchestra.

ACT I.

(2) **Romanza** (Radames): Celeste Aida (Radiant Aida). G. Armanini, tenor.

E 1935
(3) **Duet** (Amneris and Radames): Quale insolita gioia (In thy visage I trace a joy). By A. Beinat, mezzo-soprano, and G. Tommasini, tenor.
(4) **Trio** (Aida, Amneris and Radames): Vieni, O diletta, appressati (Come hither thou I dearly prize). By L. Remondini, soprano; A. Beinat, mezzo-soprano, and G. Tommasini, tenor.

E 1936
(5) **Scene and Concerted Piece:** Su del Nilo (The Nile!). By L. Remondini, soprano; A. Beinat, mezzo-soprano; G. Tommasini, tenor; L. Baldassare, baritone; V. Bettoni, bass, and chorus.
(6) **Aria** (Aida): Part 1. Ritorna Vincitor (Return with victory crowned). E. Toninello, soprano.

E 1937
(7) **Aria** (Aida): Part 2. I sacri nomi (These sacred names). E. Toninello, soprano.
(8) **Consecration Scene:** Possente, Phtha (Hail, Phtha). E. Toninello, soprano; V. Bettoni, bass, and chorus.

E 1938
(9) **Sacred Dance of Priestesses.** Grand Milan Band.
(10) **Concerted Finale:** Nume Custodi e vindice (Guard now our sacred land). By L. Remondini, soprano; G. Tommasini, tenor; V. Bettoni, bass, and chorus.

ACT II.

E 1988
(11) **Scene** (Amneris and Chorus): Vieni Sul Crin ti piovano (Come bind thy flowing tresses round). E. Lopez-Nunes, mezzo-soprano, and chorus.
(12) **Dance of Moorish Slaves.** Grand Milan Band.

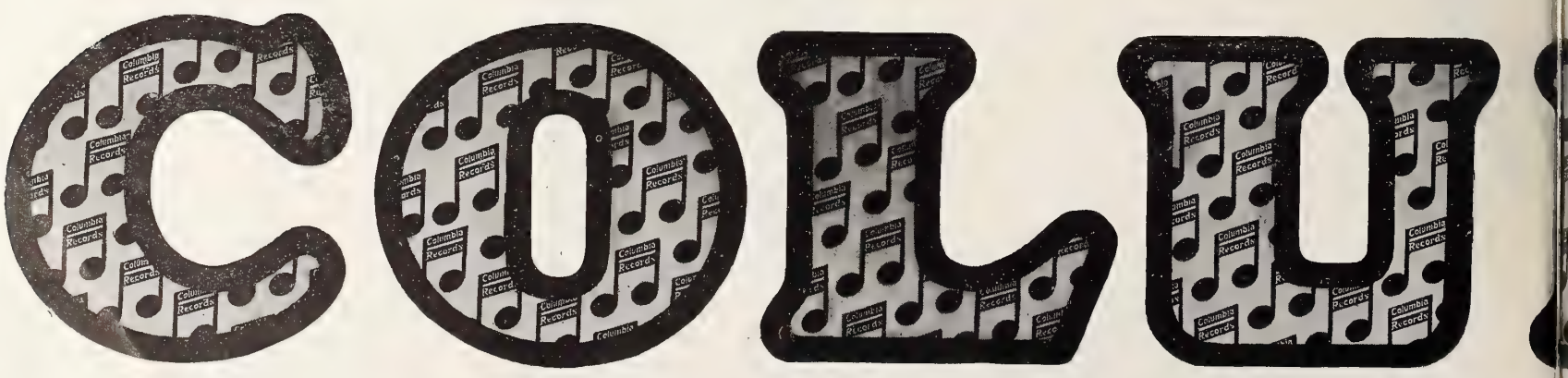
E 1989
(13) **Scene and Duet** (Amneris and Aida): Part 1. Fu la sorte dell'armi ('Neath the chances of battle). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.
(14) **Scene and Duet** (Amneris and Aida): Part 2. Ebben qual nuovo fremito (Nay, tell me then what new fledged love). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.

E 1990
(15) **Scene and Duet** (Amneris and Aida): Part 3. Pieta ti prenda (On all my anguish). By L. Remondini, soprano, and A. Beinat, mezzo-soprano.
(16) **Scene and Duet** (Amneris and Aida): Part 4. Alla pompa che s'appresta (In the Pageant now preparing). By L. Remondini, soprano; A. Beinat, mezzo-soprano, and chorus.

E 1991
(17) **Grand March.**
(18) **Entrance of A**[ida] my habit has

E 1992
(19) **Grand Concert**[o] King). L. M[artino], E. Cunego, t[enor], bass, and ch[orus].
(20) **Grand Concert**[o] (Glory to Egy[pt]) soprano; E. [Cunego], Martino, bass

E 2025
(21) **Prayer and Cho**[rus] to Osiris art) [Bettoni], toni, bass, a[nd chorus].
(22) **Romance** (Aida) L. Remondini



Graphophone Company, Wo

Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owners

Prices on Columbia Double-Disc Records

75 Cents

Price 75 cents

Each one is an artist by training and by instinct, with the real artist's knowledge of the technique, and the real artist's deep understanding of the spirit of his art.

The works from which we have collected the subjects for these recordings are operas prominent in American repertories, operas meeting the favor of American Audiences.

In addition to the complete score of the opera AIDA, given below, there are other new popular price Columbia double-disc records also made in Milan. These include recordings from the operas of FAUST, CARMEN, RIGOLETTO, CAVALLERIA RUSTICANA, PAGLIACCI, MIGNON, LOHENGRIN, TOSCA, TRAVIATA, TROVATORE, MADAM BUTTERFLY, and a dozen others.

A Columbia distributor is waiting to receive your orders for this remarkable series of records. If you do not know where your nearest distributor is located, look on the inside back cover page of this publication.

Milan Band.

: Quest' assisa ch'io vesto (This ou). C. Formichi, baritone.

e: Part 1. Ma tu o Re (Thou, O oprano; D. Frau, mezzo-soprano; Formichi, baritone; G. Martino,

le: Part 2. Gloria all' Egitto Moglia, soprano; D. Frau, mezzo- tenor; C. Formichi, baritone; G. horus.

CT III.

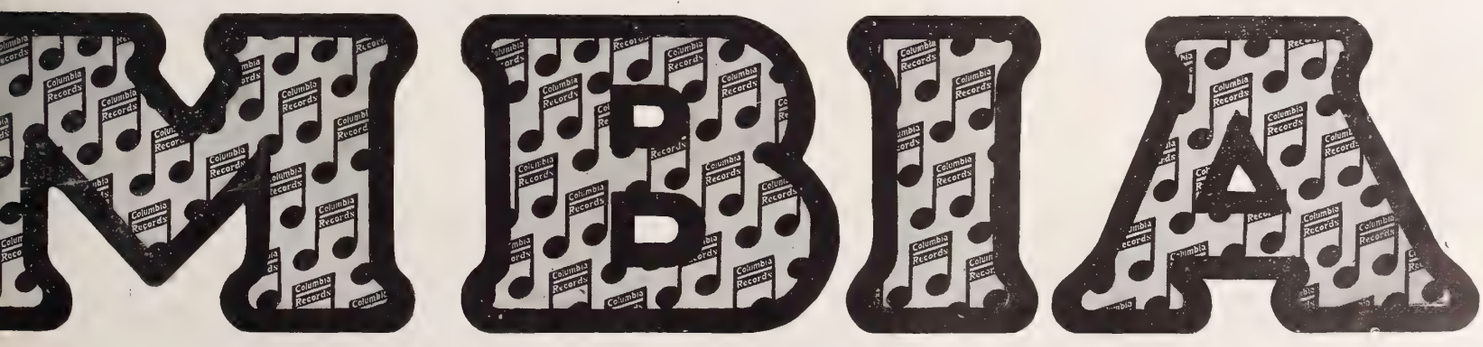
tu che sei d'Osiride (O, thou who ez-Nunes, mezzo-soprano; V. Bet- ni.

cieli azzurri (Oh, skies of blue). no.

E 2026	(23)	**Duet** (Amonasro and Aida): Part 1. Rivedrai le foreste imbalsamate (Once again). T. Chelotti, soprano, and C. Formichi, baritone.
	(24)	**Duet** (Amonasro and Aida): Part 2. In armi ora si desta il popol nostro (Our people armed are panting for the signal). T. Chelotti, soprano, and C. Formichi, baritone.
E 2027	(25)	**Duet** (Aida and Radames): Part 1. Pur ti riveggo (I see thee again). De Perez, soprano, and E. Cunego, tenor.
	(26)	**Duet** (Aida and Radames): Part 2. Fuggiamo gli ardori inospiti (Fly from the burning skies). L. Remondini, soprano, and C. Tommasini, tenor.
E 2028	(27)	**Duet** (Aida and Radames): Part 3. Si fuggiam da queste mura (Yes, we'll fly these walls now hated). L. Remondini, soprano, and G. Tommasini, tenor.
	(28)	**Finale:** Di Napata le gole (Of Napata, 'tis well then). L. Moglia, soprano; E. Cunego, tenor; C. Formichi, baritone.

ACT IV.

E 2095	(29)	**Duet** (Amneris and Radames): Part 1. Gia i sacerdoti adunansi (The Priests to Judgment now proceed). F. Anitua, mezzo-soprano, and E. Cunego, tenor.
	(30)	**Duet** (Amneris and Radames): Part 2. Misero Appien mi festi (With sadness thou hast oppressed me). F. Anitua, mezzo-soprano, and E. Cunego, tenor.
E 2096	(31)	**Judgment Scene:** Part 1. Spirto del Nume (Heavenly Spirit). A. Beinat, mezzo-soprano; V. Bettoni, bass, and chorus.
	(32)	**Judgment Scene:** Part 2. Radames e deciso il tuo fato (We thy fate have decided). A. Beinat, mezzo-soprano; V. Bettoni, bass, and chorus.
E 2097	(33)	**Second Scene** (Radames): Morir, si pura e bella (To perish, so pure and lovely). G. Armanini, tenor.
	(34)	**Final Duet** (Aida and Radames): O terra addio (Farewell, O Earth). L. Remondini, soprano, and G. Tommasini, tenor.



lworth Building, New York

the fundamental patents. *DEALERS WANTED WHERE WE ARE NOT NOW ACTIVELY REPRESENTED.*

CONCERTS ATTRACT THE PUBLIC.

Excellent Work of Guy Blass Co. in Little Rock, Ark., Produces Results.

(Special to The Talking Machine World.)

LITTLE ROCK, ARK., February 8.—The Gus Blass Co., which is said to be the largest department store in the State, has attracted a great deal of attention from the Little Rock public because of the series of unique concerts which it has given lately in the spacious talking machine department on the sixth floor of that institution. The concerts are given weekly and under the direction of Manager S. M. Field. They have achieved for the store and the department a great deal of favorable comment. The daily papers of Little Rock have had a representative at each performance and have written very complimentary notices of them.

In speaking of the innovation, Mr. Field said: "The concerts have been given weekly, and the crowds that attend are surprisingly large. They increase with each concert, and we may find it necessary to use a larger hall to accommodate our next audience. We are making our audiences appreciate classics as well as the lighter numbers, and as Little Rock is offered but few opportunities to hear grand operas except through the medium we present, our work is appreciated all the more."

Both Columbia and Victor lines are carried.

MANAGER WANTED

Exclusive Victrola store, Eastern city, population over quarter million. Annual business $100,000. State experience and salary desired. Give references. Information treated in strict confidence. Address Efficiency Manager, care of The Talking Machine World, 373 Fourth Ave., N. Y.

WILL BUY FOR CASH

20,000 blank Cylinders for Commercial Phonographs. Quote lowest prices. Address "CASH," care The Talking Machine World, 373 Fourth Ave., New York City.

AN OPPORTUNITY

I have for sale a newly patented, non-adjustable, non-set, automatic stopping device for talking machines. Thousands can be sold. Address for particulars "F. A., 15," Talking Machine World, Chicago.

FOR SALE

Eight Edison Home Kinetoscopes with reostats, etc., complete, with three large screens and about seventy-five films including all classes. All above in perfect condition. No reasonable offer refused. Address 500, care The Talking Machine World, 373 Fourth avenue, New York.

EXPERIENCED MAN WANTED

A thoroughly experienced talking machine man to establish business in prominent music house, with best locations in San Francisco and Oakland, Cal.; must have some capital. Exceptional opportunity for the right man. Address Box 501, care The Talking Machine World, 373 Fourth avenue, New York.

WILL PAY SPOT CASH

For job lot of disc machines, records, cabinets, needles and supplies. Send samples and full particulars. Address "Spot Cash," care The Talking Machine World, 373 Fourth avenue, New York.

FOR SALE AT SACRIFICE

5,000 two-minute Columbia and U. S. Indestructible Records, twenty Edison Fireside Phonographs, 3,000 double-face Spanish Zonophone Records, ten Triton Disc Machines. Address "Sacrifice," care The Talking Machine World, 373 Fourth avenue, New York.

WANTED.—Salesman on strictly commission basis, for a popular-priced, quick selling line of talking machines. Give references. State territory covered and lines carried. Address "F. A., 11," Talking Machine World, 220 So. State St., Chicago, Il.

BENJ. SWITKY SELLS OUT.

Victor Distributor Disposes of Entire Stock on Thursday of This Week and Will Retire from the Talking Machine Business Permanently.

As The World goes to press, it is learned that Benj. Switky, the Victor distributer, of 19-23 East Twenty-fourth street, New York, sold out his entire stock on Thursday of this week, and it is understood that the entire line of machines and records will ultimately find a place in a prominent local department store. Mr. Switky will retire permanently from the talking machine business and will engage in another line of trade not yet announced publicly. He had been handling talking machines as a dealer and jobber for about twelve years.

TALKER AS BURGLAR ALARM.

Machine Connected with Regular Alarm Wires and When Disturbed Calls for Help.

(Special to The Talking Machine World.)

BALTIMORE, MD., February 8.—A progressive merchant of this city has put the talking machine to excellent use as a burglar alarm and has great faith in the use of the machine for that purpose. A record is placed on the machine with the sound box in playing position, and a regular burglar alarm system connected with doors and windows is connected with the starting lever of the machine. The forcing of either a door or window causes the machine to start, and the record calls out "Burglars! Thieves! Help!" Even a first-class burglar is expected to feel a bit nervous when the hidden voice in the dark assails his ears. Let us hope that even the nearest policeman may be aroused by the clamor and develop sufficient energy to go for help.

HEAR CARUSO BY WIRELESS.

Amateurs Listen to, but Can't Trace Telephone Experiment.

Amateur wireless operators received a surprise a few days ago when, on approaching their instruments, they listened to a perfect phonograph reproduction of Enrico Caruso singing an aria. It appeared to come from a station in the vicinity of this city and was sent in a wave length a few hundred meters below that used by the Government As nothing was sent but the record, the point of origin was not discovered by those who heard the song.

It is now being foretold that within the next year there will be wireless telephone conversations flying through the air instead of code messages, and several stations are known to be experimenting with this method to perfect it for commercial use. One near New York, which is now in touch with high powered radio stations near the Great Lakes, is soon to have a wireless telephone operating a distance of fifty miles.

CONGRATULATIONS.

The celebration of the birthday of Thos. A. Edison, on February 11, brought forth extended notices and eulogies in the papers all over the country.

TWO IMPORTANT POINTS

Set Forth in Victor Co.'s Letter Anent Recent Decision of Supreme Court of Minnesota.

Louis F. Geissler, general manager of the Victor Talking Machine Co., has sent out a letter to Victor distributers in regard to the Supreme Court decision in favor of the Victor Co. against Lawrence Lucker, Minneapolis, awarding full amount of original claim, with costs, and which is referred in our news columns elsewhere. The Victor Co.'s letter in part reads:

"The action upon the part of the Victor Talking Machine Co. was to recover amount due for goods received by defendant previous to June 1, 1912, the date on which Mr. Lucker was placed upon our suspended list and all relations under the distributer's agreement with him canceled. Mr. Lucker attempted to defend himself by setting out that the Victor Talking Machine Co. was not eligible to sue in the State courts of Minnesota inasmuch as it had not complied with a statute requiring all foreign corporations doing business in Minnesota to conform to certain statutory requirements before such corporation could resort to the courts of that State.

"In addition to this defense, a counterclaim for damages on account of the suspension was set out amounting to about $250,000. Although it was decided in the lower court that the Victor Talking Machine Co. was not engaging in business in Minnesota, but on the contrary, conducted interstate business and also that Mr. Lucker should not maintain his claim for damages, the defendant, Lucker, determined to appeal his case to the Supreme Court from which this decision has now been announced.

"We wish particularly to call attention to at least two important points covered in this decision, namely, that it is the privilege of the Victor Talking Machine Co. under its agreement to suspend its distributers and dealers and place their names on the Suspended List and avoid any claims for damages for so doing. Perhaps no less important is the conclusion that our business is entirely an interstate one, as we have always contended, and that we have not conducted business in the State of Minnesota, but have concluded all transactions at the office in Camden, N. J."

VICTOR LINE FOR WM. KNABE & CO.

Wm. Knabe & Co., 437 Fifth avenue, New York has arranged to install a complete line of Victor talking machines and records in its retail warerooms. Special and elaborate arrangements will be made to accommodate and display the Victor stock. S. C. Stanley, formerly a member of Stanley & Pearsall, has been appointed manager of the new department.

WE BUY

Talking Machine

NOTES

LEASES

AND

CONTRACTS

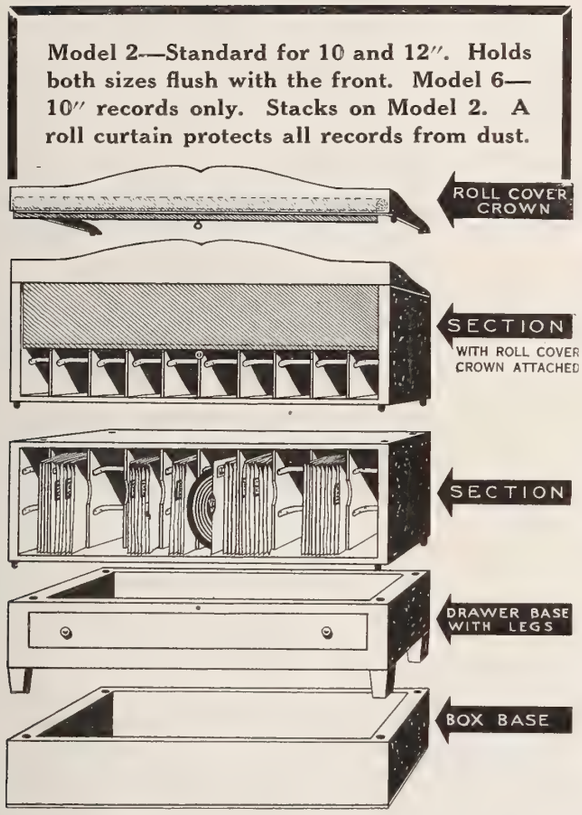
From Responsible

Dealers & Manufacturers

EMPIRE SECURITY CO.

Harris Trust Bldg. CHICAGO

A new model (lower price) of the OGDEN RECORD FILING SYSTEM

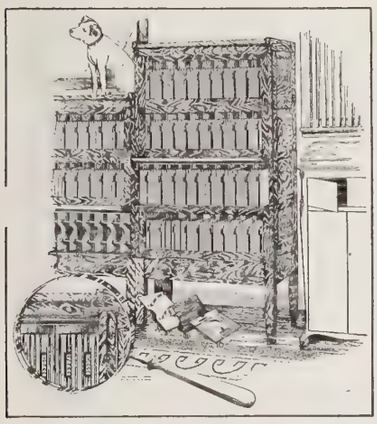


There is no excuse now for your putting up with the old time ways of handling and keeping your record stock—with its penalties in over-ordering and broken records. Think of the money tied up and profits lost because of excess and broken records.

The new Ogden system keeps records in order; keeps them clean and unbroken; enables you to watch the sale of each number and to order ONLY those records that are in demand by your trade. Your savings in the first month with the Ogden System will enable you to more than pay for the entire system.

Don't delay over this important matter for a day longer. Let me give you further details of the new Ogden System and prove to you that it has many money-saving advantages.

J. B. OGDEN - - - - Lynchburg, Va.



The "Ogden" HOME Record FILING SYSTEM

A UNIT FOR THE HOME

Made to stack as high as desired or as illustrated, with extension support for machines. Finished to match. ADVANTAGES: Big record capacity—250 each section. Indexed record pockets enable you to find any record in 4 seconds. Sections can be added as required. Fifty records in base drawer, with compartments for needles, cutters, etc. A Profitable Seller for Dealers.

The Columbia preparations for this Spring will turn a new page in the history of the talking machine business. Anybody can make predictions, that's a fact. But watch these fulfilled.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BANQUET OF THE EDISON CLUB.

Employes of Thos. A. Edison, Inc., Have Enjoyable Reunion in Newark—Mr. Edison as Guest—Interesting Program Interpreted.

The annual banquet of the Edison Club, made up of the employes of Thos. A. Edison, Inc., Orange, N. J., was held at the Washington Hotel, Newark on the evening of January 30, with Thos. A. Edison, of course, as the guest of honor. The employes who were present naturally had in mind the wonderful recovery made by the company from the effects of the fire which wiped out a large part of its manufacturing facilities in December, and as a result when Mr. Edison entered the banquet hall he received an ovation that would have done credit to a conquering hero returning from the war.

Although Mr. Edison was introduced by Toastmaster Thos. J. Leonard, he did not break his rule of not speaking at dinners even for his employes, but showed his appreciation of their action by his smiles.

One of the most important and impressive features of the banquet next to the arrival of Mr. Edison was when C. H. Wilson, vice-president and general manager of the company, presented Mr. Edison with the first phonograph of the improved model that had been turned out by the plant since the fire on December 9. It took fifty-one days to make it, as many important tools, used in the machine's manufacture, had been destroyed.

With the exception of Mr. Wilson's short address, stating briefly the progress that had been made since the fire, speeches were barred and the evening was devoted to entertainment furnished principally by singers whose voices are well known through the phonograph. Among these were Miss Marie Kaiser, Miss Helen Carson, Miss Elizabeth Spencer, Miss Helen Clark, Manuel Roman, Billy Murray, Fred Van Epps, Edward Meeker and Harry Hindelmeyer. Supplementing their contribution was a corps of cabaret specialties. Several new moving picture films were shown on an improvised screen.

An elaborate program, made up principally of good-natured "slams" and "roasts" and a number of clever cartoons, was a feature of the banquet. It also contained the following tribute to Mr. Edison:

"'The old man'—did you ever hear that name used elsewhere in just the way we use it here? If he were a king we could not invest the words 'his majesty' with half the reverence we put into that homely phrase, 'the old man!' Although he is younger than any of us, the gauge of achievement seems to make him centuries old and we call him 'the old man' because he is too big to be called Mr. Edison.

"There is no decoration, no mark of honor that could ennoble our 'old man,' since he already holds a higher place among his contemporaries than any other man ever held among the people of his own time.

"Unconscious that he is a superman, believing merely that his achievements are due to the fact that he has worked harder and longer than other men, he stands forth above all men of all times, a rugged intellectual giant quite unaware of his own gigantic mental stature. He overshadows us. He makes pygmies of us. But it is worth that and more to be 'the old man's' man—the youngest old man, the squarest, the most patient and forgiving, the bravest and the gamest; here's to him!"

Eugene H. Philips was chairman of the committee in charge of the affair. Mr. Edison was accompanied by his two sons, Edward and Charles.

NEW ROAD REPRESENTATIVES.

Appointed by the New York Talking Machine Co. to Visit the Trade.

The New York Talking Machine Co., 81 Chambers street, New York, Victor distributer, announces the addition of two new road representatives to its already large and efficient road staff. These new travelers are Richard G. Craig and Blaine Damon. Mr. Craig was formerly associated with several large enterprises in the moving picture field, where he scored a signal success and acquired an intimate knowledge of dealer co-operation. Mr. Damon's previous experience in the advertising and sales fields was particularly directed toward aiding the dealer in developing his business.

Mr. Craig will cover Brooklyn, the territory formerly handled by John H. Bieling, while Mr. Damon's territory will consist of several slices taken from the territories of the other New York Talking Machine Co.'s salesmen, this readjustment being necessary in order to adequately handle the company's fast growing business.

LATEST COLUMBIA MODEL.

The Columbia Co. has added to its machine catalog a new machine of the horn type, known as Columbia No. 20. This machine has been used for export trade for some time past and its success has been so great that it was deemed advisable to add it to the domestic machine catalog.

How can a man who is never ready to start ever hope to be "in at the finish?"

A TIMELY WINDOW DISPLAY

Made by the Atlanta, Ga., Branch of the Columbia Graphophone Co.—Has Been Widely Commented On, Winning Praise, of Course.

An excellent example of timely window display is illustrated in the accompanying photograph sent to the executive offices of the Columbia Graphophone Co. by Westervelt Terhune, manager of the Atlanta, Ga., distributing headquarters of the Columbia Co. Mr. Terhune refers to this display as one of the best that he has seen in some time, and judging from the expressions of approval that the window has evoked, his judgment is correct.

This display was conceived to exploit the new Columbia record sung by Al. Jolson, the musical comedy star, entitled "Sister Susie's Sewing Shirts for Soldiers." This song has achieved country-wide popularity, and its rendition by Al. Jolson, who introduced it in New York, has placed it in the ranks of Columbia best record sellers. In the window display shown here Sister Susie is actually sewing the shirts described in the song, and the human interest force of the display has served to close many record sales of the new hit.

A Window Display in Atlanta, Ga., That Exc ited Much Attention.

BECOMES GENERAL MANAGER.

R. W. Morey, Prominent in the Financial World. Succeeds G. T. Williams as General Manager of New York Talking Machine Co.

R. W. Morey, a prominent man in the financial world and formerly manager of the bond department of E. H. Rollins & Sons, Philadelphia, Pa., has succeeded G. T. Williams as general manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributers. Mr. Williams' resignation was accepted the first of this month in order to permit him to personally enter the talking machine field as a Victor distributer.

R. W. Morey.

The New York Talking Machine Co. is to be congratulated on securing the services of Mr. Morey, as he is a man of exceptional executive and sales ability. His experience in the past has been principally in the financial field, where he has held a number of important positions, having been associated with Fisk & Robinson, the prominent investment brokers, and several financial concerns in Philadelphia prior to assuming the management of the bond department of E. H. Rollins & Sons.

Mr. Morey's most recent connection was one which brought him in close contact with the Victor talking machine business, as among his most important buyers of bonds were men intimately associated with the Victor Company. Mr. Morey's ability as an executive and primarily as a salesman was such as to bring about his reference to Arthur D. Geissler, vice-president of the New York Talking Machine Co.

Mr. Morey has had the advantage of several months' experience in the detail of the Victor talking machine business, working with Roy Keith and Daniel Creed, sales manager and credit manager, respectively, of the Talking Machine Co., Chicago, Ill.

Mr. Morey is keenly interested in his new work and states that it is his intention of availing himself of the opportunity of being accompanied by Mr. Williams, who will introduce him to all the company's dealers in the immediate territory. Mr. Morey will spend at least a month's time in acquainting himself with the trade.

GIVE AN INTERESTING CONCERT.

Both Victrola and Grafonola Demonstrated at Concert in the Store of the Wurzburg Dry Goods Co., Grand Rapids—Exhibition of Society Dancing Proves Great Attraction.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., February 8.—The Wurzburg Dry Goods Co., of this city, which handles Victrolas and Grafonolas in addition to pianos and a line of general merchandise, recently gave a most interesting concert for the purpose of demonstrating the musical qualities of those instruments and the desirability of their use in connection with the modern dances. A stage was built in the piano department of the store and attractively decorated and arranged by F. G. Dewey, the window decorator for the store. At one side of the stage were placed two Victrolas and at the other side two Grafonolas of the larger type. At intervals between the musical selections Mrs. Edythe Mansfield and Kindall Stecketee gave demonstrations of some of the latest society dances. The concert proved a great success and the improvised recital hall was crowded to capacity by an audience of over a thousand people. Glenn W. Mills, manager of the piano department of the store, was in charge of the affair.

A NEW ASSOCIATION IN DETROIT.

Talking Machine Men Join with Piano Dealers in New Organization in That City.

(Special to The Talking Machine World.)

DETROIT, MICH., February 8.—Local talking machine men were well represented at a meeting of piano dealers and other members of the music trade called last week for the purpose of organizing an association to take in every branch of the music industry. The new organization will really be the reincarnation of the old Detroit Music Trades Association, which languished for so long that it was practically dead. The meeting will be called on March 2, for the purpose of perfecting plans of organization and electing officers. The talking machine houses represented at the meeting included the Edison Shop, the Columbia Graphophone Co., Jacob H. Goldberg, E. A. Teekman, Crowley & Milner, the talking machine department of Grinnell Bros., by Henry P. Rupp, manager, Story & Clark and J. Henry Ling, the latter two handling pianos in addition to talking machines.

The Phonograph Co., of Cleveland, O., has been authorized by the Secretary of State to increase its capitalization from $75,000 to $150,000.

More Money for Talking Machine Men—

SAVED by Using
The
LANSING
Khaki
Moving
Cover

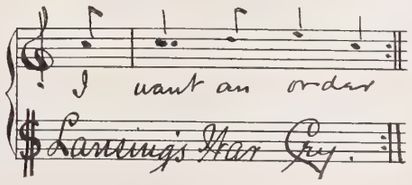
Send $6 for one Khaki Moving Cover—getting the cover that is made of Government khaki interlined with cotton, heavily padded and quilted—complete with No. 3 strap. It will prove to you that you will save money by using Lansing Covers for the efficient delivery of your talking machines. Result: Contented Customers.

This test means more to you than a volume of letters—and you buy it on the basis of "satisfaction guaranteed."

You've heard a lot about Lansing Covers. Order to-day and try one for yourself.

No. 3 Strap

E. H. LANSING, Mfr.
611 Washington St., BOSTON, MASS.



MISS CASE SIGNS WITH EDISON CO.

Thos. A. Edison, Inc., announces that an exclusive contract has been signed with Miss Anna Case, the distinguished soprano of the Metropolitan Opera Co., New York, for a long period, whereby this noted prima donna will make diamond disc

Miss Anna Case.

records. In the Edison catalog she is already represented by two numbers, which, by the way, have recently been renumbered as 82,077 and 82,078, respectively, and a number of others will soon be ready. Miss Case has a voice of remarkable range and of beautiful quality. She is a decided acquisition to the staff of Edison artists.

REPORT ACTIVE DEMAND.

The F. C. Kent Co., Newark, N. J., reports that it is having a good demand from the trade of this country for its talking machine attachments, one in particular being designed for use on Edison phonographs to enable owners of these machines to play lateral cut records. Special attention has been paid to the finish of "Kent" attachments, for it is evident that only attachments of high finish would harmonize with the quality of finish found on Edison phonographs.

CASH SALES A FEATURE IN BUFFALO.

General Improvement Noted in Character of Talking Machine Business Handled in That City—Greatest Problem Is in Getting Stock.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 6.—In the past fourteen years cash sales for talking machines have not been as numerous and easy as they are at present in Buffalo and vicinity. A consistent survey of the trade just completed brings out that glad state of conditions. Not only is business in all lines booming, but indications are that more Buffalo residents are buying Victrolas and Amberolas than in any other city in the East. Three to one, is the scale upon which sales are being compared insofar as pianos and other musical instruments are concerned.

That the above statements are not fake optimism or "idle chatter," is shown by the statement of William R. Crandall, one of Buffalo's pioneer talking machine men, who is manager of the Victrola department of Walbridge & Co., one of Buffalo's largest stores in the downtown section. Mr. Crandall has his fingers upon the pulse of the trade at all times, and his statistics are worthy of consideration.

"Business has really been remarkable since January 1," declared Mr. Crandall. "Why we find it mighty difficult to keep our stock in shape. Business is so good we can't get machines and records fast enough. A live-wire dealer now must have the records that people want, and they must be in stock when the numbers are most popular. Our stock is in good shape now, although we must keep busy every minute watching it. There is a scarcity of records, especially the ten-inch Red Seal records, which seem to be in great demand just now.

"There are more cash sales now, and have been since the beginning of 1915 than at any time during the past fourteen years. It seems that buyers of talking machines are determined to have the instruments and prepare long ahead of the purchasing time. When they buy a machine here they appear to have the money or are willing to make ready cash payments. Cash sales are now in splendid shape, and the general outlook is that all records for Victrola sales will be smashed."

Mr. Crandall's opinions are seconded unanimously by all other dealers and distributers here. W. D. Andrews, one of the city's principal jobbers reports a ready sale in both Victrola and Amberola lines. Mr. Andrews is now featuring a half-price sale of cabinets, and his elegantly appointed salesrooms are alive every day with prospective buyers and owners in search of the best record releases.

The Melloton Permanent Needle

Produces Better Music - - Saves the Records

Fosters the sale of Talking Machines and Records by doing away with the bother attending on continual changing of needles.

Retail price fifty cents each.
Write us for particulars.

EMERALD TALKING MACHINE NEEDLE CO.
428 GRAND AVENUE MILWAUKEE, WIS.

BECOME SONORA JOBBERS.

C. W. Snow & Co., of Syracuse, Appointed Jobbers for the Sonora Phonographs for the State of New York—A Prominent House.

A distributing move of importance is chronicled in the announcement that C. W. Snow & Co., Syracuse, N. Y., have become jobbers for the State of New York for the Sonora phonographs

Establishment of C. W. Snow & Co., Syracuse, Sonora Jobbers.

and other Sonora specialties. This house is one of the old-established in Syracuse, having been created in 1854 and incorporated in 1901. C. W. Snow, president of the organization, is ex-president of the First National Bank of Syracuse, and is now chairman of the board. He is also connected with several other enterprises.

The accompanying illustration shows the extent of the Snow building, which is one of the modern type of structures and is extensive enough to carry a wide assortment and large stock of Sonora phonographs, in order that the trade of this State may be properly served.

DEATH OF JOSEPH F. HALFPENNY.

Assistant Manager of Columbia Graphophone Co.'s Store in Portland, Me., Succumbs to Attack of Appendicitis After Operation.

(Special to The Talking Machine World.)

PORTLAND, ME., February 6.—His many friends in the talking machine trade in the Eastern States will learn with regret of the sudden death last week of Joseph F. Halfpenny, assistant manager of the store of the Columbia Graphaphone Co. in this city. Mr. Halfpenny was to have left on a business trip, when he telephoned Manager George P. Donnelly that he was not feeling well enough to start. Investigation proved that he had appendicitis. An immediate operation proved fatal.

Mr. Halfpenny was thirty-eight years old and was born at Clifton Heights, near Philadelphia. He came to Portland five years ago, after having spent eight years in the employ of the Columbia Graphophone Co. in Philadelphia, Bridgeport, Providence, Brockton and other cities.

TO MAKE TALKING PICTURES.

The Dinshah Photokinsphone Co., Newark, N. J., has filed papers of incorporation under the laws of that State for the purpose of manufacturing a new type of talking motion picture machine, the invention of Dr. Dinshah P. Chadiali, of Newark. The new company, which is claimed to have the backing of a number of wealthy promoters connected with the moving picture field, has a capital stock of $150,000.

Business is a good companion for the daytime; but it is a bad bedfellow. Keep business out of your bed if you desire to live long and die happy.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Substantial Improvement Noted in British Talking Machine Trade—Lull in Manufacturing Developments—"Trading with the Enemy" Defined—The Question of the Leipzig Fair—Talking Machines for Sailors and Soldiers—Patriotic Records Hold Strong Place in Latest Record Lists—Death of H. Lane Wilson—Some New Records and Machine Parts—Interesting Trade Happenings of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., February 1.—The optimistic view of my last report from London pertaining to future trade prospects would seem to have found confirmation in the progressive nature of gramophone and record sales experienced during the first month of 1915. Speaking generally, one finds that the new year came into being accompanied by somewhat cloudy business prospects, Christmas trade being regarded as the turn of the tide of good sales. There may have been some justification for a little doubt as to the continuance of gramophone commerce along lines proportionate (the war considered) to even time last year, and I must admit I rather shared the view that the exigencies of the times we are passing through would be felt in a very defined trade decrease. In the main, we are proven wrong in taking such a view, for notwithstanding the many adverse elements which might reasonably go to its support, gramophone trade has and is proceeding along very satisfactory lines.

In no sense is there anything but a feeling of hopefulness, but in taking a careful survey of the whole situation one cannot help an expression of real surprise that sales continue to show such an amazing vitality in the face of shortage of supplies, lack of skilled workmen, restricted money values, the demolishment of Continental commerce, higher and increasing cost of all necessaries, reduced salaries in many departments of trade, threatened labor strikes, and to crown it all, a general decrease of British trade to the tune of over £30,000,000 per month! It sets one to furiously think. In the face of this aggregation of trade-killing elements, how is it that articles of luxury continue to remain in good demand? Looking at the reverse side of the question, we make the at first sight somewhat astonishing discovery that unemployment is even below normal, be it added, according to official returns. The latter, however, applies itself only to certain trades and takes no count of others. But these certain trades perhaps represent in bulk the greater proportion of industrial employment, of a class, too, that reck little of the future and, fortunately for the gramophone industry, fail to appreciate the decreasing value of money except it be that like Oliver Twist they want more and are prepared to strike for it if necessary. They may be termed the spending classes. It is a significant fact that bulk record sales are confined mainly to records not beyond eighteen pence in price and to those carrying patriotic and pantomime titles. Higher priced records of a similar flavor sell fairly well, but their sales are not proportionately so good. In machine trade there is undoubtedly a big falling off, and I learn from "instalment" houses that weekly or monthly payments, as the case may be, are falling off very appreciably. Altogether present conditions though may be considered very satisfactory under the circumstances, and of the future there is every good reason to believe that while trade will certainly slacken down, so long as the big houses continue to maintain some press advertising it must exert a beneficial influence on the course of trade generally and for themselves in particular.

Wake Up, England!

It is to be regretted that the wide advantages offered British firms for the development of this business from the manufacturing side has not been accepted. We have had promises galore to do this and that, but results are practically nil. There are one or two firms making sound boxes, tone arms and other small parts in a half-hearted sort of way, but so far as my information goes not one firm has taken up the manufacture of complete machines nor attempted it. The King's historic Mansion House speech wherein he gave vent to the hope that England would wake up is more applicable to-day than when it was uttered some few years ago. Despite persistent efforts on the part of members of the trade to induce engineering firms to make good the Continental trade in gramophones, they will not budge. "Full up with Government work" is the usual reply, and so it ends. Could they but see further than their nose—but there, even guaranteed orders fail to illumine the path ahead. It is deplorable!

Legal Definition of Trading with the Enemy.

Like most Parliamentary measures, the Trading with the Enemy act has had to be defined and explained by judicial legislation. This act had caused a deal of acrimonious dispute and confusion all along the line, and the deliverance of the deferred and keenly anticipated final judgment bearing on questions affecting trading with the enemy will therefore arouse general interest. Summarized, the decisions came to were as follows:

An alien enemy cannot sue in the English courts.

An alien enemy under the protection of the Crown (naturalized) can sue in the English courts.

An alien enemy can be sued and can appeal.

An alien enemy can appeal after the war against a decision given against him before the war.

A company registered in England, with enemy directors and shareholders, can sue in the English courts.

Keep On Keepin' On!

Bearing the above caption, an optimistically worded letter has lately reached dealers from the Gramophone Co., Ltd., which therein states: "That irresistible two-headed weapon, publicity and dealers' co-operation, pulled off a simply wonderful autumn and Christmas trade in our first war season. * * * Our publicity was as extensive as our dealers' grit was 'immense.'" The letter goes on to urge dealers "to work hand in hand with us by announcing yourself in the local paper." And further: "Our first New Year ads start this week and run on without a break till June 30, * * * which means that we are 'keeping on' with a vengeance." Beneath this stimulating epistle is printed a reduced facsimile of the titles of the various London and Provincial journals which will for the period named carry the message of "His Master's Voice" continuously up and down the country.

An attractively designed folder gives particulars of the panto "hits" recorded by the company, which, needless to say, have them all ready. Sales are reported to be highly satisfactory, repeat orders on certain numbers having at times been so heavy as to demand special pressings. Another folder reminds the dealer of the "Songs Our Soldiers Sing" and the most favored marching tunes. This information, of course, includes particulars of what "His Master's Voice" people have accomplished, all the titles being itemized in a handy form.

It only remains to say that if "H. M. V." agents are not busy it is their own fault.

The Leipzig Fair in London This Year.

According to reports from German sources considerable disagreement is rife as to the advisability of holding the Leipzig fair this spring. The Leipzig town officials recommend that it should be held as usual, but the interest of Leipzigers and those of the prospective exhibitors are by no means identical, bearing in mind that the commercial value of the fair to the latter is more of international than local import. German manufacturers on the whole rather favor its abandonment, a minority holding the view that it should at least be held over until "our army has gained a new decisive success."

Meanwhile the British Board of Trade is organizing an industries fair to be held in London in the spring. British manufactures in certain groups of trades will doubtless be exhibited somewhat on the lines of the Leipzig fair. Owing to the indifference of British engineering houses it is to be feared that gramophone goods of home manufacture will only be conspicuous by their absence.

Talking Machines for Warships.

The Columbia Co. reports a curious coincidence in connection with the recent British naval victory in the North Sea. On the day that the news was

(*Continued on page 40*)

"RENO"

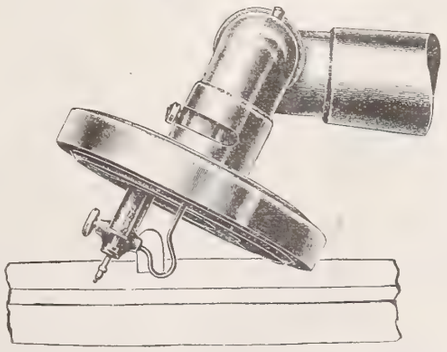
Parts and accessories for any machine ever made from the year Dot to 1915.

The Man of Many Parts

"Reno" Triplex Soundbox

◆◆◆

SEND FOR 64 PAGE CATALOGUE



◆◆◆

The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Rooseveit.

◆◆◆

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

BEKA DOUBLE-SIDED RECORDS

BRITISH MADE THROUGHOUT.

A SELECTION FROM OUR LATEST PATRIOTIC AND NEW YEAR SUPPLEMENT —NOW READY—

All hot sellers!!

SOME RECENT EXAMPLES.

936 Hail! King Pantomime. (Part 1.)
Hail! King Pantomime. (Part 2.)
Played by THE EMPIRE MILITARY BAND.

937 Life of a Soldier, 1. (Descriptive Fantasia)
Life of a Soldier, 2. (Descriptive Fantasia)
Played by THE EMPIRE MILITARY BAND.

938 Chicken Reel.
Rhapsody Rag.
Played by THE EMPIRE MILITARY BAND.

939 Rose in the Bud.
Sung by Miss Alice Bentham, with 'Cello Obligato.
Little Grey Home in the West.
Sung by MR. VICTOR CONWAY.

941 The Flag That Never Comes Down.
Sung by MR. WILLIAM ASHFIELD.
Tommy and Jack Will Soon Come Marching Home. Sung by MR. STANLEY KIRKBY.

942 When Irish Eyes Are Smiling.
It Takes an Irish Heart to Sing an Irish Song. Sung by MR. STANLEY KIRKBY.

943 Be a Soldier, Be a Man.
My Bugler Boy.
Sung by MISS ELSIE BOURNE.

944 Follow the Drum.
We Didn't Want to Fight, but, by Jingo! Now We Do.
Sung by MR. STANLEY KIRKBY.

945 The Germans Are Coming, So They Say, So They Say.
I'll Fight Him for It.
Sung by MR. HARRY BEDFORD.

946 While We Were Dancing Around.
If I Thought You Loved Me.
Sung by MESSRS. ELLIOTT AND HUGHES.

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 39).

received in London concerning the victory the Columbia Co. received a request from "H. M. S. New Zealand" for a complete series of its records and machine catalogs. It is pretty evident that although engaged in their arduous duties, the crews of our battle cruisers are not overlooking the lighter side of life.

Columbia Machine for Serbia.

The Columbia Co. advises us that early in December it was honored with instructions to supply Columbia Grafonolas to His Highness Prince Paul of Serbia, at Nish, and also to the British military attache, General Army Headquarters, Serbia. It was apparently not expected that there would be the slightest difficulty in conveying the instruments to the land of our Allies.

Plans an Active Campaign.

The Sound Recording Co., Ltd., of Swallow street, London, is one of the alert English manufacturing companies which has planned an active campaign for obtaining entry into the various overseas markets (where it is not at present represented) for its products.

Since the commencement of the war the company claims to have experienced an increase of business which has kept its whole staff and equipment at full pressure. It is especially organized to handle successfully any proposition connected with the manufacturing of gramophone records, and this includes dispatch of expert recorders for special recording to any part of the world. Several expeditions of this character have been most successfully organized and carried through by the company, chiefly in the near, Middle and Far East. Its standard repertoire covers an enormous number of well-known English compositions in addition to the foreign records obtained by it in the above mentioned Eastern territories.

It is an open secret that the company was responsible for the recording and manufacturing of the unique records recently placed on the market by one of the most eminent publishing houses in England.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.
17, 35, 37, 41, 43 Clerkenwell Rd.
LONDON, E. C.

SPRINGS ¾ in. 4/- per doz.
⅞ in. 10/- per doz.
NEEDLES AERO 9d per 1000 Boxed
COLISEUM SOUND BOX Plain Back 3/6
Victor Fitting Rubber Back 5/-

Cabinets Horns Tone Arms

Pinions, Screws, Stylus Bars, Record Cases, Governor Springs Complete Gramophone, or any Part.

WRITE FOR ACCESSORIES LIST

COLONIAL and FOREIGN BUYERS

of gramophones and records may obtain valuable information from English firms who are desirous of opening up trading relations with oversea markets upon application, stating requirements, etc., to our European representative,

W. LIONEL STURDY

2 Gresham Buildings,
Basinghall St., London, E. C.

We understand that the company is about making a bid for business in the American and Canadian markets, and has decided on a policy of offering shipments at competitive quotations to houses capable of handling large numbers. Those American and Canadian houses contemplating new arrangements should certainly correspond with the company, which specializes its own several brands or undertakes pressing under customers' labels.

It is well known among London shippers and exporters for its rapid handling and dispatch of indents. When communicating with the Sound Recording Co. inquirers should state some idea of their exact requirements.

An Echo of the Ill-Fated "Empress of Ireland."

Marked "recovered by divers from wreck of 'S.S. Empress of Ireland,'" a letter dated May 22, 1914, from Calgary, Canada, has just reached the London office of Pathé Frères, Ltd. The writing on the envelope, from which, by the way, the stamp has been washed off, is perfectly legible and the contents were found intact.

New Companies Incorporated.

E. Rasin Jones, Ltd., gramophone merchants; capital, £2,000; office, 13 Cross street, Manchester.

Duwe's, Ltd., gramophone factors; office, 7 and 9 Joiner street, Manchester.

Diamond Discs Making Headway.

Diamond discs, particulars of which were given in our December number, are making good headway alike with the trade and public. British gramophone factors have taken up this new record proposition in a whole-hearted manner, and I understand that arrangements are being completed for a live representation in all countries abroad, including, of course, America. More anon!

A New Beka List.

Increasingly interesting to oversea buyers are the new Beka issues, which in quality and value seem to improve each month. The latest list carries an aggregation of real good selling titles comprising the more popular melodies which at the moment represent the successful pantomime and patriotic songs. The season's choice must fall on "When Irish Eyes Are Smiling" as the most popular pantomime song, and this gem, coupled with "It Takes an Irish Heart to Sing an Irish Song," both as sung by Stanley Kirkby, goes to the making of a very acceptable record, No. 942, by the way. "Be a Soldier, Be a Man" and "My Bugler Boy" on No. 943 are on an equality with the best patriotics—they are sung in good style by Miss Elsie Bourne. Two other favorite songs of the moment are "Follow the Drum" and "We Didn't Want to Fight, but, by Jingo, Now We De," by Stanley Kirkby. The list also includes many similar airs which are submitted to oversea buyers as being sure of a good demand. On the instrumental side, there is represented a goodly selection by the Empire Military Band, as for instance (936) "Hail! King Pantomime" part I and II, which comprises a potpourri of the leading pantomime airs; and (937) a description fantasie entitled "Life of a Soldier," part I and II. As usual, the recording merits commendation.

Death of H. Lane Wilson.

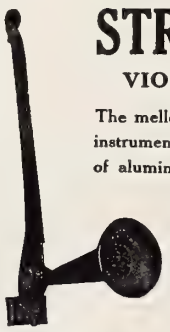
The news of the death at the early age of forty-four years of H. Lane Wilson, the well known singer and song-writer, will awaken regret in the hearts of all music lovers in general and graphophonists in particular. The Columbia Co. lists a number of records by this eminent baritone whose fine voice is heard thereon to excellent advantage. Once again we have to gratefully acknowledge the imperishable value of the so-called talking machine in preserving for all time the exquisite art of one who in life served us so well.

A "Record" Drumhead Service.

In conformity with the times, the Winner Record Co., of Camberwell, London, has specialized upon the issue of titles of a military flavor, and in this connection the latest can truly be described as an inspiration. It is no less than a presentment of a military service at the front; in other words what is technically known as a Drumhead Service. On both sides of record No. 2764 we

STROH VIOLS

VIOLIN, VIOLA, ETC.



String Fiddle

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.

150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

FROM OUR LONDON HEADQUARTERS—(Continued from page 40).

have in miniature a Sunday morning service combining hymns, prayers, responses, and an earnest address to the soldier audience, all delivered in a manner consistent with the sacredness of the occasion. The service is taken by the Rev. J. R. Parkyn, assisted by the Temple Choir (conducted by Professor Bennetts). All the vocal parts, the address, and the organ accompaniment, are very clear and natural, the tonal delivery throughout being perfect. It is really a most delightful record —one that will undoubtedly make a wide appeal.

More New Pantomime Records.

Not content with having already issued twenty-eight records of pantomime hits, the manufacturers of Regal records have now made a special list of eight further pantomime records—every one of which is a bright and shining star in the realm of post-Xmas music. Among them is a three-part orchestral recording of "Tipperaryland," the pantomime overture—introducing no less than fifteen hit-of-the-moment melodies.

Among the vocal titles are "We're Irish and Proud of It Too," "S'mince S'pies," "Michigan," "Beautiful Baby Doll," "The Gobble'ums," "Now Are We All Here," "It's the Same Old Tommy," and others.

A London Firm's Ample Stocks of Supplies.

Consequent upon the war and the closing-up of the usual channel of gramophone supplies, the outlook for some firms is said to be not exactly encouraging, for with the efflux of time stocks are gradually being exhausted and until British manufacturers come to the rescue—if ever they do—replenishment is well nigh impossible. It is all the more refreshing therefore to find the old established "parts and accessory" specialists, Wm. Cooper Bros., Ltd., of 17 to 43 Clerkenwell road, London, still in a position to supply almost any and every piece of gramophone mechanism and the hundred-and-one accessory thereto that can possibly be required. Complete machines, motors, tone arms, sound boxes, springs, wood and metal trumpets, needles in great variety, carrying cases, wheels, screws, diaphragms, represent but a few of the many lines listed. Price considered—and the prices are based on a competitive figure—these goods are excellent value, and all keen buyers should not fail to possess themselves of catalogs and full particulars of the innumerable gramophone lines listed by this up-to-date house.

The Reno Duplex Sound Box.

This month, "the man of many parts" draws attention in our advertising columns to his Reno "Triplex" sound box, which enjoys the distinction of being fixable to any make of machine and instantly ready without troublesome adjustment to play any type of disc record—an accomplishment of no mean value! Whether used for playing phono cut or the needle cut it is equally good in bringing all the best out of the record, and may be relied upon for a full-toned good all-round quality of reproduction. In addition to this, Messrs. Reynolds list other all-British products which are finding much favor with talking machine traders in England. A good demand is being experienced for their single and double spring motors in the construction of which, by the way, progressive improvement is noticeable. By next season Mr. Reynolds estimates he will be in a position to ensure a much larger output than at present, and even if the war is over by then—a rather unlikely event, it would seem—it is safe to say that our Teutonic friends (sic) will find the British market considerably less absorbent for their gramophone wares. Meanwhile there is ample scope for additional effort on our part. Unfortunately it cannot be said that the opportunity is being made the most of by British firms.

London's "Hits" on Coliseum Records.

The new list (Feb.) of Coliseum records makes a timely appearance with a goodly representation thereon of pantomime and patriotic "hits" of exceptionally good quality well calculated to sustain the very high reputation which these records enjoy throughout Great Britain and her colonies. On No. 713 "The Flag That Never Comes Down" (sung by Leslie Milton) is appropriately coupled with "England, Thy Name" (sung by Walter Duncan), two patriotic favorites that are assured of more than an ephemeral future, and which should be stocked by colonial dealers especially. It is a feature of Coliseum records that only titles bearing some sympathetic relation to each other are coupled, and the instance given above may be taken as general throughout most of their supplements. One of the outstanding panto hits is "When Irish Eyes are Smiling" and this the company issue on disc 711 with another panto success—"It Takes an Irish Heart to Sing an Irish Song," in both of which Mr. Stanley Kirkby is heard at his best. Harry Bedford is responsible for two fighting airs on disc 714—"The Germans are Coming, So They Say" and "I'll Fight Him for It," while that excellent combination—Billy Whitlock & Co., give us on No. 715 two sketches from the front—"The Coward" and "The Deserter," both of which must be heard to be appreciated. The full list with details of trading, terms, etc., may be had on application to the Coliseum Record Co., Ltd., 17 Clerkenwell road, London, E. C.

Zonophone Pantomime "Hits."

One of the most complete assortments exclusively devoted to pantomime records is that issued by the British Zonophone Co. It well justifies the claim that every panto success is to be found on Zonophone, the majority, be it noted, hoving been issued before Xmas. Of the latest special attention is drawn to "The Sunshine of Your Smile" and "The Eyes are the Windows of the Soul," sung by Herbert Payne, with chorus and orchestra; "When the Angelus Is Ringing," and "Sandy Boy, My Soldier Laddie." The two latter are on separate records, being mated with other popular songs. Zonophone dealers abroad will doubtless order heavily of these excellent new issues.

Some Unique War Records.

From the Sound Recording Co., Ltd., I have re-

(*Continued on page 42.*)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade. The Hague.

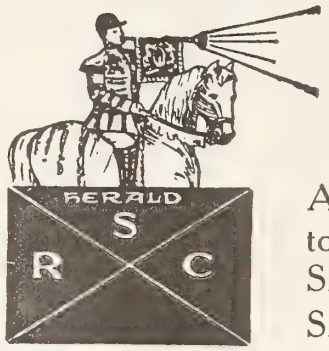
ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND



REG. TRADE MARK

TO WHOLESALE BUYERS OF

Gramophone Records

A BRITISH FIRM of REPUTE is prepared to offer **SPECIAL QUOTATIONS** to OVER-SEA BUYERS—IMMEDIATE SHIPMENTS. SPECIALIZING OWN BRANDS or Customers' own Labels.

RECORDING EXPEDITIONS dispatched to any part of the WORLD

CORRESPONDENCE INVITED FROM INTERESTED HOUSES

Address "Export Manager," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London

Cables, "GRAMMAVOX, LONDON"

FROM OUR LONDON HEADQUARTERS—(Continued from page 41).

ceived a batch of literature dealing with their well known Grammavox records. In one supplement particulars are given of some unique war records, as for instance, War Conditions in the Trenches, Proclamation—Declaration of War, Inspection of Reserves—Send Off, etc., one of England's Watch Dogs, National Anthems and many other quick-selling patriotic titles. The complete catalogs itemize records covering every style and phase of music, vocal and instrumental, approximating thousands of titles which, from a commercial viewpoint, have stood the test of time and emerged triumphant. As an all-British record—10-inch double-sided—the Grammavox has found much favor among traders all over the world. In a near future issue I hope to give further information as to this line of record. Meantime traders should write for lists, etc.

Postage Rates to Rhodesia Reduced.

The postmaster general notifies that the rates of postage on parcels for Rhodesia and the Katanga Province of the Belgian Congo, forwarded via Cape Town, are reduced to the following: Rhodesia (Southern), 1s. 4d. per pound; Rhodesia (Northern), 1s. 8d. per pound; Belgian Congo (Katanga Province), for a parcel not exceeding three pounds in weight, 5s. 4d.; for a parcel exceeding three pounds and not exceeding seven pounds, 10s. 10d.; for a parcel exceeding seven pounds, but not exceeding eleven pounds, 16s. 10d.

BUSINESS SUCCESS ANALYZED.

Comprehensive Grouping of the Various Essentials Necessary by G. M. Eaton, Who Speaks Not as a Theorist but as a Practical Man on an Always Interesting Topic.

First. I place Honesty first. If a man is willing to take what is coming to him, acknowledge his mistakes, and in general can be relied upon, this characteristic will offset a great many deficiencies.

Second. Reliability. The particular phase of this characteristic to which I refer is that when I tell a man to do a certain thing and complete it within a certain time limit, or else let me know beforehand that he will be unable to complete it, the man is sure to follow instructions. My experience leads me to believe that this is an unusual characteristic, because not one man in five can be absolutely relied upon either to finish the job or give warning that he will not complete it.

Third. The third characteristic is just as important as the second. This is Co-operation. We have had instances of men of exceptional technical ability and honesty, and many other fine characteristics, whose good qualities were completely submerged by the way they antagonized men with whom they came in contact.

Fourth. I believe Accuracy comes fourth. Of course this is a phase of reliability, but the way I mean this particular characteristic is that when a certain job is done it must be correct. I should put all four of these traits of character ahead of any technical ability a man may possess, because if a man has these characteristics the technical training can be knocked into him, while if he is fundamentally lacking in any of the above points, he is just to that extent a hopeless propositon.

Fifth. The next characteristic is Push. Our organization is so large that a certain amount of system is essential. This system is sufficiently top-heavy to swamp a man who sits down and takes whatever comes his way. A man must, therefore, push his way to the front if he expects to arrive.

Sixth. The sixth characteristic is Originality. If we have men who have all the other good characteristics noted, and they can look at things only as other people have seen them, the walls of their rut will grow deeper every year. They must think of new ways of performing old functions and of new functions to perform if they expect to forge to the front.

Seventh. The seventh characteristic is Systematic or Orderly Procedure. As a man pushes his way to the front, he must leave a well blazed trail behind him so that any man can drop into his place to carry on his work.

Eighth. The eighth and last characteristic I hardly know how to express with one word, but goes hand in hand with the above noted. The man must be a Man-Builder. He must build in two ways. He must build a man below him fitted to take his place, so that in case of hard times the payroll can be lessened by the individual in question being discharged and a cheaper man put in his place; or, as it is almost certain to work out in good times, he himself is a logical candidate for advancement because he has a man under him who can fill his place. While building the man below for his place, he must be building himself by watching the men above, so that when the chance comes, he is well fitted to step up higher.

CUSTOMS HEARING ON RECORDS.

Victor Talking Machine Co. Protests Against Method of Appraising Their Value—An Interesting and Important Case.

General Appraisers Fischer, Howell and Cooper have before them in the protest of Austin, Baldwin & Co., customs brokers for the Victor Talking Machine Co., of Camden, N. J., the problem of determining to what extent the cost of producing a phonographic record should enter into the appraised value of the wax matrix which first receives the sound impression. From the agreed statement of facts submitted to the Reappraisement Board, certain large items of expenditure were taken by the Government as being included in the cost of fabrication or manufacture, and to this action exception was taken by Comstock & Washburn, counsel for the protestant. Through the testimony of Louis F. Geissler, vice-president and manager of the Victor Co., Mr. Washburn, of counsel, brought out that it was impossible to determine the value of these wax moulds at the time of importation, as they were frequently damaged in transit, and this could not be ascertained except upon minute examination by an expert. It was argued, moreover, that the fees paid to high-priced artists for their services in producing these records are a factor which was never intended to come within the meaning of the term "cost of fabrication or manufacture."

As a secondary contention the importer claims that the wax discs should be admitted duty free as returned American goods, the material being shipped abroad from this country in the identical form as returned, except for the impressions on the surface. This slight alteration, however, the Government considers a process of manufacture, so as to render the article subject to a duty of 10 per cent. ad valorem as a manufacture of wax, under paragraph 367 of the tariff. The board allowed counsel three weeks' time in which to submit briefs.

SPECIAL OFFER

250,000 10in. Double Sided

Disc Records

of a celebrated manufacture to clear at a low figure. Good Titles.

Write for full particulars

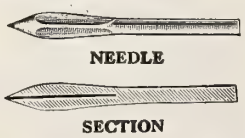
EXPORT RECORD CO.

94 SHUDEHILL

MANCHESTER ENG.

The Patent

Silver-Sheath Needles



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch *almost* done away with.

Prices Post Free:

1 S/Sheath Needle.....$0.25
6 Needles with sharpener 1.65
Aluminum Sharpener, separately ..... .50

Ask for particulars of the FLEX loud speaking diaphragm, etc.

DAWS CLARKE, 14 Lorne Grove

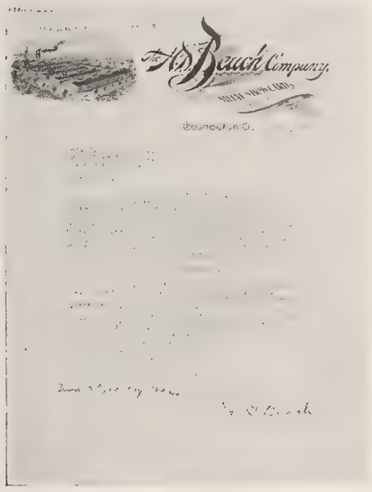
FALLOWFIELD MANCHESTER, ENG.

WANTED AGENTS. Good Trade Discount.

Unico Demonstrating Rooms Increase Talking Machine Profits

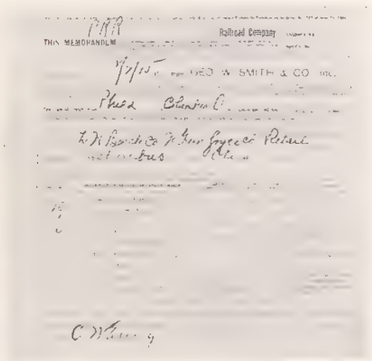
Read the Evidence Below— It Illustrates Unico Service

Order Received
FEBRUARY FIRST



Order Acknowledged
FEBRUARY FIRST

Order Shipped
FEBRUARY SECOND



A Few Days after placing order the L. K. Beach Company had their Talking Machine Department equipped with an efficient installation of Demonstrating Rooms, which will bear favorable comparison with any similar store or Department in the country. This was accomplished entirely by correspondence, without any annoyance or disturbance of their business, and at a moderate cost, because they adopted the **UNICO IDEA**

UNICO DESIGN NUMBER TWO.
Installed by the L. K. Beach Co., Columbus, Ohio.

Mr. Dealer

If your Unico catalog has been filed away get it out and look it over. Send for another, if necessary, but do not delay. Place your order now.

Get your share of Spring business.

Why have hundreds of Unico Rooms increased and held business for wise dealers in all sections of the country?

Because they are

Soundproof,
Dustproof,
Portable,
Adjustable,
Delivered from Stock,
In all Woods,
Eight Designs,
Of Cabinet Quality,

and all their advantages are offered at

MODERATE COST.

George W. Smith & Company, Inc.

Sloane St. and Powelton Avenue
PHILADELPHIA, U. S. A.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 8.—The talking machine business is keeping up without any interruption in Philadelphia. January was another wonderful month and the amount of sales was only limited by the number of machines that the trade could get. There was a shortage of Victor machines as usual and the factory undoubtedly was taken unawares, never expecting such a January demand following the big business that was done in December.

The talking machine dealers are somewhat puzzled as to what they are to expect. Long ago they began to feel that the bottom might drop out of the business, and on account of the general dull times they were a little bit cautious in their ordering. They can't see how such tremendous business is going to last, and yet each month it is the same old story, bigger than last year and with no let up in sight.

There has been very little direct news in the trade the past month aside from the big business. A new Victor dealer has started here, or rather an old firm has rearranged its business. J. R. Wilson, who was formerly a partner with the Patton Piano Co., who also handled the Victor talking machine, has withdrawn from the firm and has taken over the talking machine business and will handle it exclusively under his own name. At present he is located on North Broad street, next to the Patton Piano Store, but eventually he will move to Broad and Girard avenue, when the store at that location is ready for his occupancy. This is a fine location and there is no talking machine business near by.

The Cunningham Piano Co. has established itself on the northwest corner of Fifty-second and Chestnut streets the past week, and while as yet it has no talking machines there, it will place some in that branch store, if only as an advertisement of its main Edison department at Eleventh and Chestnut streets.

The Powers Piano Co., which has moved to 24 South Fifty-second street, is the first firm of considerable size to take on the Sonora talking machine. This machine is made by the Sonora Co., New York, and uses the jewel multiplaying needle. It is a fine looking machine and from it wonderful results are obtained. The machine has attracted a great deal of attention at the Powers Store.

Clarence Hopkins has been placed in charge of the Edison talking machine department at the main store, and has been doing good work. His predecessor, John DeAngeles, has connected himself with the Edison department of the Story & Clark Co.

Louis Buehn, president and treasurer of Louis Buehn Co., Inc., reports that in January his firm did an excellent business, having an increase of about 30 per cent. over last January. He says his firm has been having the same old difficulty in securing both machines and records, and that the demand was not abated one iota, which makes the conditions that much worse. They have been absolutely unable to catch up and have orders on their books which were made for holiday delivery; in fact, some of their orders have been filed with them for months.

Mr. Buehn is about completing the rearrangement of his store. He has added one large booth, as well as a special partitioned office, his former office being given over to the talking machine department. By the new arrangement there is very much more floor space, and the new racks for the records are in a more convenient location, thereby facilitating the business. The entire place has been repapered and repainted, and it looks most attractive.

Manager Butler, of the Strawbridge & Clothier department, says that their talking machine business has kept up amazingly well, not only in the Victor, but also in the Columbia machines and records. They have been compelled to add to their corps of salesmen from time to time, and now Manager James E. Priestly has under his direction Thomas J. Cummins, John W. Murphy, Edward Brogan, Alexander Glass, Jr., William C. Messner, Harry T. Sheets, Jr., and Chester Webb. They are all hustlers, and the result is that the S. & C. business in January last was almost double the business of the department a year ago.

A. C. Ireton, of Thomas A. Edison, Inc., was in Philadelphia last week, and he is very well satisfied with the campaign that that company has been conducting here. They will keep it up until April, and by that time they expect to have the entire city covered. They are working very quietly and their competitors do not seem to know much that they are doing, but they have an object in this, and the Edison retailers here say they are getting results daily. They have been practically in every club and every church in the city.

Blake & Burkart, at Eleventh and Walnut streets, have been having a fine Edison business, and they have been unable, thus far, to resume their weekly concerts. They are hard at work on new record customers, and they are building up their record trade in good shape. They are somewhat handicapped in not being able to get the records sufficiently fast.

Manager H. S. Ziegler, of the retail department at C. J. Heppe & Son, says that he has been able to hold on to his entire holiday retail force, and they are all kept busy, for there was little differ-

(*Continued on page* 46)

"Pen your orders to Penn."

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies. We specialize upon Victor machines and records, offering a quick service in both.

PENN PHONOGRAPH CO.
17 South 9th Street
PHILADELPHIA

Buehn Record Service

There are many reasons why you should place your orders with us, but most important of all is our careful service.

Your absolute satisfaction—nothing else will satisfy *Buehn.*

If you are not a "*Buehn Dealer*" get busy—and find out what real Victor Record Service is.

The Louis Buehn Co.
825 Arch Street Philadelphia

The AUTOPHONE
FOR HOME USE

The Autophone.

Plays 12 records automatically, one after the other, without touching the instrument, except to wind motor once.

Model No. 200. Price $200.

Height, 47 in. Width, 24 in. Depth, 28 in.

Trade Discounts Are Right

Be the first dealer in your section. See and hear the Autophone. It will convince you. Immediate delivery of all orders, large or small. Autophones sent out COMPLETELY FINISHED. You have nothing to do but remove the instrument from the shipping box and cut the strings. It's ready to play.

Not a half-baked experiment, but the result of continuous improvements extending over ten years of the hardest kind of usage of similar mechanical principle on slot machines. The Autophone was the first—ten years ago—to use concealed horn cabinet; the first—seven years ago—to use diamond point in reproducer; *the first—NOW—to give perfect tone quality.*

Purely Automatic
Thoroughly Fool-proof
Mechanically Perfect

Plays over half an hour with one winding of motor. Just put 12 records on the wheel; the Autophone reproduces one record after another automatically, requiring no attention, no handling, no starting and stopping, no needles, *no nursing.* The Autophone is the first to get diffused music—no megaphone tone—incomparably superior in tone quality, naturalness, *real music,* to any phonograph yet produced, whether cylinder or disc—with *no* exceptions.

Uses Blue Amberol or any other hard cylinder records. Non-breakable, don't deteriorate with use.

Sells on Sight
Enormous Record Consumer

Until the present time the entire factory output has been taken by agencies established. Orders are running right now up to five hundred $200 Autophones at one delivery.

Enormously increased capacity makes it possible now to supply more dealers and distributing agencies. Only one live dealer—and that, the best—wanted in each medium-sized city. Plenty of elbow room given dealers in large cities. The dealer gets the full benefit of his hustle, push and advertising.

Exclusive Territory Given
Write for full particulars

AMERICAN PHONOGRAPH CO.

102 West 101st Street **New York City**

THE TRADE IN PHILADELPHIA.

(Continued from page 44)

ence in his department in January over December, and both months ran way ahead of last year. He believes that the future looks most promising. They have been doing considerable specializing on records—especially dance records—and their system has worked out very well. Through this system the purchasers do not need to think for themselves, but Mr. Ziegler does it for them, arranges their dance programs, and always to their satisfaction, and all they do is put up the money.

The Pennsylvania Talking Machine Co. has had another one of the banner months that has come to that house so liberally ever since Manager Eckhart has taken charge. It is a striking comparison in the Pennsylvania warerooms to-day over two years ago, when at present a large corps of salesmen are always busy, and there is no house in town in which you might enter at any hour of the day that you will see more customers. While Manager Eckhart has been able to fill all his orders—at times with a very short delay—but it is due to the eagle eye with which he watches the business, and the arrangements he has made for the rapid delivery of goods. Mr. Eckhart has been elected president of the Business Men's Association, quite an honor for a newcomer to this city, and there may be method in his accepting that position, for while he has a large plant of his own, he is compelled, with his big business, to very frequently and very largely infringe on the city property in the congestion of the street back of his warerooms with wagon loads of machines always coming and going.

"NEW STANDARD" AUTOMATIC STOP

Being Introduced by the Standard Gramophone Co. to Retail for $1.

The Standard Gramaphone Appliance Co., 173 Lafayette street, New York, prominent in the talking machine trade as manufacturer of a number of very successful accessories, including automatic stops, record cleaners and the "Standard" fibre needle cutter, announced this month the perfection of a new "Standard" automatic stop which will retail at only $1. The company has been working on a stop for some time, and finally, through the use of improved machinery and automatic dies, succeeded in perfecting the stop it is now placing on the market.

This new "Standard" stop at $1 has been thoroughly tested and tried out at the company's laboratories, and Thomas W. Kirkman, general manager of the Standard Gramaphone Appliance Co., states that it has stood up remarkably well under the most severe trials. A sample stop will be sent to dealers for twenty-five cents, and regular supplies are now being shipped to the jobbers.

Why keep pegging along, doing things in the old-fashioned way when you can get literature that will tell you of better ways of doing nearly everything in the store?

TALKERS IN BUFFALO SCHOOLS

Hold Prominent Place in Educational System of That City—Some Big Record Libraries.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 6.—Every week finds the induction of one or more of the most expensive talking machines into the musical equipment of Buffalo's extensive grammar school system. There is hardly an institution of learning at present in the city which does not have a music room in which a talking machine of some type is one of the delightful and necessary features.

Director Abbott, of the musical department of the public schools here favors the movement for the placing of talking machines in all schools, and views with approval the obtaining of each new instrument. At present the talking machines are not being supplied by the municipality, but are in such demand that the pupils are holding musicales and entertainments as agents to the securing of the instruments. Several of the schools hold a series of fund-raising affairs each month, and in that way pay for the talking machines, which are a part of each musical program.

Some of the schools own hundreds of records, which are used in the teaching of the rudiments of music and by instructors in folk-dancing and gymnastics. The various teachers of music hold these instruments as a great boon, and are advocating their institution into the schools by the city municipality to buy such records as are necessary. It is expected that within a short time Superintendent Henry P. Emerson may be prevailed upon to the Common Council that they approve action for the buying of a number of machines and not to allow the burden to rest upon the pupils individually, who realize the modern need even before the city fathers do.

Many of the hospitals and other public institutions here own talking machines, which have been purchased from Buffalo dealers by private subscription on the part of officials.

VICTOR LINE WITH KNABE & CO.

Baltimore Store of Wm. Knabe & Co. to Handle Complete Victor Products—Will Give Them Striking Display in Handsome Warerooms.

(Special to The Talking Machine World.)

BALTIMORE, MD., February 6.—The local store of William Knabe & Co. has made arrangements with the Victor Talking Machine Co. to handle the complete line of Victor products. This important deal has been pending for some time and its consummation is a source of gratification to both parties. William Knabe & Co. have exceptional facilities for handling the Victor line, and plans have been arranged for the construction of a handsome and attractive Victor department.

C. E. Wyeth, of Newark, O., who, as reported in last month's World, recently purchased the phonograph department and good will of the American Machine Co. in that city, reports a very excellent business for January.

FACILITIES THAT SPELL SERVICE.

Location of American Talking Machine Co. Ideal for Prompt Service for Metropolitan and Long Island Trade.

The American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., well-known Victor distributers of our sister borough, reports that the interest in Victor goods that forced the business for 1914 beyond previous records has held up in a remarkable manner during January, the great difficulty being that of securing the desired goods fast enough and in quantities to meet the dealers' demands promptly.

The American Talking Machine Co. has paid particular attention to developing Victor business in Kings and Queens counties and throughout Long Island, and through long experience has been able to develop a most satisfactory service for that territory.

The location of the company's headquarters, within a block of one of the chief transportation centers of Brooklyn, with subway, elevated and surface cars not only to Manhatran borough but direct to many points on Long Island, insures the quick delivery that saves sales for the dealer. Another feature is the close proximity of the Flatbush avenue station of the Long Island Railroad, where freight can be placed directly on the car for practically any point in the United States.

In addition to the convenience afforded by the organized transportation systems, the American Talking Machine Co. is also rearranging its local delivery system with a view to cutting down time on an already speedy service.

REX CO. TO RESUME WORK SOON.

Bankruptcy Proceedings in Philadelphia Court Friendly Suit, Official Says—Liabilities Are Less Than $20,000 It Is Claimed.

(Special to The Talking Machine World.)

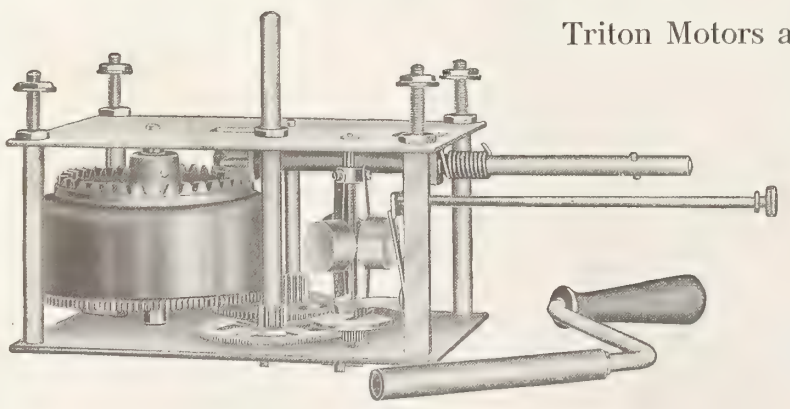
PHILADELPHIA, PA., February 8.—That the bankruptcy proceedings started last week in the United States Court in this city will have no effect on the company's future was the statement of Philip Wohlstetter, president of the Rex Talking Machine Co. The suit is merely an incident in a plan of reorganization, and creditors are friendly to the concern, according to Mr. Wohlstetter.

Mr. Wohlstetter declares the Wilmington plant of the company soon will be reopened, the concern having arranged to pay employes at once. The concern is liable to workmen for about half a week's wages.

"Our company is in process of reorganization and soon will be ready to continue business," Mr. Wohlstetter said. "We have no thought of suspending and the bankruptcy action against us comes from men who wish us well, but who acted to protect the interests of all concerned. I haven't the slightest doubt that we shall be able to satisfactorily arrange matters."

There is only one real failure in business, and that is the failure to try.

Talking Machine Motors



Triton Motors are made perfectly and of simple construction.
Will play any 12 inch Record.

Also makers of Triton Sound Boxes and Tone Arms

These products sold only in quantities to Manufacturers and Jobbers to order

TRITON PHONOGRAPH CO.

41 Union Square **NEW YORK**

OPERA HELPS SALES OF RECORDS.

Season of Grand Opera in Los Angeles Has Excellent Effect on Talking Machine Business—Elaborate Concerts Given by Southern California Music Co.—Heavy Rains Spell Coming Prosperity—Interesting Personal Items.

(Special to The Talking Machine World.)

Los Angeles, Cal., February 3.—The new year has opened up with a rush in the talking machine business never before equaled in this district. After such a phenomenal business during December it was natural to expect a slump during January, but not so. Never before during the month of January have machines and records been so hard to get from the jobbing houses, and from the present outlook it will be some time before the depleted stocks can be filled up again.

The demand for records has been greatly stimulated by the season of opera now being given by the National Grand Opera Co., and also the dancing craze, which has such a vogue at present.

The recent heavy rains have added to the promised prosperity in southern California and prospects have never been brighter than at present. All indications point to the most prosperous year in the history of the talking machine business, which seems to be gaining by leaps and bounds and is outstripping all other forms of music as a home attraction.

The Southern California Music Co. gave two delightful concerts during January, featuring Constantino records. The records were played on one of the Columbia Graphophone Co.'s beautiful grands, and an added attraction was the presence of the gifted tenor at both concerts. Seated facing the large and enthusiastic audience, the Signor gravely listened to himself sing the beautiful arias from the different operas in which he has appeared in America from time to time. After each record he would graciously acknowledge the homage paid to him by the spectators. Signor Constantino personally selected each record that was played and made several short explanatory talks regarding some of them. One remark of his which will bear repetition was that the plaudits should be more for the inventor of the machine than for the singer.

Sibley G. Pease, with the Andrews Music Co., reports the sale of several machines to schools lately. He also placed a Victor XXV (the school model) in the Danse de Jardins, where the instructors are using it in place of a piano for dancing classes.

The Curtis-Colyear Co., through its manager, Harry Clubb, reports the arrival of its first large shipment of Pathéphone machines and records, and is now ready to supply that product in unlimited numbers.

The Barnes Music Co., the first local retail dealer for the Pathéphone, now has a complete stock and reports several sales so far.

Sherman, Clay & Co., Victor wholesale dealers, have been working overtime checking in the large shipments of Victor goods that have been arriving the last few weeks and filling standing orders which have been piling up on them since the holidays. C. S. Ruggles, local manager for this company, says that he really hopes to catch up some time with his back orders.

O. A. Lovejoy, manager of the Southern California Music Co.'s Edison department, wholesale, has left for the Atlantic Coast for a month's trip. While in the East he will attend the Edison jobbers' convention, besides visiting the Columbia and Victor factories. Mr. Lovejoy expects to arrange for the shipment of a great deal of his future Edison goods via the Panama Canal.

C. A. Boothe, manager of the talking machine department at Barker Bros., has just returned from a week's visit to San Francisco. Barker Bros., on account of the large increase in their business, are contemplating enlarging their talking machine department.

B. R. Megenity, of the Southern California Music Co., has just returned from a ten days' trip to San Diego. While there Mr. Megenity was the guest of L. E. Newton, manager of the talking machine department of the Southern California Music Co. in San Diego.

DO IT NOW

IF YOU DO NOT—DISAPPOINTMENTS ARE APT TO FOLLOW.

ORDER WHAT MACHINES YOU FIGURE YOU CAN USE UP TO MAY 1st—NOW.

YOU CAN'T GET TOO MANY

AND YOU MAY NOT GET ENOUGH

The sure way is to place a bona fide order with us to be shipped as received. Take a chance, don't expect your jobber to be able to do the impossible. He's only human.

MACHINES ARE NOT COMING FROM THE FACTORY FAST ENOUGH FOR ANY JOBBER WITH AN ESTABLISHED TRADE TO GIVE HIS DEALERS ALL THAT THEY NEED. WE TRY TO BE FAIR TO ALL, AND DISTRIBUTE WHAT MACHINES WE GET IMPARTIALLY.

WE HAVE BEEN WHOLESALE DISTRIBUTORS OF VICTOR GOODS IN BROOKLYN FOR 12 YEARS AND HAVE BUILT UP OUR BUSINESS TO ITS PRESENT STANDARD

BY BEING ON THE LEVEL

Bear in mind that we want to give our dealers service, and considering the present shortage of machines and records you will find we can hold our own and then some.

Centrally located as to subways, freight stations, elevated and surface lines, we are in a position to give service anywhere in this section "That Can't Be Beat."

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON ST. (at Flatbush Ave.)

BROOKLYN

TELEPHONES { 3762 Main / 1051 Main

DISTRIBUTORS OF VICTOR GOODS

Unless a talking machine dealer is handling Columbia dance records he is not running his business to its full earning capacity.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BALTIMORE DEALERS TALK OF FORMING ASSOCIATION.

Many Trade Abuses Could Be Remedied and a Better Spirit of Camaraderie Engendered Through Organization—January Increase Following Unparalleled December Trade Creates Feeling of Buoyancy—Dance Records Still in Vogue—Dealers Discuss Situation.

(Special to The Talking Machine World.)

BALTIMORE, MD., February 4.—The talking machine business in this city has reached such great proportions that many of the dealers have been almost taken off their feet. There seems to be no let up in it and if anything the business is even better now than it was in December. This may seem to be an exaggerated statement, but many of the local dealers admit that the January business was larger than that of the previous month in spite of the fact that a big holiday rush came in December.

Absolutely nothing but favorable comment is heard on all sides as to the outlook. The dealers say that they believe this year will prove the greatest in the history of the talking machine. Certainly last month was far above any previous January, and there is no reason to believe that there will be any let up in the trade in the near future.

Many of the dealers are having the hardest kind of times to fill their orders. Several of the largest placed in the city report that they can sell all the machines they can get hold of, but the trouble is getting them delivered fast enough from the factory. They all agree that the fact that the greatest demand is for the higher priced machines is a healthy sign.

Many of the dealers who sell on the monthly payment plan are turning down the small payments and holding out for much larger ones. That they are getting the larger payments is true. There is every reason for them to hold out for these larger payments because the number of cash sales are increasing daily. They also can sell all the machines they can get by demanding the larger first payments and the larger monthly payments, so there is no reason why they should dispose of the machines on small payments.

Talk of an organization for the good of the talking machine dealers in Baltimore is being freely heard, and many of them are in favor of it. However, most of them seem to be somewhat backward in making the first move. It is almost certain, however, that before many more days the affair will be brought up again and it probably will go through. Several of the dealers spoken to about such an organization say they have often thought of it and are sure that it would mean a great thing for them.

If the organization is formed, one of the first things which will be taken up and which the dealers agree is one of the worst evils they have to face in the business, will be doing away entirely with the exchange of records. Independent of each other some of the dealers have already taken steps to stop this practice of permitting records to be taken home and played and then returned and exchanged for new ones. These dealers, unless they know their customers well, are not permitting any of this. Others are refusing to make exchanges after twenty-four hours, and have notices of this fact posted in their establishments.

All the dealers who do business throughout the State of Maryland say that their sales in both the smaller towns and in the country have reached great proportions.

Several local dealers have found that the trade has grown so large that they have been compelled to enlarge their places and put on more help. It is seldom that their stores, especially the larger ones, are not filled with customers.

The record sales are really something to marvel at, although the sale of machines has not dropped off.

Although they can sell about all the popular records they can get hold of the dealers have been somewhat struck by the selling of ten-cent records in some of the local stores. Many persons are spending considerable money in the purchase of these cheap records, but the large majority of them stick to the popular stuff which they know they will not care to hear in a few weeks. Therefore the greatest demand received by the good dealers is for the records of the better class.

The dance records, too, are selling as fast as the dealers can get them. Every week brings about a great increase in the sale of these selections. Many of those who sell large numbers of these records are anxiously awaiting the arrival of the Rek-Rep, by the means of which the records can be repeated as often as desired without attention to the machine. They say, however, they do not expect to get the Rek-Rep until about the middle of this month. Several of them have sent in their orders. Because of the great increase of dancing to the music of the talking machine in this city this will be a great thing. Almost all the dancing schools now consider the machine a necessary addition, and recently there have been several private dances held where the only music furnished was that of the talking machine.

E. F. Droop & Sons Co., one of the local distributers of the Victor, is one of the places being enlarged to take care of the rapidly growing trade. When completed the place will be fully 25 per cent. larger. At the same time it is being done, William C. Roberts, the manager, is having the size of his office about doubled. He has found it necessary to put on several new salesmen in order to take care of the trade.

Mr. Roberts says that the sales of January were far greater than any other month, with the exception of December last. He looks for 1915 to be the greatest year in the history of the talking machine. Mr. Roberts paid a high compliment to the Victor people. He says the company has done everything in its power to send shipments closer together and also send more machines. The record shipments, too, he said, are coming better than ever before. Mr. Roberts said that he went to several places recently to see some of the new dances demonstrated with the aid of the Victrola and was amazed at the success.

The Droop Co.'s sales throughout the State have reached great proportions, and, in fact, all the orders cannot be filled. Mr. Roberts stated that business in the small towns is picking up with remarkable rapidity.

Henry Eisenbrandt, who has charge of the Victrola department of H. R. Eisenbrandt Sons, another local distributing concern, said that he has found it impossible to get sufficient machines to fill the demand. Like all other dealers he says that the demand is largely for the machines of the higher prices. His $150 instruments are entirely out and he says he has only enough $200 ones to last a few days. Mr. Eisenbrandt went to the Victor factory about two weeks ago and says that he will have to make another trip there next week. He has placed machines in several private schools about the city. In his efforts to get machines enough to meet the demand Mr. Eisenbrandt communicated with dealers as far west as Chicago, as far north as Boston, and as far south as New Orleans, and says he was unable to get any.

Your Opportunity

50 cents stamps brings you a sample of our highly perfected Standard Fibre Needle Cutter.
25 cents stamps brings you a sample of our simple and accurate Standard Automatic Stop.

Samples sent only to bona fide dealers writing on their business letterhead. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET **NEW YORK**

At Cohen & Hughes, Inc., the third Victor distributing station in Baltimore, it was reported that the business done in the past month was great and the outlook is very bright. I. S. Cohen says he sees no reason why the big trade should not continue.

Trouble in getting sufficient machines to supply the demand is also being experienced by the Columbia Graphophone Co. S. Clifford Cooke says that the sales have been very large and the outlook is that they will keep up. This concern is also having a hard time to fill the record orders. Business was never more active than now.

The Victor department of Stewart & Co., one of the largest department stores in Baltimore, is being enlarged. J. L. Gibbons, who is at the head of this department, is building the trade up to almost unbelievable proportions. He says that the business in the Victrola department during January was more than double that the same month in 1914, and he is very optimistic as to the future. In addition to spreading out the department until it has taken in a large part of the fifth floor of the big building. He has also increased his sales force.

The record trade at Stewart's is enormous. One woman visited the store Saturday and bought records amounting to $40. On the following Monday she returned and purchased $60 worth of records.

Mr. Gibbons is receiving dance records in large shipments and is getting rid of them as fast as they arrive. He has also ordered a number of the new Rek-Rep for which he expects a big demand.

Both the Columbia and Victor lines are handled by Sanders & Stayman, of this city, and Manager Boden of that concern says that he has never seen anything like the business done in both makes.

The Fink Talking Machine Co., through Joseph Fink, reports the best January he ever had in Victor goods. The same report is practically made by Mr. Lorfink, manager of the Victrola department of Hochschild, Kohn & Co., a large department store of this city; Mr. Levin, of the Hammann-Levin Co., which, by the way, plans to increase its number of show booths, and Wm. C. White, who handles the Victrola, but who is having trouble in getting records to supply the demand.

The agency for Maryland for the Pathé Frères Phonograph Co. is being handled by the National Piano Exchange. This concern has two stores here and through Jesse Rosenstein it was stated that the company is doing a great business.

C. R. Wagner, of the Musical Instrument Sales Co., of New York, was in Baltimore for several days, and he was particularly pleased with the business which is being done here and the outlook.

A high grade Victrola furnished by Cohen & Hughes, Inc., was used at the big affair of the Baltimore Press Club at the Hotel Emerson with exceptional good effect. During the evening a Chinese act was put on and Chinese music was furnished by the Victrola.

Edison and Victor Men!

Are You Using

"Kent" Attachments?

Patent Allowed.

Attachment for Edison Disc Phonographs for playing Victor and Columbia records—$1.50 to the trade.

Attachment for Edison to Play Pathé records with Pathé Reproducer—$1.50.

Attachment for Victor to play Edison Disc and Pathé records—55c. to the trade.

SPECIAL DISCOUNT TO JOBBERS

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.

FROM YOUR JOBBER, OR

F. C. KENT CO., 81 Columbia Ave., Newark, N.J.

STOCK-TAKING AND ACCOUNTING.

Part of the Foundation of a Store's Success but, According to a Writer in Printers' Ink, They Concern the Average Retailer but Lightly—Keeping Track of Business.

In connection with their series of articles on chain stores Charles W. Hurd and M. Zimmerman, of the editorial staff of Printers' Ink, referred last week to the lax methods observed by many independent retail merchants in the conduct of their stock-taking and accounting customs. The leading example of laxity in this direction was that of a dealer in Victor talking machines and records, whose case was commented upon as follows:

"Stock-taking and accounting are part of the foundation of the chains' success, but they are the average retailer's idea of nothing to worry about.

"A business man wished to enter the Victor talking machine field in New York City last January. The only way to do so was to buy out one of the established dealers. He picked out a good store in a good location and the dealer agreed to sell. The following conversation ensued:

"'How much stock have you?'

"'I don't know.'

"'How much business did you do last year?'

"'I don't know. I don't keep any books.'

"'How much in Victor goods did you buy last year?'

"'I don't know. I tell you I don't keep any books like that.'

"'Well, then, how much did you buy last month?'

"'I don't know exactly.'

"'About how much do you think it was?'

"'Maybe $600 or $700.'

"'Do you consider that you are making money here?'

"'A little bit.'

"'How much do you say your proposition is worth? How much do you make out of it in a year?'

"'I cannot tell you anything like that because I don't know. Sometimes I make eighteen or twenty dollars and sometimes more. My cousin, who helps me, makes fifteen dollars a week and so does his sister and my boy makes seven dollars a week. My wife spends some of her time here in the store and sometimes she takes out something.'

"'How much does she take?'

"'Well, some weeks she takes out five or ten dollars and other weeks she takes out fifteen, twenty or twenty-five dollars and sometimes she takes nothing.'

"'Then, considering that your two cousins make a salary of $15 a week, and the boy $7, and assuming that your wife takes an average of $10 and you $20, you would say that the store is earning about $65 or $70 a week? Is that right?'

"'Well, something like that?'

"'How much capital did you put into the business?'

"'I started with nothing and had credit for $150 and my business has gradually grown to what it is to-day,'

"'Is your stock all paid for?'

"'Yes.'

"An appraisal showed a value of $7,000 net! The man had built up a prospering business without any real knowledge of what he was doing or how he could do it better. He may have been naturally a good salesman, his living expenses were naturally modest and he had a popular line that almost sold itself, without serious competition in the neighborhood."

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue

NEW YORK

We say to you here, and we stand ready to prove it that Columbia product is *uniformly* the best that your money or your customer's money can buy. Bring the arguments down to "brass tacks," if you like: Motors or motor parts; cabinets or details of cabinets; reproducers, tone-arms, volume of tone, convenience—anything you please; record material, record surface, record tone, record wear, repertoire, timeliness—any one or all of them!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUFFALO TALKING MACHINE DEALERS ENJOY REUNION.

First Annual Banquet of the Association Attracts Members of the Trade from Many Points in the Northern Part of the State—Interesting Speeches Made and a Spirit of Co-operation Engendered That Must Work to Advantage of Members.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 9.—Talking machine dealers of every city, town, village and hamlet in Western New York heeded the siren call of the Talking Machine Dealers' Association of Buffalo, which opened wide its arms of greater co-operation and the out-of-town visitors eager to assimilate ideas, enthusiasm and fraternal aid came gladly into the fold. So fired with life was the first annual banquet of the association as held in the Dutch room of the Statler Hotel last month that more than eighty-five live-wire distributers of talking machines assembled at the banquet board and remained until the last toast, shop talk and melody greeted the early morning. The guests were the dealers from outside the city, and acceptances were numerous and regrets few, in the cases of those who received invitations. As a direct result of the "get-together" the membership of the growing association was strengthened considerably. More than a score of visitors enrolled.

An atmosphere of general optimism was radiated at the dinner. It was stated generally that sales were never so numerous as in the holiday season just passed and that the new year even promised more.

There were men at the association dinner who have virtually grown up with the talking machine industry, and their words of wisdom, joined with those of factory representatives, sent many ambitious dealers away carrying plenty of resolves and ideas. However, shop talk did not by any manner of means dominate the affair, as plenty of music and entertainment was offered from 6:30 o'clock until the members went their various ways.

Wade H. Poling, widely known as the manager of the musical department of J. N. Adam Co., who is president of the Buffalo association, presided as toastmaster, and introduced the speakers in splendid style. Seated at the speakers' table, which was decorated, with President Poling was Ernest John, of the Victor Talking Machine Co., at Camden N. J., who was guest of honor and principal speaker; C. H. Utley, and Robert L. Loud, prominent in the local music trade world; W. D. Andrews, talking machine and sporting goods dealer; O. L. Neal, B. E. Neal and H. B. Neal, members of Neal, Clark & Neal; John F. Huber, manager of Denton, Cottier & Daniels; Albert Poppenberg, of Poppenberg Bros.; H. E. Hoover, of the William Hengerer Co.; W. J. Bruel, of Neal, Clark & Neal.

Prior to the speaking, E. K. Rose, of the Hawaiian Quartet of the Victor Co., who resides in Buffalo, sang one of his selections without accompaniment, and then joined with his own voice in the number as played on the Victor Victrola. His offering was the "Wreath of Carnation."

Cards containing the association's new official song, composed by Mr. Bruel, were distributed. With volume and vim the four verses as follows were sung to the tune of "Tipperary:"

We dealers got together boys, one day in Buffalo,
Turned loose our thoughts, talked over plans that would increase our dough;
We've pulled some strings, have done big things never done before,
We're all contented dealers, boys, and sing now with a roar.

CHORUS.

It's a case, boys, of pull together, it's the best way we know,
There is strength in association of which we all can crow;
Good-bye discontentment; farewell gloom, despair,
We're a great big strong association, and our creed lies there.

II.

The greatest things we've done so far, since we've been organized,
Is the interest charge on contract sales, and much to our surprise,
The customers don't kick at all, seems too good to be true,
We're all contented dealers, boys, and sing this song to you.

III.

Another thing we're going to do, that sure will help us lots
Is Black List all the Joy Riders, who use our record stock;
Each dealer will be furnished now, with the offender's name,
It won't take long 'till they're all gone, and we can sing again.

IV.

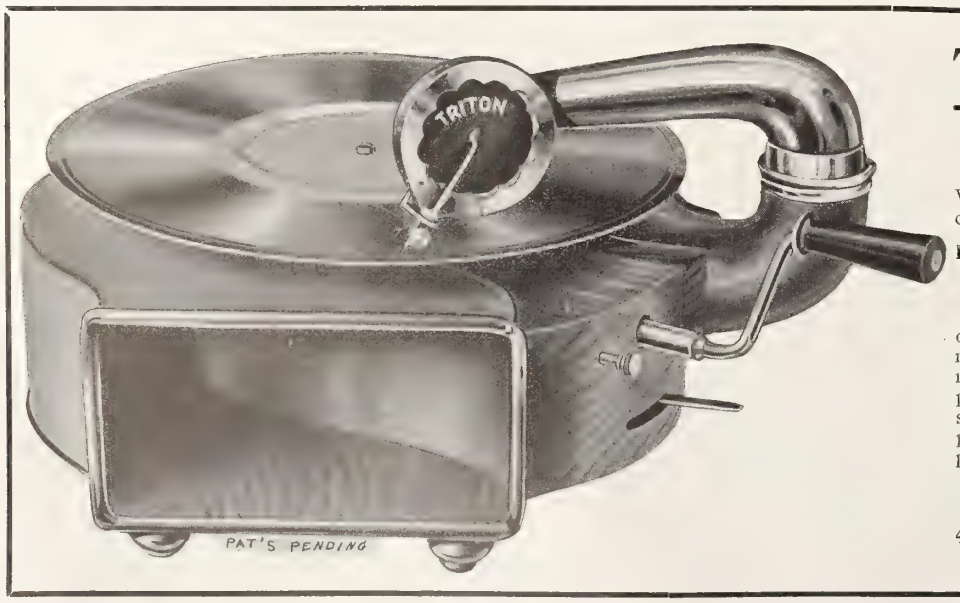
There's dealers on the East Side, boys, there's dealers on the West,
There's dealers in between—downtown—and all have stood the test;
We're helping one another now, united we all stand,
And sing again that old refrain, the best one in the land.

The various speeches were impromptu and brief, dealing principally with the opportunities offered in the still young new year and the growing popularity of the talking machine, especially in the new high priced styles. Mr. John brought greetings from the main office of the Victor Co. and augured big things for the association, contending that it was just such an organization that puts the trade upon a firm basis and brings about advantageous results for both dealer and buyer.

Toastmaster Poling explained the meaning of the banquet, pointing out in detail the mutual benefits that would be obtained in an association where both city and out-of-town dealers would be working hand in hand for the advancement of the trade.

At the conclusion of the dinner the majority of the visitors enrolled with Secretary Albert F. Schwegler.

Among the Buffalo dealers in attendance in large numbers were: Goold Bros., S. J. Schwegler, of Schwegler Bros.; W. J. Crandall and others. The out-of-town guests registered were: John Belding, of John Belding & Son, Geneseo, N. Y.; C. C. Bradley, of the same place; Alonzo Jenks, of Mount Morris, N. Y.; H. C. Webster, of Silver Creek, N. Y.; George H. Graff, of George H. Graff & Co., Dunkirk, N. Y.; George Steffan, of Lockport, N. Y.; H. E. Ehlen, of Dunkirk, N. Y.; Jesse Landau, of Medina, N. Y.; James C. Cottrill, of Arcade, N. Y.; J. W. Church, of Wellsville, N. Y.; F. W. Burke, of Penn Yan, N. Y.; Henry Schafer, of Dunkirk, N. Y.; A. P. Jeffrey, of Dunkirk, N. Y.; Bert D. Levalley, of Lockport, N. Y.; Alex Molien, of Lackawanna, N. Y.; J. M. Spencer, of Fredonia, N. Y., and others.



The Triton Phonograph

Retails for $10.00

The most portable phonograph on the market. Weighs but 6 pounds. Ideal for picnics, boating parties, camping, traveling and bungalows. Take it with you!

Be the first in your town to cash in on this remarkable profit maker

The Triton Phonograph is guaranteed to play all makes of needle disc records **as perfectly** as the highest priced machines. This new talking machine is having enormous sales all over the country because of its unusually perfect reproductions of the best music, because it is sturdy and not easily broken, because it plays all the popular makes of needle disc records and because the price is **RIGHT—$10.00 Retail.**

The TRITON PHONOGRAPH CO.
41 Union Square NEW YORK
WRITE FOR FULL PARTICULARS

THE PHONOGRAPH OF JEAN BOUVET.

Written for the Talking Machine World by HENRY S. KINGWILL.

Have you heard the story of Jean Bouvet? No!

Very few have, it seems, for the meagre cable accounts that were printed in the dailies were buried far beneath a mass of explanations in which the diplomats of each country managed to show just why some other nation was the cause of the great crime.

The slow moving mails, however, have at last brought us the full story of Jean and his phonograph, and we who believe in the sanctity of him who dies for others will remember the French shepherd lad with pride and comfort long after the war is but a dusty page in history.

Of all those who struck for their native land none was more humble than Jean. He had no rifle or uniform, for he was but a cripple and, wish though he might, the army could find no place for him. Ever since he could remember he had hobbled about the little village of Argeuil on a crutch, only to look on when other children played and only to smile when other children laughed and so the boy's heart became very sad as he grew older, for he saw the friends of his youth grow straight and tall and strong and at last go away, each to serve three glorious years as soldiers in the legions of France.

Oh! that he, too, might go. To wear the fez and tunic of the Zouaves or the baggy red trousers of the troops from the provinces—to have a sweetheart to welcome him home when on furlough and to walk with her through the narrow streets of the village, he dressed in his brave uniform and she in her best sash and bodice. His mother! how proud she, too, would feel.

But no, it could not be, and so Jean stayed in Argeuil, there to herd goats and help his mother in the work of the little thatch-roofed home that stood high up on the mountain road above the village.

He could imagine himself in the army of *la patrie,* however, and often lost himself in the visions that music conjures up, for had he not his phonograph? And did he not have among his selections one of "La Marseillaise?" How often he wished that his legs were only straight that he might march to such music! No wonder soldiers wore such a jaunty manner always to have before them a band such as that one was, playing the glorious hymn of the Republic.

Jean's phonograph was his one great pride. Old Etienne Pierret, his godfather, had left it to him together with five records. Etienne's son had sent the machine five years ago from far off America, and though it had been much used it was a noble instrument and its tone was still true and very loud. He would guard it always, Jean told himself.

And then came the war!

The villagers knew that trouble was brewing, but news travels slowly in the Vosges Mountains, and so when the Uhlans came riding over the boundry that lazy August day Argeuil was unprepared and had it not been for Jean it would have been unwarned entirely.

He had been feeding his few goats on the tender grass that grew far out along the mountain road that led across the frontier line, and was about to rise from his bed in the grass to drive them home when the Western sun caught something far across the valley beneath that made Jean catch his breath sharply.

It was a long line of little points of fire flashing brightly through a rolling cloud of dust! At once Jean knew what it was. He knew it meant war! War that would tear the fair mountain province into a red inferno of bloody fighting and smouldering homes. It was the sun shining on the points of German lances!

For a second Jean sat quietly with the fascination of what he saw and then he thought of his mother and of his beloved France lying there behind him so beautiful in the light of the summer sun.

Did the villagers know that war was on its red way? Did the commandant of the barracks at Domaign know that on the morrow he would need all the strategy that he had learned at St. Cyr?

"How quickly these Germans move," said Jean to himself. "I, too, must move quickly and warn the good people of Argeuil."

So Jean arose and quickly gathering his little flock together limped back along the stony road as fast as he could go driving the frightened goats ahead of him, and as he went he planned what he would do.

He would tell his good mother and she would hasten to the village to give the warning, while he, Jean, would hold the enemy back! These Uhlans! They were big men and they could fight, but they were so stupid. He, Jean Bouvet, would fool them.

Just half an hour might help a lot, and time—that was what France needed.

"Quick, mother," he called as he reached the cottage, *"les Allemagnes! ils venent."* "They are coming. Tell good master Bonnin and the head man of the village! Send word to M. le Commandant at Domaign telling him of work to be done! Have the good people drive the sheep and the cattle away with them lest these soldiers eat them. I go to watch them. They will not harm me. You go quickly!"

As the frightened woman hurried down to the village Jean entered the cottage and in a minute reappeared with his beloved phonograph.

Nom de Dieu! One had not thought such a small machine could weigh so much. But it played well and the tone of the battered horn was very loud. Three records were enough. "Fanchon," a quick step, and "La Marseillaise."

"Eh bien, we will give these Germans some French music for greeting," said Jean aloud. At last he reached a sharp turn in the road and saw far below him the long gray line of horses and men that were now winding slowly upward like a sleepy serpent on a dusty road toward the fair province of Dauphine. A small body of horsemen rode far in advance looking cautiously in every direction as they came.

At last Jean reached a sharp turn and stepped into the shady wood at the side of the road. He set the machine carefully behind some leafy shrubs near the edge of a little cliff and turned the battered horn toward the enemy.

They were still too far away. He would wait till they approached to where they could just barely hear it. The wind was with him and would carry the music far down the quiet valley. That was fine. "Fanchon" should be first. The garrison band at Domaign often played it for the drilling troops. Played it, too, much like the record.

Jean's heart began to beat loudly now, for they were coming quite near enough to hear.

He released the motor and with a trembling hand placed the needle upon the record. How loud it sounded! His heart beat wildly as it began. Would he be successful or would they guess the fraud?

As he strained his eyes to see one of the figures in advance raised his hand. The horsemen stopped. Then one turned and sped swiftly back along the road signaling with pennon hung lance to warn the column that followed, and far away Jean saw that it had halted, too.

The cripple knew what they would say. That the French had been warned and had massed a complete regiment at the head of the pass with rapid firers. Even the band was present. They were playing that accursed French quickstep of theirs. The French were brave, but they knew not music.

Jean laughed aloud at his success. "Fanchon" had finished and the little knot of advance guards still stood in the yellow road gazing upward at the green hills that sheltered the enemy.

"The enemy! How very droll," said Jean aloud, "if they but knew how near to them I am and that it is only myself—only General Bouvet and this, mon camarade"—and he patted the talking machine.

Aha! what were they doing now? Three horsemen had started over the fields to the right and three were galloping to the left!

The officer who rode ahead had lowered his binoculars and with the rest of his squad was again riding forward.

Jean wound the machine and soon the strains of the quickstep sounded. The Germans stopped again and after a minute the crack of their carbines echoed through the valley as they shot into the hills above them. They wished to draw the fire of the hidden French—to find out where they lay and their strength.

Well, Jean would play the "Marseillaise" for them and then retire. He had delayed them. That was enough. His retreat was an honorable one.

"Gentlemen, we will now play for you the finale," he announced, mocking an orchestra leader's manner. "And you may well tremble when you hear it, for it is "La Marseillaise."

The record never had sounded better.

"To arms! To arms! Ye brave" it blared forth, and each note of its call to battle was clear and resounding. To Jean it was more than a mere defiance. It was his song of victory—for he had accomplished what he had started out to do.

At last it came to an end, and raising the precious machine in his arms Jean started back toward his home. They could come now.

He crossed a little open space where the sunlight still lingered, caressing tree and leaf with a mellow golden light. It danced on blade and petal and then on the brass horn of Jean's phonograph.

The German rifles cracked again, and with the report Jean sank slowly to his knees. He sat the machine carefully down among the moss and leaves and then lay down beside it. He was very quiet.

At last they came up to where he lay among leaves that were stained far deeper than autumn's brush could ever paint, and as he looked down at Jean, the face of the boyish young officer paled at this—the first sight of what he would soon be so callous to.

At a sharp command the troopers dug a shallow trench and laid Jean in it. Then they scraped a mound of earth and leaves above it. When they had finished the young lieutenant ordered his men to mount, and then bending down beside the grave he placed the phonograph at its head.

"He was a very brave boy," he whispered. "This will be his monument, and it will also play his dirge." He placed the record on the machine, released the motor and mounted his horse.

As they rode silently away through the purple haze of the evening the soldiers heard in the forest behind them the strains of the "Marseillaise" playing in tones that seemed strangely triumphant:

"Ye sons of France, awake to glory!
Hark! Hark what myriads bid you rise!" !

They say the big fish eat up the little ones, but it seems those big fish must have been little ones some time. They escaped being eaten. Why not the small stores?

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE. Phone Main 4154 DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD (Just off the Public Square) CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

THE TRADE IN NEW YORK CITY AND VICINITY

The new year has opened up satisfactorily in the New York talking machine trade and there is a feeling of confidence and optimism in the business outlook which presages a spring business well in advance of the corresponding period of last year. Jobbers and dealers, after enjoying a phenomenal holiday trade, had half expected that there would be a breathing spell in January, but such was not the case, and orders for both machines and records ran considerably ahead of the same month last year.

The surprising feature of the talking machine business at the present time is the marked shortage in machines and records. The trade generally believed that there would be a scarcity in records the first month of the new year, as January is considered one of the best record months, and in addition 1914 fall and holiday trade had been tremendous. The shortage in machines was not seriously feared, however, and January furnished a surprise when the machine scarcity developed to a high degree. It is true, though, that very few dealers have actually lost any machine sales, as their experience the last half of 1914 equipped them with sufficient confidence to endeavor to close sales of the machines they had in hand, rather than confess defeat if a prospect asked for a model not in stock.

The Class of Machines in Demand.

The demand for machines is leaning most decidedly to the models retailing at $75 and upward. Cheaper machines are being sold, of course, in large quantities, but the standard types of best sellers comprise principally the better priced machines. This may be attributed in a measure to the educational and co-operative methods utilized by the manufacturers to impress on their jobbers and dealers the desirability of selling a higher priced machine wherever possible, and particularly when the prospect is more musically inclined than the average layman.

Record business has been exceptional, although it is the consensus of opinion in the local trade that the dance record vogue fell off somewhat the last few weeks as compared with the demand of a few months ago. Light classic and popular records are enjoying the greatest popularity just now, although dance selections are still selling in vast quantities. Records in foreign languages, especially the records of the nations engaged in the European war, are selling better than ever, and many dealers who were formerly skeptical of the value of foreign records have realized that there is a field for this class of record that only needs a little concentration and some educational work in order to develop it into a very profitable proposition.

The local newspapers have carried far more talking machine advertising since the first of the year than they did in 1914 and, in fact, on certain days the casual observer would be led to believe that it was the holiday season of the year which evoked such a large amount of advertising and not regular winter publicity. This advertising as a class is high grade and forceful, the most popular style of copy including the use of a fair sized cut of a machine.

New Year Has Opened Most Satisfactorily.

"The new year has opened up very nicely," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor and Edison cylinder distributer, "and we have started off with a gain over last January. The demand seems to continue for the better grade of Victrolas and records. Of course, there are a lot of the popular records and lower priced machines being sold, but the machines selling from $75 to $150 are most in demand. I do not remember any winter season where the demand has kept up so vigorously and where by this time we were not practically able to catch up with machine orders. This year, however, the amount of machine orders on file would compare most favorably with the orders which we would expect to have on hand before the holidays. This condition is in spite of the fact that our sales are larger than in previous years." Mr. and Mrs. Blackman, accompanied by Louis Buehn, the Philadelphia Victor jobber, and Mrs. Buehn left Thursday for a two weeks' trip to Florida.

Columbia Co.'s New Wholesale Home.

The local wholesale branch of the Columbia Graphophone Co. is now established in its new home at 83 Chambers street, where it has at its disposal excellent facilities for the transaction of its fast growing business. R. F. Bolton, manager of the New York distributing branch and also district manager of this territory, worked indefatigably to have the company's new home ready on schedule time, and the fact that the sales and clerical forces did not lose five minutes' work incidental to the removal from 89 Chambers street indicates the thoroughness which characterized the carrying out of countless details. In its present quarters the Columbia Co. has twice the space it occupied in its former home. The store reaches clear back to Reade street, and is cheerful and comfortable. An indirect lighting system gives a pleasing appearance to the offices at all times, while the demonstration booths are attractively furnished and more roomy than the average talking machine booth. Manager Bolton's office is in the rear of the store, and the sales staff is so situated that dealers may have their orders filled and wants attended to with maximum convenience and efficiency.

A. W. Toennies Is Optimistic.

A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison disc and cylinder distributer, speaks optimistically of the business outlook for Edison products in his territory. Mr. Toennies states that disc machine deliveries from the factory are now being received with regularity, and that the record

(*Continued on page* 54.)

To-Day In New York

—At Bruno's

Your Needs Can Be Supplied

Your Wants Satisfied

OUR EFFORTS ARE ENTIRELY IN YOUR BEHALF AND WE KNOW THAT WE CAN BE OF SERVICE TO YOU AS WE ARE TO OTHER DEALERS THROUGHOUT THE COUNTRY.

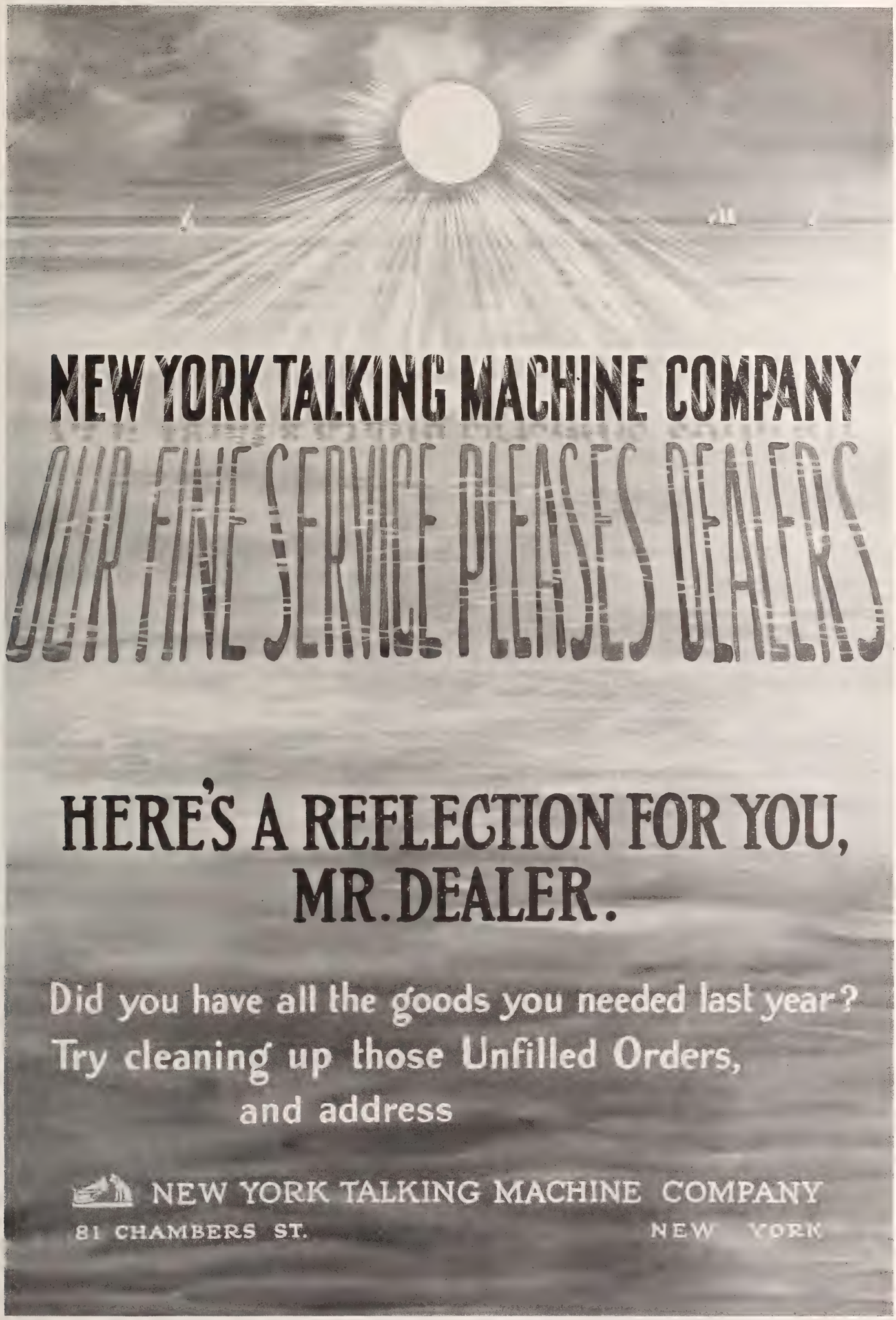
LET US DEMONSTRATE TO YOU OUR ABILITY TO GIVE YOU SERVICE OF SUCH EXCELLENCE AS TO WARRANT YOUR PATRONAGE.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines *Musical Instruments*

351-353 Fourth Avenue New York


NEW YORK TALKING MACHINE COMPANY
OUR FINE SERVICE PLEASES DEALERS
HERE'S A REFLECTION FOR YOU, MR. DEALER.
Did you have all the goods you needed last year?
Try cleaning up those Unfilled Orders,
and address
NEW YORK TALKING MACHINE COMPANY
81 CHAMBERS ST.
NEW YORK

THE TRADE IN NEW YORK CITY.

(*Continued from page 52.*)

situation is improving steadily. Edison disc dealers were inconvenienced by the recent Edison fire for only a very short period, and have now resumed the active exploitation of the Edison disc phonograph and disc records.

Hardman, Peck & Co.'s Aggressive Campaign.

Hardman, Peck & Co., 433 Fifth avenue, New York, the prominent piano house, is conducting an aggressive newspaper campaign on behalf of the products manufactured by the Pathé Frères Phonograph Co., New York, which it handles in its talking machine department. Good sized advertisements over the company's name have appeared in the daily newspapers the past few weeks featuring the $175 model of the Pathephone, which is a ready seller, In addition to this advertising window displays at Hardman House have included several Pathephones. This high class publicity has produced very pleasing results in both machine and record sales.

Daniel A. Creed a Visitor.

Daniel A. Creed, credit manager of the Talking Machine Co., Chicago, Victor distributer, was a visitor to New York this month, making his headquarters at the offices of the New York Talking Machine Co., 81 Chambers street, New York, where he conferred with Arthur D. Geissler, managing director of the latter company and general manager of the Talking Machine Co. Mr. Creed, who is an acknowledged authority on credits in this industry, has been connected with the Talking Machine Co. for the past thirteen years and is familiar with every branch of the Victor business. When seen by a representative of The World a day or two after his arrival here, he remarked as follows when asked for a comparison of the methods of the Chicago and New York Victor dealer:

"As far as my observations go I would say that the Chicago and Western Victor dealer is keener on the question of terms than the average New York Victor dealer. In our territory our dealers make special efforts to sell their machines on the shortest possible time, and consider a half hour well spent if they have changed a purchaser of a $100 machine from $10 down and $10 a month to $20 down and $15 a month. They appreciate the advantage of selling for cash more than the New York dealer, and endeavor to secure their money in as few months as possible. We have co-operated with our dealers in this direction and encourage them to secure terms which will be to their best advantage. For example, the Talking Machine Shop, Rockford, Ill., conducted by E. W. Jackson, did 75 per cent. of its business in cash during December and the balance averaged less than four months' time."

Columbia Co.'s Local Advertising Campaign.

The Columbia Graphophone Co. inaugurated the past month a local advertising campaign in connection with many of its local dealers, Hardman, Peck & Co., Cowperthwait & Sons, F. G. Smith, Christman Sons and others. The plan of this campaign is the featuring of one special Columbia record which is very popular at the present time, and in connection with this single record advertising to call attention to the unlimited scope of the Columbia record library. The first two records chosen for this advertising were Al. Jolson's "Sister Susie's Sewing Shirts for Soldiers" and "On the 5:15." The form of the advertisement resembled a letter "T," on the sides of which the various Columbia dealers used their individual cards to call attention to the fact that they carried the special record in stock, together with the other Columbia records. This advertising was well conceived in every detail and attracted general attention.

Pleased with Edison Business.

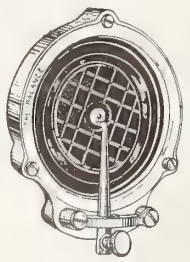
L. S. McCormick, manager of the Edison Shop, 473 Fifth avenue, New York, conducted by the Phonograph Corporation of Manhattan, in discussing the past month's business remarked as follows: "Our January business was very satisfactory, the demand continuing to be heavier for the $250 type of disc phonograph than for any other model in our line. Our recital hall is filled daily, and on an average we have had 450 visitors a day to our warerooms. The advertising which we used the past month to feature our informal recitals was somewhat unusual and served to draw the attention of music lovers throughout the city." Beginning next week there will be staged at the Edison Shop a number of recitals of unusual interest, at which several of the artists recording for the Edison disc library will appear in person to accompany their own records and to sing alone. These artists will include Christine Miller, contralto; Elizabeth Spencer, soprano; John W. Young, tenor; Donald Chalmers, baritone.

Progressiveness of Landay Bros.

Landay Bros., 563 Fifth avenue, New York, have completed plans to remove their executive, wholesale, sales and advertising departments from the mezzanine floor of the store at 563 Fifth avenue, New York, to the third floor in the same building The offices will occupy a space of 1,200 square feet, and will be ready for Landay Bros. the first of the week. This move was found necessary owing to the rapid growth of Landay business and the need for a thoroughly equipped advertising department to take care of Landay activities in this direction. Max Landay is planning to engage the services of an advertising manager of prominence who will supervise and direct all Landay publicity. Another move of Landay Bros. is the construction of a new limousine motor truck for use in delivering Victrolas and records. This truck, which is being manufactured by the Hurlburt Motor Truck Co., one of the best known truck makers in the country, will have a body that will be unique to a degree. The deliveries will be made out of a door that is built exactly like a Victrola XVI, and the rear view also resembles a Victrola. The first trip will be made to the Victor factory next month, and the truck will then be used in the regular Landay service.

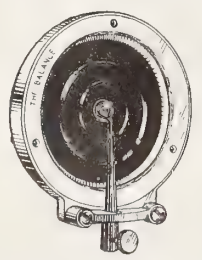
The "Balance" Sound Box

With The "metalloy" diaphragm Reproduces tenor voices in the TRUE TENOR quality of tone.



No. 1
RETAIL PRICES

N. P. - -	$3.00
OX - - -	3.00
G. P. - -	4.00



No. 2
RETAIL PRICES

N. P. - -	$4.00
OX - - -	4 00
Gold - - -	5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES.

GREAT ACTIVITY IN PITTSBURGH.

January Trade the Greatest in History—No Indication of Let-up—Arcadia Phonograph Co. Damaged by Fire—H. Kleber & Bro.'s Co. and the Liberty Piano Co. to Discontinue Business—Ohio Music Co. to Handle Talking Machines Exclusively—Charles I. Davis Reenters Business—Other News of Interest.

(Special to The Talking Machine World.)

PITTSBURGH, PA., February 9.—The talking machine jobbers and retail dealers of Pittsburgh are of the unanimous opinion that the past thirty days has been one of the most active periods experienced by the trade for some time. This is regarded as remarkable in view of the excellent volume of business transacted during the holiday season and immediately following it. Sales of records have been heavy at all times, especially in the latest productions. There seems to be no indication of the present activity letting up, and the majority of the talking machine handlers say there is every prospect of still better trade with the anticipated improvement in general business and industrial lines of this territory.

The establishment of the Arcadia Phonograph Co., 922 Wylie avenue, was damaged by fire on February 1 to the extent of $1,000. The loss was covered by insurance. Work is now going forward rapidly on rebuilding and refitting the store, and the proprietor, Vincent Gentile, hopes to be open for business within the next few weeks. Mr. Gentile carries the Victor and Columbia lines, and has been in business at his present location for about six years.

H. Kleber & Bros. Co., 513 Wood street, is preparing to discontinue its piano and talking machine business on April 1, and a closing out sale has been in progress during the past month with fairly satisfactory results. No reductions are being made in prices of the talking machines, however, and it is understood that the Victor Co. will take over the remaining stock. The members of the firm are to confine themselves to the real estate business, in which they have been engaged for some time past. The members of the sales force connected with the talking machine department have not yet completed their plans for the future.

Manager H. N. Ruderow, of the Kaufmann Bros. Victrola department, reports business running along at a fine level in both instruments and records. He has recently added to both his sales force and to the space occupied by the department. The prospects for continued activity and growth he declares are very bright.

Charles I. Davis, who recently discontinued his talking machine and sheet music store at 326 Fifth avenue, is now in business at 208 Fifth avenue. Mr. Davis handles the Victor line of instruments.

The Little Wonder disc talking machine record is now being sold in this city by the numerous five and ten-cent stores of S. S. Kresage, F. W. Woolworth & Co. and J. G. McGrory Co. Although the ten-cent record is receiving a great deal of attention among the trade such as is catered to by the five and ten-cent stores, local talking machine men believe there is not much to fear in the way of competition. A few piano and talking machine houses have added the ten-cent record to their regular lines.

The Liberty Piano Co., 819 Liberty avenue, with which was combined several months ago the Liberty Talking Machine Shop, will discontinue business permanently on March 1. Although the piano stock is being rapidly closed out, it is understood that some other arrangement is to be made regarding the talking machine department, but the concern is not yet ready to make any announcement in this connection. As a furniture company has leased the building it is likely that the talking machine as well as the piano department will vacate the present quarters. The Victor line has been handled exclusively.

The Rex Talking Machine Co., recently organized here, is now well established in its attractive quarters in the new Stanwix building, and Manager L. Burton reports good progress being made in introducing the Rex machine in Pittsburgh and surrounding territory.

The Ohio Music Co., 8 West Washington street, New Castle, Pa., near Pittsburgh, is closing out its piano business preparatory to giving over its entire establishment to the talking machine department. The Edison and Victor lines are being featured exclusively. Plans are being made to install several new booths in the spring.

GREAT PUBLICITY CAMPAIGN.

The advertising department of the Columbia Co. has arranged plans whereby the company's national publicity for the coming year will be even more far-reaching and helpful than that used in 1914. The national advertising will include the use of more publications than last year, and no effort or expense will be spared to make this copy so forceful and impressive that dealers throughout the country will receive direct inquiries for Columbia Grafonolas and records. The first advertisement in this campaign was in the nature of a back cover in colors in the Saturday Evening Post early in January.

NEW LYON & HEALY BUILDING.

Contract for the new Lyon & Healy Building, to occupy the N. W. cor. of Wabash avenue and Jackson Boulevard, Chicago, was let February 10 to Wells Bros. Co. The cost of the building will be about three-quarters of a million.

EDMOND F. SAUSE NEW COLUMBIA EXPORT MANAGER.

Succeeds E. N. Burns, Who Has Built Up the Present Extensive Export Trade of the Columbia Co.—Something of Mr. Sause's Interesting Career and Progress—Trade Expansion the World Over—Export Developments in the Orient and South America.

Edmond F. Sause has been appointed manager of the export department of the Columbia Graphophone Co., to succeed Edward N. Burns.

E. F. Sause.

Mr. Burns, who is vice-president of the company, organized the export branch of the company's activity some thirteen years ago. To him is due the credit of having built up the present extensive export business of the company, which is now extended so as to cover even the most remote parts of the foreign field.

At the time Mr. Burns took charge of the export end of the business, graphophones were unknown in the markets of Central and South America, as well as the Orient. Now they are for sale in nearly every town and city in the entire world, and there is hardly any place, however remote, which the Columbia Co. has not reached directly or indirectly through its foreign connections. In spite of the fact that there were many obstacles confronting the development of this business, the Columbia Co's. percentage of export trade ranks far in excess of the average exports of large American manufacturers.

Mr. Sause began his career in the good old days of the gold moulded record—in the palmy period of the George Gaskin-Len Spencer announcement—"Sung for the Columbia Graphophone Co. of New York, Paris and London."

Reminiscencing of these days he tells of a man who came, saw and was conquered by the lure of the Columbia. He purchased a machine, departing forthwith with joy in his heart. The next day he returned just as "forthwith" minus the "joy" and demanded his money. He based his claim on the fact that he had spent two perfectly good hours the night before in trying to get the machine to go. Oh, yes, he had gotten some music for his pains, but it was rather jerky, and it tired his hand so to keep on turning the record with his fingers.

He was only appeased when informed that the machine was all right and might possibly be persuaded to run by itself if he'd wind it up, to which the customer retorted that he hadn't been told to wind it, he was no mindreader, so how was he expected to know.

Mr. Sause's Columbia career commenced in 1903 as a stock clerk in the sub-cellar at 355 Broadway, New York. He has risen in every sense of the word from stock clerk to manager, from sub-cellar to the twentieth floor of the Woolworth building. Beginning as he did among excelsior and case stuffings, his next step was to floor retail salesman. A year or two later found him manager of the first Brooklyn branch of the company. The store was about the size of the proverbial Harlem flat, and to-day it is an eminently respectable peanut stand, the store not having progressed in the same direction as Mr. Sause. Managers in those days had great latitude—they were not limited in any way as to the amount of money they collected. Appropriations, however, were conspicuous by their absence, authorizations, when presented invariably brought on attacks of pen paralysis. As he had nothing that resembled an advertising appropriation, it was necessary for Mr. Sause to draw a crowd in other ways. It was through the inherent, although possibly inadvertent, cleverness of the Brooklyn store manager that the crowd came. The store was heated by an 1812 model, one horsepower, one lung wood burning stove. Upon arrival at the store Mr. Sause would proceed to build a fire in the stove from the packing cases of the previous day's shipments. The stove pipe was anything but secure, and more than once parted company, allowing dense smoke to fill the store and pour out into the street. On three different occasions excited passersby turned in alarms and called out the fire department. The crowd collected and he and the company got their names in the papers without cost.

Finally, with the aid of an attractive offer for the lease from an Italian whose business outgrew his banana stand, and who was looking for slightly larger quarters, Mr. Sause went to headquarters and received authority to lease new steam heated premises.

Shortly after the establishment of the new store a number of canvassers were turned loose with a proposition whereby graphophones were given away as premiums. The scheme met with great popular favor. Not having enough able-bodied help to take care of the crowds, Mr. Sause called on the Police Department, who responded heroically, keeping all Brooklyn in line while every man, woman and child in the community was given a machine. Brooklyn was rapidly becoming the city of graphophones.

At this time Mr. Sause felt that he would rather become famous in New York City than in Brooklyn, and he came over to 90 West Broadway, in which offices was E. N. Burns, who had just returned from a trip around the world and who at that time was devoting himself to the export developments for the graphophones. From that time Mr. Sause personally has had much to do with the developing of the export field.

The European situation was well established, and the possibilities in Central and South America had been looked into. Representatives were sent to South America to assist new dealers that had been established, and to further develop the field by establishing connections in the principal cities of South America and the Orient. The people of the South American countries being of Latin extraction were natural lovers of music. As to the limits of possible business there seemed to be none. It was only a question of giving them what was wanted. The first records that were put into the export field were American band records and a few American songs. Instrumental music, of course, speaks a universal language, but each nation demands its vocal music in its own tongue. National music was necessary in each of the foreign countries. This was a big problem. Singers and bands were brought from Mexico and Cuba to this country to make recordings. Expeditions were sent abroad to secure masters of nature music of the Orient and South America.

To-day the Columbia Graphophone Co. has in its vaults matrices that make a world-wide repertory of over 125,000 selections, including singers and musicians of practically every country in the world. Taking the Orient as an example there are over 5,000 Japanese selections, and as many Chinese. Over forty different nationalities and dialects are represented in the Columbia foreign record list.

The export department under the managership of Mr. Sause includes, in addition to the Orient, China and Japan, every country in South America, Central America and the various islands of the West Indies.

Although many of Mr. Sause's recollections of the development of the export field are humorous, his experience and capabilities are thoroughly business-like. Mr. Sause has traveled extensively over a large part of the field now under his supervision, so he knows conditions at first hand, and is eminently well fitted to hold the position to which he has been appointed.

MELLOTON PERMANENT NEEDLE.

Being Made and Introduced by the Emerald Talking Machine Needle Co. of Milwaukee.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., February 10.—The Emerald Talking Machine Needle Co., of this city, has completed plans for the active exploitation of its Melloton permanent needle.

This needle is composed of a peculiar substance of such a degree of hardness to insure its practical permanency and of a body of such firmness that it permits of being ground and polished to a very fine point. The needle is the product of a long period of experiment on the part of its inventor, Mr. Loehndorf, and it is claimed that the smoothness of the point permits of the needle point traveling the record grooves with the minimum of needle noise and no abrasion on the record, at the same time producing faithfully the very finest tones of the record. It is said that the Melloton needle will play 500 times without showing any great deterioration. Sales Manager E. J. Nickey reports that business is starting off excellently and that it shows every prospect for a big future business.

The F. C. Spiegel Piano Co., Fort Wayne, Ind., has opened a Sonora phonograph department.

DO YOU WISH TO PLAY EDISON OR PATHÉ DISCS?

Attachment Complete with Permanent Sapphire Needle

Price $2.00

(Sample to Dealers Upon Receipt of $1.00)

(Specify whether desired for Edison or Pathe records).
Extra needles either style 75c. each.

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.

The Columbia line is a magnificent line of product—instruments and records, both. But the product to be sold is no more important to the man who sells it than the selling policy behind it and the demand in front of it.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

POPULAR SINGER MAKING RECORDS.

Ed Morton "Caught in the Act" at the Recording Laboratory of the Columbia Co.

A recent visitor to the recording laboratory of the Columbia Graphophone Co., 102 West Thirty-eighth street, New York, for the purpose of recording several new selections for the Columbia record library was Ed Morton, the well-known baritone, who is one of the best known performers on the vaudeville stage. Upon the occasion of his recent visit Mr. Morton recorded a number of popular hits, which will be announced in the near future by the Columbia Co.

Mr. Morton's splendid baritone voice is not at all unfamiliar to Columbia enthusiasts throughout the country, as he has recorded quite a number of popular selections which have met with emphatic success. In addition to his solo recording, Mr. Morton also records with the Peerless Quartet. In the illustration herewith Mr. Morton is singing with Prince's Band as accompanists. Those unacquainted with the process of record making will find this picture of interest from an educational viewpoint.

Ed Morton and Prince's Band in Columbia Laboratory.

THE RECORD REPEATER CO.

The Record Repeater Co., New York, has been incorporated with a capital stock of $115,000 for the purpose of manufacturing automatic repeaters and stops for talking machines, etc. The incorporators are Matthew B. Sentner, Owen McHarg and Cornelius A. Cole.

The trade journal is valuable not only for the ideas it gives you, but also for the ideas that it stimulates you to develop for yourself.

TALKING MACHINE AS LIFE SAVER.

Plays "Tipperary" to Calm 1,000 Pupils Marching Out of Blazing School.

The practical value of the talking machine as a life saver was demonstrated recently in Public School No. 90, at Church and Bedford avenues, Brooklyn, N. Y., when, upon discovery of a fire in the building, the thousand or more pupils marched out in safety to the accompaniment of the strains of "It's a Long, Long Way to Tipperary" pouring from the horn of a talking machine on the first floor. Such service on only one occasion should pay for the talking machine equipment for the entire school, as coming under the heading of "safety first."

SILESTRO APPLIANCE CO.

The Silestro Appliance Co., New York, has been incorporated with capital stock of $100,000 for the purpose of manufacturing and marketing talking machines and accessories. The names of the incorporators are not given.

LAWRENCE McGREAL IN BANKRUPTCY

Former Milwaukee Jobber in Financial Difficulties as Result of Lapse on Payment of Note—Liabilities Set at $26,433.02 and Assets at $71,211.59 in Schedule Filed.

Lawrence McGreal, formerly talking machine jobber here and ex-sheriff of Milwaukee, recently filed a voluntary petition in bankruptcy, scheduling his liabilities at $26,433.02 and assets of $71,211.59. A few weeks ago an involuntary petition in bankruptcy was filed against the Lawrence McGreal Clothing Co., of which Mr. McGreal was the president. Of the assets now listed by Mr. McGreal in his personal petition he schedules $35,000 worth of stock in this bankrupt clothing concern; stock in the C. M. Backus Co., of Chicago, $10,000; bills, promissory notes, etc., due him, $15,000; debts on open accounts, $2,956; real estate, $7,500. Among the leading creditors of Mr. McGreal and their claims are the following: Thomas A. Edison, Inc., Orange, N. J.; Merchants and Manufacturers' Bank, Milwaukee, secured by real estate; Prospect Hill Land Co., Milwaukee; Wheeler & Witte, Milwaukee; Laurence Lucker, Minneapolis, and others.

Judge F. A. Geiger in the United States District Court on February 2 ordered a judgment of $12,028.84 to be entered against Mr. McGreal in favor of Thomas A. Edison, Inc., for the balance of a note alleged to be due the Edison concern. Mr. McGreal did not appear and the judgment was ordered entered by default.

According to a statement by A. K. Stebbins, of Bloodgood, Kemper & Bloodgood, attorneys for the Edison Co., Mr. McGreal gave his client a note for $38,000 on April 1, 1912. In September of the same year Mr. McGreal paid $15,000 and had the time extended for another payment until November 15, 1913, when a payment of $11,871.16 was made. Suit was then brought to recover the remainder alleged to have been due.

Mr. McGreal had negotiations under way looking to the purchase of the Badger Victrola Shop, 312 Grand avenue, the retail branch of the Badger Talking Machine Co., but it is anticipated that his bankruptcy action will prevent this deal from being carried out.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - NEW YORK

TALKING MACHINE PRE-EMINENCE IN KANSAS CITY.

Out-Talking All Other Businesses—Gratifying Reports for All Members of the Trade—E. D. and M. D. Easton Visitors—Sending Machines to Homes for Demonstration—How Karl Walter Was Converted—Barker's New Record Circulating Library—Other News.

(Special to The Talking Machine World.)

KANSAS CITY, MO., February 6.—The talking machine business is literally out-talking all other businesses in Kansas City. The past month the talking machine and record sales in nearly all the stores in Kansas City doubled those of the month of January of last year. The business is enjoying that steady though rapid increase that will carry it to prosperity. The only kick the companies are making is for more machines—they claim that they cannot keep enough in stock to meet the demand. Several of the firms have booked orders for records away ahead of their shipments.

M. M. Blackman, manager of the Edison Shop, reports excellent sales and good collections. The wholesale business is particularly flattering. Mr. Blackman left the first part of the month to attend a meeting of the Edison jobbers in New York.

E. D. Easton, president of the American Graphophone Co., and wife and son, Mortimer D. Easton, and wife, and Marion Dorian, treasurer of the company, were in Kansas City last week and spent one hour in the Kansas City store. Elmer A. McMurtry, district manager of the company, entertained them until time for the train. The party was en route for San Francisco. E. D. Easton expects to visit several weeks in Arizona. Mortimer Easton will have charge of the exhibit of talking machines at the Panama-Pacific Exposition for the company.

E. A. McMurtry, manager of the Columbia Graphophone Co., left Kansas City early this month to visit several of the larger cities. George Hothman has been transferred from the retail store to outside city salesman.

The May Stern Furniture Co. has installed a talking machine department, handling the Columbia line. The store is in the heart of the business district and is under the capable management of L. Hoffman, assisted by Miss Walker. Three demonstrating rooms will be provided.

Frank Dorian, general manager of the Dictaphone department of the Columbia Graphophone Co., was in Kansas City last week. From here he went to St. Louis.

H. R. Barker, of Kansas City, recently conceived a novel plan for a circulating record library and has opened a storeroom in the Altman building. The company is known as the Musical Record Co. The plan is this: Anyone can bring in eight of his own records and take out four records for one month. The records are not accepted unless they are in the best of condition, and many new ones are constantly being bought by the company for use in the exchange. To have this privilege a membership card must be taken out for one year. This costs a dollar and the dues of fifty cents a month must be kept up. Many out-of-town people have joined the club and the records are sent to them by parcel post. Mr. Barker handles all the different makes of records, and there are about 10,000 records in the exchange.

Harry Wunderlich, of the Wunderlich Music Co., who has had an excellent sale in talking machines, will soon remodel his stores, which he purchased from the F. G. Smith Co. and enlarge his talking machine department. Mr. Wunderlich is very much gratified over the success of the few talking machines that he has handled.

Karl Walter, the music critic employed on the Kansas City Star, was ill at his home last month. The Edison Shop sent a diamond disc machine and several records to his home for a few days. Mr. Walter returned the machine and praised it highly. Mr. Walter knows music, and a few weeks previously in one of his criticisms had expressed his contempt for the so-called "canned music." Mr. Walter after returning the machine said: "The machine is wonderful, the music very nice, and I appreciated it a great deal."

U. L. Means, of the Means & Pearson Music Co., who boasts that he carries more varieties of talking machines than any other house in Kansas City, reports that the sales have nearly doubled those of January, 1914. Mr. Means handles the Edison, Grafonola and the Victrola. He calls his establishment "The Phonograph Store," and declares: "This is the only store in Kansas City where you can see all the different makes before you choose the one you want. You can hear them all in the same room and make any comparison that you wish. We would as soon sell you one as the other."

M. M. Blackman has been using a unique manner of demonstrating the qualities of his machines and records. He sends a machine to a person's home and a capable representative from his store to operate it. One or two of the companies handling other makes also send machines and representatives to the same house, sometimes the machines and representative arriving at the same time. Mr. Blackman says that these tests have proved very satisfactory to him. So far eleven of them have been held.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., jobbers for the Victrola, recently returned from the executive meeting of the National Talking Machine Jobbers at Chicago. C. J. Schmelzer, who is a member of the executive committee, also made the trip. The jobbers here will try to arrange for a special car to the convention in San Francisco. Mr. Trostler is enthusiastic over the business done by the Schmelzer Victrola department this month, the sales having doubled those of January last year, and his only regret is that he cannot get machines from the factory fast enough to supply his trade.

COURT CONFIRMS SALE.

Judge Morton, in the United States District Court, Boston, has confirmed the sale of the property of the Boston Talking Machine Co., to Charles E. Whitman for $30,000. E. F. Aldrich is receiver for the company.

FLEXIBLE The FLEXIBLE

Flexible Four Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

In Attractive Packages of 200 Points.
Increase Your Profit.
Send for **Samples** and **Prices** today.
Two Sources of Supply.

Flexible Needles are guaranteed to play the Longest Records Perfectly.
Flexible Needles are guaranteed to save the record from wear.
Flexible Needles are guaranteed to eliminate the scratch.
Flexible Needles make old records sound like new.
Flexible Needles are better because they do more.
Flexible Needles are made from the best steel obtainable.
Flexible Needles are the best for any record because they bring out all that is in the record.

WRITE TO

JOHN M. DEAN, Inc.

FLEXIBLE PUTNAM, CONN. FLEXIBLE

John M. Dean Corp.

PUTNAM, CONN.

TALKING MACHINE
Needle
MANUFACTURERS

Quality
and Quantity
—the ideal combination for good needles at the right prices.

BABSON BROS. TO BECOME EDISON JOBBERS IN DETROIT.

American Phonograph Co. to Retire—New Quarters to Be Occupied About April 1—Edison Shop to Double Its Space—Recitals in Schools Interest—Columbia Activity—Handicapped for Goods—Strasburg Co. Reports Lively Call for High-Priced Victors.

(Special to The Talking Machine World.)

DETROIT, MICH., February 6.—The development of greatest interest in the talking machine circles of Detroit this month is the prospective establishment of a new jobbing store of considerable size and the retirement from the field of an old-time dealer. The Edison is the company interested in the deal.

For the past year or more the Edison has been handled in the jobbing field by the American Phonograph Co., also retailers of Victors. The building occupied by the company is to be torn down next summer, and it is understood that the American Phonograph Co. will retire from business instead of seeking a new location, Mr. Ashton, at the head of it, having large real estate interests which demand his time. At any rate, William Maxwell, second vice-president of Thos. A. Edison, Inc., was in Detroit February 1 with the junior member of Babson Bros., the big talking machine jobbing house of New York, Chicago, Kansas City, Los Angeles and San Francisco, looking for a location for a big store, and announced that Babson Bros. were to become Detroit jobbers for the Edison in the spring. It is understood that the change is to take place April 1.

A Woodward avenue location is sought, but a suitable one is hard to find. There is only one available at present, and the price on that is extortionate. The concern now occupying it is retiring from business because, it is understood, the rentals eat up so much of the profits that the investment can be used to better advantage elsewhere. If Mr. Babson and Mr. Maxwell obtained a location they made no announcement of it.

Coincident with the announcement of a new Edison jobbing store, came the news that the Edison Shop, established on Grand River avenue last November, will double its space soon. The Brown Sales Co., proprietor, has obtained an option on the store to the east of its present one and will take possession within a few weeks. The entire partition between the two stores will be taken out, making a single, large display room. This will be appropriately fitted up with demonstration booths, done in mahogany, to correspond with the booths of the present store. There will be two display windows and two entrances, the numbers being 31 and 33 Grand River avenue East.

The Edison Shop had a large number of machines in stock before the destruction by fire of the Edison factory, and so still has a supply sufficient for the present trade. There has been a shortage of records, however, until February 1, when some of the new product was received.

W. B. Griffith, of the Edison laboratory, has been in Detroit for several days with a force of six demonstrators, giving Edison recitals in schools, churches and clubs. Regular programs are distributed, containing twelve numbers and a list of records that will be played upon application of any member of the audience. The demonstrators are making their headquarters at the Edison Shop.

The branch store of the Columbia Graphophone Co. has just completed extensive interior remodeling, by which additional demonstrating rooms are provided and an office department for the manager is provided on the mezzanine floor over the demonstrating rooms. The record racks have been made more handy by transferring the top tier of them to the floor in the front part of the store.

The Columbia store is still handicapped by inability to obtain sufficient goods to fill orders, but promises have come from the factory that by February 15 machines will be on hand to supply all requirements. Manager F. A. Denison is hoping that the report is not exaggerated. J. Henry Ling alone has orders on file for $2,500 worth of machines, and has ceased his talking machine advertising because it does no good to drum up business which cannot be filled. Columbia dealers all over the city have orders in for machines that they have sold in advance and are fearing that the sales will be canceled unless the machines arrive soon.

In spite of the lack of machines, the Columbia business for January exceeded the business of January, 1914, by 25 per cent. Manager Denison thinks it would have ran right along with the December business had it not been for the shortage.

Said S. E. Lind, city sales manager: "This year is going to be away ahead of any other year in the history of the talking machine business, in spite of the talk of industrial depression. It is the merit of talking machines as a whole that will make it so. More and more are the people finding out that with a Grafonola they can have any kind of music they want, and do not have to be expert musicians to produce it. While hundreds of thousands of people can play the piano, only a small percentage of them are finished artists. They are cultured enough to desire to hear the best music, though they cannot play it. So, while they have their pianos and play them, they want talking machines, too, to supply them with what they cannot get from their pianos.

"With the people who cannot play a piano the talking machine is taking precedence. These people have bought pianos for artistic furniture. A Columbia grand makes just as artistic furniture, and can be made useful also. The same is true of all other large size talkers."

The Max Strasburg Co.'s stores are crowded daily. When the correspondent of The Talking Machine World dropped in this month every demonstrating room was in use and clerks were dividing their time between prospective buyers and callers who were asking for records from the February catalog. Mr. Strasburg was on the jump personally all the time. Between jumps he said that the shortage which had hampered the holiday trade had been overcome and that with plenty of machines on hand the store was making up the business it lost in December owing to inability to deliver goods in time for Christmas. The January business ran at least 20 per cent. ahead of the same month last year. He could not give the exact figures, not having had time to make the necessary computation. The demand still runs to the higher grades of Victor machines. This tendency is more marked than ever before.

Manager Barclay, of the talking machine department of the J. Henry Ling store, said that if the promise of the Columbia Co. to catch up on orders was fulfilled that the business of the House of Ling in talking machines would set a mark in 1915 that would be astonishing. Mr. Barclay, who for several years was a traveler for the Columbia Co., has been invited by Mr. Ling to remain permanently with him as talking machine manager and has accepted. It was intended when he took charge of the department in November that he should get it into good running order and then resume his travels. Mr. Ling has found him too valuable a man to let go, and Mr. Barclay prefers a stationary job to a traveling one.

Harry Robens has become the Michigan traveler for the Columbia Co. Formerly he was with the Julius A. J. Frederich Co., of Grand Rapids.

The talking machine dealers of Detroit have joined with the piano dealers in an effort to ward off some disadvantageous legislation which has been proposed at the State capital. The proposition of the lawmakers is to compel the registering of all contracts as chattel mortgages. There would be a fee of $1 for registering. This would be much more disadvantageous to talking machine dealers than to piano dealers, because of the much larger number of sales. Also, it would be a nuisance in adding a lot of red tape to the sale of a machine that would reduce the profits by increasing the overhead expense.

NYOIL

For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FINEST OIL MADE. It absolutely *prevents rust.* NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c.

WM. F. NYE, New Bedford, Mass.

NYOIL

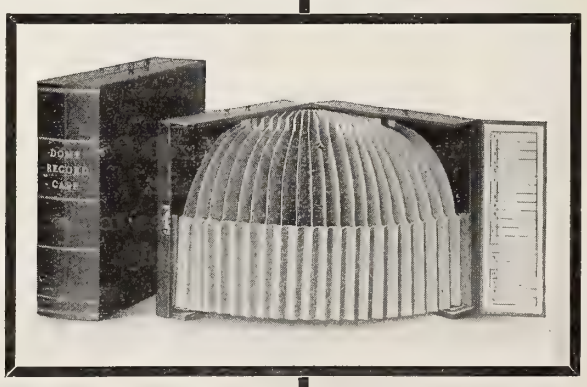
For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

Business is good—There's a reason. A trial order will show you. WHY? The goods and the service is the answer.

VICTOR and EDISON Distributor

DOME RECORD CASES



should be in your stock. Holds 20 records. Made in 10″ and 12″ sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style of finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

W. D. Andrews - Buffalo, N. Y.

The inside back cover of the Talking Machine World always carries a list of Columbia distributors down the center. It is there in front of you now. Get in correspondence with the nearest one.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

PATHESCOPE CO. LEASE INCREASED FLOOR SPACE.

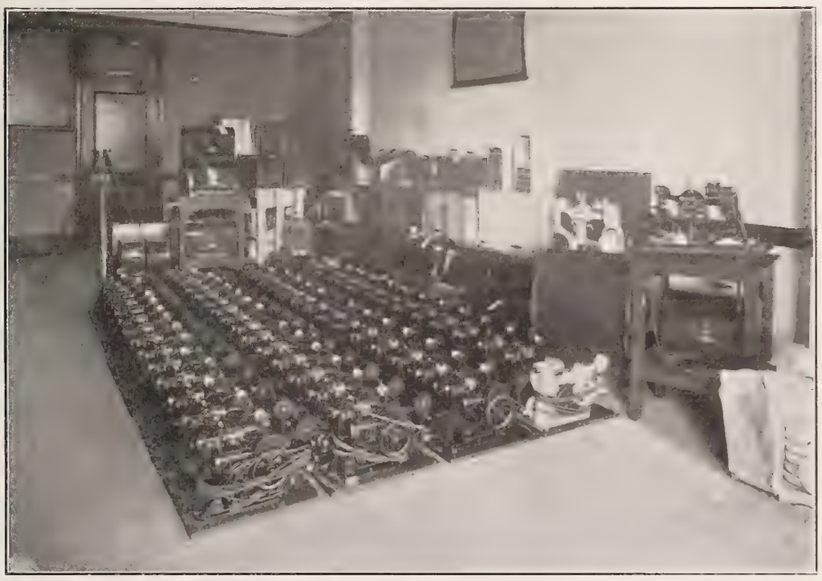
Take Possession of Entire Seventh Floor in New Building at 16 West Forty-fifth Street, New York, for Assembling, Testing and Stockrooms and Film Exchange—Office at Aeolian Hall—Growing Business Necessitates Move—Success of Educational Propaganda.

The Pathéscope Co. of America, which was incorporated recently with a capital stock of $1,000,000 to take over the entire business of the Pathéscope, the popular motion picture machine for the home, school room and auditorium, has leased the entire seventh floor of the new building at 16 West Forty-fifth street, New York. This floor will be used solely for assembling, testing and for stock rooms, the offices, showroom and film exchange of the company remaining at Aeolian Hall, 29 West Forty-second street, New York.

The increase in business being done by the Pathéscope Co. of America is well evidenced in this need for additional facilities, as it was found that the steady growth in the demand for the Pathéscope from all sources throughout the country would require the use of a separate floor for testing and assembling purposes. Film printing machines and an expensive film copying machine for reproducing standard subjects in Pathéscope size have been recently received from Paris and installed in the company's laboratory.

Willard B. Cook, president and general manager of the company, pointed out this week that the holiday retail business in the Pathéscope had far exceeded all expectations, the sales from Aeolian Hall during the period just before Christmas running up to over $2,000 per day.

A feature of Pathéscope business the past few months has been the progress made in the company's educational department. About twenty-five Pathéscopes have been delivered to that number of public and parochial schools in Greater New York the past month, and fifteen more will probably be delivered within the next few days. Fourteen complete Pathéscopes with institutional stands were recently purchased by the Buffalo, N. Y., schools, and sixteen more have been ordered for schools of Boston and vicinity, and ten for the schools of Washington, D. C.



One Corner of the Pathéscope Showroom Showing Machines Just Received from Paris.

GLASS MAGNIFIES DETAILS

Of the Tone Arm and Diamond Point of the Edison Disc Phonograph.

A feature of of the window display of the Edison Shop, 473 Fifth avenue, New York, is in the use of a large magnifying glass to show in detail the mechanical features of the tone arm and diamond point of the new Edison disc phonograph. The reproducer is shown on a background of black velvet, and the use of the magnifying glass serves to attract the attention of all passers-by along Fifth avenue. Another interesting feature of this week's display is a picture of the Edison plant at West Orange, N. J., with Mr. Edison's portrait and several of his time slips which he punched when he worked at the Edison laboratories.

HONOR MEDAL FOR EDISON.

The Medal of Honor for Distinguished Public Service, established by the Civic Forum, has been awarded by the National Council to Thomas A. Edison, and will be presented to him at a public meeting in March. The medal, from a design by Paul H. Manship, was bestowed last year upon Colonel Goethals.

PHONES FROM COAST TO COAST.

Arthur D. Geissler Takes an Order from Wiley B. Allen Co., San Francisco, and Plays Victor Record for Mrs. Moore at Ross, Cal.—Up-to-the-Minute Achievement Worth Noting.

Arthur D. Geissler, vice-president of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributer, took advantage on February 3 of the recently perfected telephonic system between San Francisco and New York to sell a substantial bill of Victor products to a prominent Coast concern and to also play a Victor record over this distance of 3,000 miles.

The announcement of the perfection of telephone service between New York and the Pacific Coast was made the early part of the week, and realizing the fact that this engineering feat represented an epoch in the history of the telephone, Mr. Geissler on the morning of February 3 secured communication by telephone with James J. Black, of the Wiley B. Allen Co., San Francisco, Cal. The connection was made with comparatively no difficulty, and at the close of the conversation, which embraced numerous important business topics, Mr. Black placed a substantial order with the New York Talking Machine Co., which was the first Victor order received over the telephone from such a distance.

That same evening Mr. Geissler, enthusiastic over his morning's experience, called up his mother-in-law, Mrs. George A. Moore, at her home in Ross, Cal., and in addition to an informal talk played for her edification John McCormack's new Victor record of "Tipperary" on his Victrola XVI electric. The playing of this record made a reality of the once seemingly improbable thought that "John McCormack while singing in New York is heard by a San Francisco audience."

PROGRESS THE WATCHWORD

With the Penn Phonograph Co. Which Has Built Up a Large Jobbing Business and a Strong Following in the Trade.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., February 1.—One of the most progressive talking machine jobbers of the East is the Penn Phonograph Co., exclusive Victor distributer, which has extensive quarters at 19 South Ninth street, this city. This concern was established in 1898, seventeen years ago, which shows that even in those years the officer of the organization had a firm conviction in the wonderful future of the talking machine. If one were to relate the many changes taken place from that time to date it would embrace many volumes, while the methods and conditions of doing business have changed considerably.

It can safely be said that progress has been the watchword and that with current happenings in the business world, this company has thoroughly studied and considered the advisability of making the specified changes and, withal, to create a service to the dealers that would be satisfactory in every way.

Officers of this corporation are: E. Clarence Brooks, president; John B. Miller, treasurer; H. F. Miller, secretary, and T. W. Barnhill, manager.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

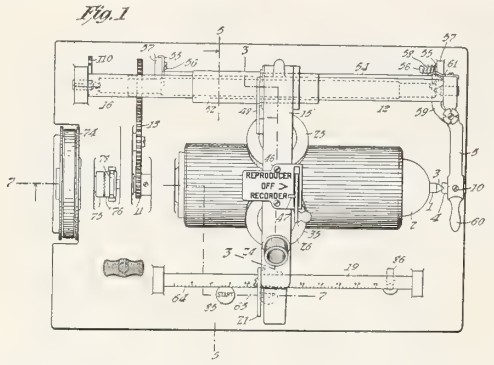
(Special to The Talking Machine World.)

WASHINGTON, D. C., February 8.—PHONOGRAPH. Charles L. Hibbard, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,119,157.

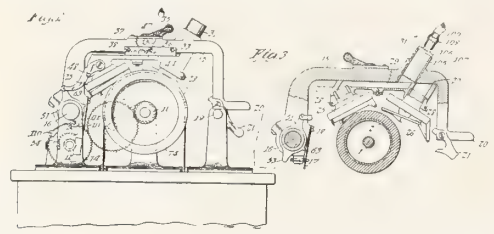
This invention has for its object the provision of improvements in phonographs which are adapted more particularly for use for commercial purposes, although obviously the invention may be used in connection with other types of phonographs.

Among the features of novelty of the present

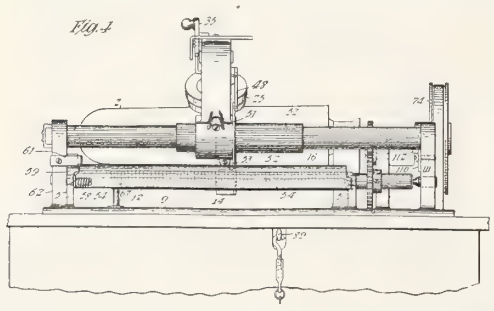
Fig. 1



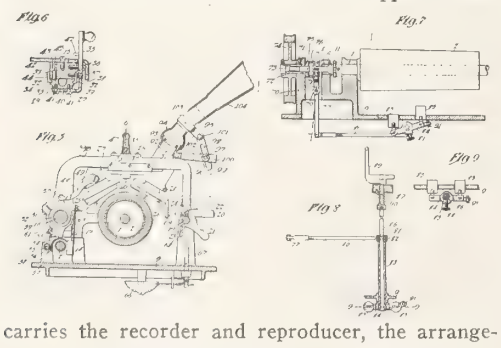
invention are an improved recorder and reproducer support carried by the traveling carriage or carrier arm, and the provision of means for operating said support so as to bring either the recorder or reproducer into operative position with respect to the record surface, or for bringing the



parts into such position that both the recording and reproducing styluses are entirely clear of the record surface, so that the record cylinder can be removed from or placed on the mandrel without contacting with either of said styluses, and the traveling carriage can be shifted without injury



to either the record or reproducer and recorder. The traveling carriage is provided with a sound-conveying tube to which an amplifying device or sound-conveying tube may be applied, and the said tube is in communication with sound-conveying ducts formed within the frame or support which



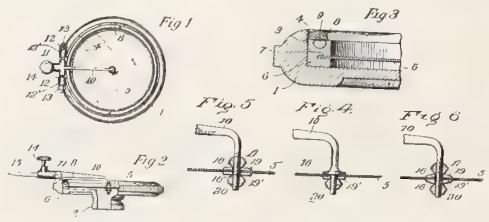
carries the recorder and reproducer, the arrangement being preferably such that when the recorder is in operative position there will be a sound-passage leading in a straight line through the tube carried by the carriage to the interior of the recorder sound-box and the reproducer will be cut out; and when the reproducer is in operative position a devious or indirect sound-passage will lead to the reproducer, and the recorder will be entirely out of communication therewith. Indicating means are also provided for showing when the recorder and reproducer are respectively in operative position and when both are in inoperative position. Means are also provided for locking the end gate which carries the outer bearing for the mandrel shaft, so that the end gate cannot be moved when either the recorder or reproducer is in operative position, the end gate being unlocked when both the recorder and reproducer are in inoperative position, that is, with their styluses clear of the record cylinder. Means are also provided for moving the feed nut from engagement with the feed screw when the recorder and reproducer are in inoperative position.

Figure 1 is a plan view of a phonograph constructed in accordance with this invention; Fig. 2 is an end elevation of the same looking toward the right in Fig. 1; Fig. 3 is a section on line 3—3 of Fig. 1; Fig. 4 is a rear elevation; Fig. 5 is a section on line 5—5 of Fig. 1 showing also an improved form of sound-tube coupling applied to the traveling carriage; Fig. 6 is a detail section on line 6—6 of Fig. 5; Fig. 7 is a section on line 7—7 of Fig. 1 and shows the means for starting and stopping the mandrel; Fig. 8 is a plan view partly in section of certain parts of the starting and stopping mechanism of Fig. 7, and Fig. 9 is a section on line 9—9 of Fig. 8.

SOUND-BOX.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,119,920.

This invention relates to sound-boxes intended for use with laterally undulating or "zig-zag" sound-records, and the object of the invention is to provide a sound-box which can be manufactured in wholesale quantities and which shall nevertheless give uniform results in the quality of the reproduction obtained thereby, which shall be simple in construction, easily assembled and disassembled for inspection or repair, and which can be manufactured at a minimum cost.

With these objects in view, the invention consists of a diaphragm mounted in a single integral ring of elastic material, such as soft rubber of fine quality, and secured in a head in the form of a cup by any suitable means, such as a screw ring, for imparting uniform compression to the ring of elastic material, and a stylus bar, preferably formed of a single piece of forged metal of uniform texture and quality, pivotally mounted upon the frame of the sound-box and securely attached to the diaphragm without placing the latter under any torsional strain. Preferably the inner end of the stylus bar is bent and screw-threaded and extended



through a central opening in the diaphragm, with a small flat washer on either side of the diaphragm, which washers, with the interposed diaphragm, are clamped between two nuts screw-threaded onto the end of the needle bar. By this means a sound-box is secured which is exceedingly simple in construction and cheap to manufacture, but which nevertheless may be manufactured in large numbers by a large number of workmen without variation in the diaphragm mounting or the needle-bar mounting, or in the attachment of the needle bar to the diaphragm, with the result that discards in the manufacture are almost entirely eliminated, and the quality of the reproduction secured is practically uniform.

In said drawings Figure 1 is a plan view; Fig. 2 is a side elevation partly in section; Fig. 3 is an enlarged sectional detail showing the manner of mounting the diaphragm in the frame or support, and Figs. 4, 5 and 6 are detail views showing the manner of connecting the stylus bar to the diaphragm.

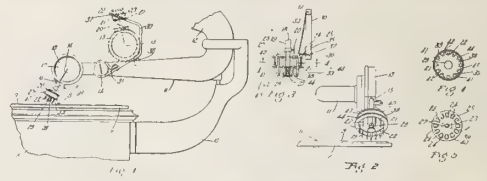
SOUND-REPRODUCING APPARATUS.—George F. Norris, Malden, Mass., assignor of fifty one one-hundredths to Alexander Steinert, Boston, Mass. Patent No. 1,120,841.

This invention relates to improvements in sound-reproducing apparatus, otherwise known as talking machines, in which a record is employed having a spiral or helical groove adapted to be followed or traced by an instrument commonly known in the art as a needle. The needles as used in this connection are constructed of a comparatively soft metal or fiber, in order that they may not injure or destroy the delicate surface of the records, and by being soft the tracing of a single record usually suffices to wear them out or at least destroy their efficiency; consequently when it is desired to play a record the second time or to start on a new record a new needle must be supplied.

The object of the invention is to provide a device adapted to maintain a plurality of needles in readiness to be moved successively into an operative position relatively to the record of the machine, thereby changing from a used to an unused needle each time a record is played until the supply has been exhausted, or if it is so desired said supply of needles may be successively presented to said record or other records placed on the machine and used the second time.

The object of the invention is further to provide a suitable holder for said needles which is capable of firmly holding said needles in their operative positions against the record, said holder being constructed to fit the usual needle socket provided in said sound-box.

Referring to the drawings: Figure 1 is a side elevation of a portion of a sound-reproducing apparatus or talking machine embodying my inven-



tion, certain parts of said apparatus being broken away to save space in the drawings. Fig. 2 is a front elevation illustrating the sound-box in its operative position. In this position the relations of said recesses 26 and the needles 22 being such that when said projection 27 is in one of said recesses one of said needles will be in contact with the disc 9, that is, when the sound-box 13 is in its operative position, said projection preventing more than one needle from contacting with said record at one time.

STYLUS HOLDER FOR GRAPHOPHONES AND LIKE INSTRUMENTS. — Maximilian H. Fischer, East Orange, N. J. Patent No. 1,120,141.

This invention relates to improvements in stylus holders for graphophones and like instruments.

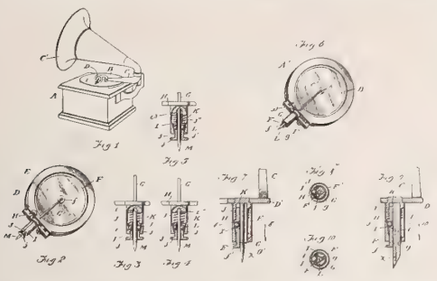
By the use of this invention the stylus of a graphophone or like instrument will be automatically gripped upon insertion into the holder, and when pressed home during the same operation will be held firmly and rigidly in place, and furthermore may be readily, quickly and easily released and removed by a simple manipulation. In this way the operation of the instrument is materially facilitated.

One of the greatest objections to the use of hard rubber records is the trouble, annoyance and time involved in adjusting, removing and readjusting the stylus in place after each record has been played. In devices of this kind it is necessary that the stylus be held firmly and rigidly in position so as to communicate the full benefit of the vibrations caused by its travel over the indentations in the record to the reproducing diaphragm, and it is furthermore desirable that the stylus may be removed and replaced with great expedition.

In the accompanying drawings Fig. 1 is an ele-

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

vation of a phonograph; Fig. 2 is an enlarged view of the stylus holder and accompanying parts; Fig. 3 is a longitudinal section showing the stylus in place; Fig. 4 is a similar view of a modified form of the invention; Fig. 5 is a similar view of another modified form; Figs. 6 to 10, inclusive, illustrate a modified form of device adapted to grip styluses either circular or triangular in cross-section. In said figures, Fig. 6 is an elevation of a stylus holder



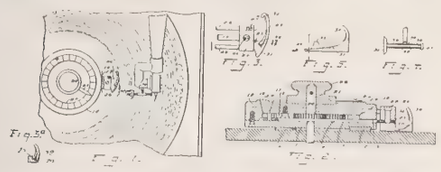
and accompanying parts; Fig. 7 is a longitudinal section showing the same gripping a cylindrical stylus; Fig. 8 is a section on the line 8—8 of Fig. 2; Fig. 9 is a longitudinal section showing the device with a stylus of triangular cross-section held in place; and Fig. 10 is a section on the line 10—10 of Fig. 9.

ATTACHMENT FOR TALKING MACHINES.—William H. Schoonmaker, Montclair, N. J. Patent No. 1,121,139.

The object of this invention is to provide a device which will automatically lift the needle from the record of a phonograph or talking machine when the needle has reached the end of the record, thus preventing the needle from bearing on the unlined portions of the record, plate or cylinder, to the injury of the machine and the production of discordant and unpleasant sounds.

The invention is especially intended for use in connection with machines having disc records rotating in their own plane, though various of its principles are applicable to other types of machines. In accomplishing this purpose a device is provided which rests by its gravity on the record and turns with it, and which carries a trip fastened to engage a part on the sound box or reproducer when the end of the record has been reached, which trip thereupon lifts the sound box and with it the needle, disengaging the later from the disc or record and holding it disengaged. This allows the machine to be stopped and parts to be readjusted either to repeat the record or to place a new one in the machine.

This machine also involves a means of adjusting the trip to various positions suited to various



records. This allows the marking of the records with an indicating number or other character, and then rapidly and easily adjusts the trip for the new record that is placed in position.

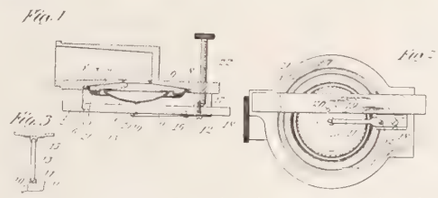
Fig. 1 is a plan view of the device, showing it in position on a disc record and illustrating the relative position of the sound box or transmitter. Fig. 2 is a central vertical section, showing the parts for effecting the adjusting of the trip. Fig. 3 is an enlarged plan view of the trip and its connections. Fig. 3a shows a detail transverse section of a portion of the trip, taken on the line *y*—*y* of Fig. 3. Fig. 4 is a detail of the attachment on the reproducer for coaction with the trip. Fig. 5 shows a side view of the trip 25.

SOUND-RECORDING APPARATUS. Thos. A. Edison, Llewellyn Park, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,126,428.

This invention relates to devices for recording sound, and is an improvement on the structure described in application Serial No. 556,469, filed April 20, 1910, which application has resulted in United States Patent No. 1,019,441, dated March 5, 1912. In the application referred to was described and claimed a recorder having a diaphragm comprising a flexible ring having the upper surface of its outer edge resting in contact with a knife edge carried by the sound box, and a rigid arched circular central member, the outer edge of which constituted a knife edge and pressed against the lower side of the inner edge of the flexible ring. The stylus was rigidly connected with the center of the rigid inner diaphragm member, and a strong upward stress given to the whole diaphragm, by means of a spring member upon which the stylus was carried, to hold the members of the diaphragm in position and also to prevent excessive movement of the diaphragm away from the recording surface. This resulted in a construction of sufficient sensitiveness to respond to sound waves of little power, and one which also was so formed as to largely prevent excessive movements of the diaphragm away from the recording surface under the influence of sound waves of great amplitude.

The object of the present invention is to improve upon the construction just described.

The inventor has formed the flexible ring member of the diaphragm of acetyl cellulose, or nitrocellulose, or cellulose xanthate (viscose cellulose), paper and like material whose porous structure permits of large flexing with very little power, a property absent in metals, glass and similar non-



porous materials. He also has formed the ring member with a wide central ring-shaped corrugation, the knife edges of the sound box and the rigid central diaphragm member, respectively, contracting narrow, flat portions of the ring member on each side of the corrugation. By this means the action of the diaphragm is changed, so that, while the diaphragm is just as sensitive to weak sound waves of small amplitude, it is not moved away from the recording surface so far under the influence of sound waves of great amplitude. It is worthy of note that when such a corrugation is formed on a ring member made of metal or other substance having different properties from those of the materials mentioned, the vibrations of the same are deadened, so that no successful record can be made. Also by this construction the possibility of buckling in the ring member is lessened, as is also the tendency of the flexible member to vibrate in parts. Another improvement, which is described and claimed herein, over the construction shown in previous application, consists in making a jointed connection between the diaphragm and the spring lever carrying the stylus instead of connecting the parts rigidly. As the stylus moves up and down in recording, it also moves in an arc about the point at which the spring lever carrying the stylus is supported. If the stylus and spring lever are rigidly connected to the center of the diaphragm the movement of the stylus in an arc tends to force the diaphragm to one side, or to cause the same to buckle. This difficulty is overcome by making a jointed connection between the spring lever and the diaphragm, so that the latter may freely move in straight lines toward and away from the recording surface without being acted upon by any forces through the connection from the stylus tending to move it in any other direction.

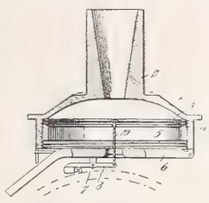
Fig. 1 represents a vertical central cross section through a sound recorder embodying one form of the invention; Fig. 2 is a bottom plan view thereof, and Fig. 3 is an enlarged detail view partly in section, showing improved connection between the diaphragm and stylus.

PHONOGRAPH-RECORD REPRODUCER.. Dalton W. Bryant, Carbondale, Pa. Patent No. 1,126,382.

This invention relates to a phonograph reproducer, and more particularly to a connecting means between the stylus arm and diaphragm.

The invention has for one of its objects to improve the construction and operation of devices of this character so that the life of the record will be materially prolonged, the reproduction of tones more accurately accomplished, and the usual screeching or scratching sounds eliminated.

Another object of the invention is to provide an improved link between the stylus arm and diaphragm, which is flexible but non-elastic, so that vibrations will be effectively transmitted from the record to the diaphragm without any objectionable defects present in those sound-reproducing devices in which a steel link is employed.



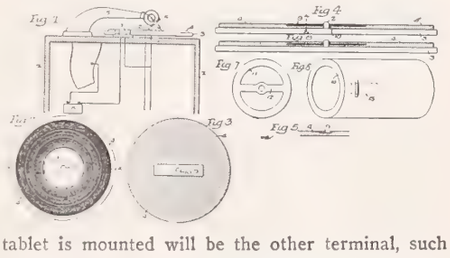
In the reproducing of sounds by a sound reproducing device including a metal link between the stylus arm and diaphragm, by changing a note of high vibration to one of lower vibration, the vibration of the diaphragm does not conform precisely to the record so that the diaphragm is not in harmony with the stylus arm, and at the time of the transition from one note to the other an impulse, which may be termed a "kick back," is exerted on the stylus arm so that the stylus or sapphire thereof will dig into the record and produce wear on the latter and besides this the metal link will cause a rattling sound at the joints between it and the diaphragm and stylus arm.

In the accompanying drawing, which illustrates one embodiment of the invention, the figure is a central vertical section of a sound reproducing device used in connection with a cylinder record.

RECORD-TABLET FOR TALKING MACHINES. Owen O. Brophy, Philadelphia, Pa. Patent No. 1,126,377.

One object of this invention is to provide means for automatically stopping a talking machine at the end of a record. A further object is to locate an electric contact plate in the record tablet in such a manner that the formation of the record will not expose the plate; the plate being so arranged that it can be exposed at the end of the record.

A still further object is to so use such a record tablet that a phonographic machine in which a stylus is used may serve as one terminal of an electric circuit, and the post on which the record



tablet is mounted will be the other terminal, such post being in electrical engagement with the contact plate when the record tablet is placed thereon.

Fig. 1 is a diagrammatic view of a talking machine of the disc type, illustrating the invention; Fig. 2 is a plan view of the phonographic record tablet, illustrating the invention; Fig. 3 is a sectional plan view of the record tablet, showing the contact plate in full lines; Fig. 4 is a transverse sectional view, on the line *a*—*a*, Fig. 2, of the phonographic record tablet showing the contact plate embedded therein; Fig. 5 is a sectional view on the line *b*—*b*, Fig. 4; Fig. 6 is a transverse sectional view of a double phonographic record tablet, showing the contact plate located midway between the sides; Fig. 7 is a view illustrating a modification of the contact plate, and Fig. 8 is a view of a record cylinder showing the contact plate in position therein.

One of the enterprising Edison dealers in Vermont is Julius E. Jerg, of Randolph, who has built up an excellent business with the Edison diamond disc in the territory which he controls. He has attractively arranged warerooms and booths.

RECORD BULLETINS FOR MARCH, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

Margarete Matzenauer, the Great Metropolitan Opera Mezzo Makes Her First Columbia Records.

No. Size.

A5641 The Rostary (Nevin) Mezzo-soprano Solo in English, with orch.....Margarete Matzenauer 12
Stille Nacht, Heilige Nacht (Silent Night, Hallowed Night) (Gruber) Mezzo-soprano Solo in German, with orch.....Margarete Matzenauer 12

Edward Johnson (Edoardo Di Giovanni) the Favorite American Tenor, now one of the Operatic Stars of Italy, an Exclusive Columbia Artist.

A1673 Oh, Come with Me in the Summer Night (Van der Stucken). Tenor Solo in English, with orch. .....Edward Johnson 10
Mother o' Mine (Tours) Tenor Solo in English, with orch. .....Edward Johnson 10

A5630 Parsifal (Wagner) "Soltanto un arma val" (There is But One Way) Tenor solo in Italian with orch. .....Edward Johnson 12
Parsifal (Wagner) "Il Santo Gral" (The Holy Grail) Tenor Solo in Italian with orch.....Edward Johnson 12

Mme. De Cisneros in Two Popular Operatic Solos.

A5640 Orfeo (Gluck) "Che faro senza Euridice" (I have lost my Euridice). Mezzo-soprano in Italian with orch.....Eleonora de Cisneros 12
La Gioconda (Ponchielli) "Voce di Donna o d'Angelo" (Voice of Angel or Mortal) Mezzo-soprano in Italian with orch.....Eleonora de Cisneros 12

BLUE-LABEL DOUBLE-DISC RECORDS.

More Records by the Wellesley College Glee Club.

A1659 To Alma Mater (Ward).....Wellesley College Glee Club 10
America the Beautiful (Hamilton).....Wellesley College Glee Club 10

A1670 Sing of the Rocks and Shore. (Corliss).....Wellesley College Glee Club 10
Crew Song (Kellogg).....Wellesley College Glee Club 10

Al Jolson Sings Two More Winter Garden Hits.

A1671 Sister Susie's Sewing Shirts for Soldiers (Darewski). Baritone Solo, orch. accomp.....
When the Grown-Up Ladies Act Like Babies (Abrahams) Baritone Solo, orch. accomp.....Al Jolson 10

Two Favorite Ballads by Concert Artists.

A1678 Answer (Bobyn). Tenor Solo, orch. accomp.....Reed Miller 10
Blue Alsatian Mountains (Adams). Soprano Solo, orch. accomp.....Grace Kerns 10

A5636 Hunting Tower (When Ye Gang Awa', Jamie) Soprano and Tenor Duet, orch, accomp.....Grace Kerns and Harry McClaskey 12
Land of the Swallows (Masini). Contralto and Tenor Duet, orch. accomp.....Mildred Potter and John Barnes Wells 12

A New Double by Manolito Funes.

A5637 Minuet (Paderewski) Piano Solo.Manolito Funes 12
Hungarian Dance No. 6 (Brahms) Piano Solo. Manolito Funes 12

The Famous Kol Nidrei by Leo Schulz.

A5638 Kol Nidrei (Bruch). Part I. 'Cello Solo, orch. accomp. .....Leo Schulz 12
Kol Nidrei (Bruch). Part II. 'Cello Solo, orch. accomp. .....Leo Schulz 12

Two Vocal Medleys from the Season's Best Musical Comedy Successes.

A5639 Chin Chin (Caryll). Vocal Gems. Orch. accomp.....Columbia Light Opera Company 12
The Only Girl (Herbert). Vocal Gems. Orch. accomp. .....Columbia Light Opera Company 12

DOUBLE-DISC RECORDS.

Two Numbers by a New and Remarkable Singer of Coon Songs.

A1669 Mississippi Barbecue (Reed). Tenor Solo, orch. accomp. .....George O'Connor 10
Alabama Jamboree (A. Von Tilzer). Tenor Solo, orch, accomp.....George O'Connor 10

A Wonderful Wartime Descriptive Record.

A1672 Arrival of the British Troops in France—Part I. Descriptive Sketch..... 10
Arrival of the British Troops in France—Part II. Descriptive Sketch. 10

Two Novel Band Records.

A1674 Imperial Chimes (Partridge)....Columbia Band 10
Church Parade (Partridge).....Columbia Band 10

A St. Patrick's Day Double.

A1676 Wearing of the Green. Tenor Solo, orch. accomp. William Thomas 10
Daughters of Erin (Air: "Garryowen") Baritone Solo, orch. accomp.....Herbert Stuart 10

A Most Attractive Orchestral Double.

A1677 La Paloma (Yradier).....Prince's Orchestra 10
Trailing Arbutus (Friedman).Prince's Orchestra 10

A1679 Killarney, Last Rose of Summer and Irish Whiskey. Violin Solo...Mackenzie Murdoch 10
Annie Laurie and Prince Charlie's Favorite. Violin Solo.....Mackenzie Murdoch 10

March Dance Music Record by Prince's Band. Recorded under the Supervision of G. Hepburn Wilson.

A5631 Pigeon Walk (Monaci)—Fox Trot Prince's Band 12
Rockaway Hunt (Jerome)—Fox Trot ..... Prince's Band 12

A5632 Watch Your Step (Berlin). "Syncopated Walk"—Fox Trot .....Prince's Band 12
Kentucky Home (Platzmann)—Fox Trot..... Prince's Band 12

A5633 Suzi (Perschk) "Tickling Love Taps"—One-step. Prince's Band 12
Sister Susie's Sewing Shirts for Soldiers (Darewski)—One-step .....Prince's Band 12

A5634 Chin Chin (Caryll). "Good-bye. Girls, I'm Through."—One-step. .....Prince's Band 12
Chin Chin (Caryll).Waltz. .....Prince's Band 12

A5635 Millicent Waltz (McKee).....Prince's Band 12
Love's Memories (Heinzman)—Waltz..... Prince's Band 12

A New Double by Joan Sawyer's Persian Garden Orchestra.

A5642 Les Millions D'Arlequin (Drigo) "Valse Boston." Joan Sawyer's Persian Garden Orchestra 12
When You're a Long, Long Way from Home (Meyer)—One-step .....
Joan Sawyer's Persian Garden Orchestra 12

SONG HITS FOR MARCH.

A1684 Everything Reminds Me of That Old Sweetheart of Mine (Harriman) Lyric Trio, orch. accomp....W. Oakland, H. Burr, A. Campbell 10
In My Dream of You (Wenrich) Tenor Solo, orch accomp. .....George Ballard 10

A1683 When You Wore a Tulip and I Wore a Big Red Rose (Wenrich). Orch. accomp.....Columbia Stellar Male Quartet 10
Sweet Kentucky Lady (Hirsch). Tenor and Baritone Duet, orch. accomp.....Frank Coombs and Ernest Aldwell 10

A1682 The Violin My Great Grand-Daddy Made (Erdman). Baritone Solo, orch. accomp.....Henry Santrey 10
Over the Hills to Mary (Wells) Tenor and Baritone Duet, orch. accomp. .....James Reed and Jas. F. Harrison 10

A1681 When You're a Long, Long Way from Home (Meyer) Tenor Solo, orch. accomp.....Henry Burr 10
My Daddy Long Legs (Grant).Orch. accomp...Peerless Quartet 10

A1675 On the 5:15 (Marshall). Baritone and Tenor Duet, orch. accomp.....Arthur Collins and Byron G. Harlan 10
Ruff Johnson's Harmony Band (Brooks and Abrahams). Baritone and Tenor Duet, orch. accomp...Arthur Collins and Byron G. Harlan 10

A1680 Winter Nights (Schwartz) Orch. accomp.....Peerless Quartet 10
He'd Keep on Saying Good-Night (Breuer). Soprano and Tenor Duet, orch. accomp.....Ada Jones and Will C. Robbins 10

VICTOR TALKING MACHINE CO.

MARCH DANCE RECORDS.

No. Size.

35432 Chin-Chin Medley Fox Trot (Ivan Caryll).....Victor Military Band 12
Watch Your Step—Medley Fox Trot (T. Berlin) Victor Military Band 12

35424 Glittering Moonbeams Hesitation Waltz (Oscar Fetras, Op. 149) .....Victor Dance Orchestra 12
Black Rose—Hesitation Waltz (La Rose Noire) (Georges Aubry)....Victory Dance Orchestra 12

35429 Chinatown, My Chinatown—Medley One-step (J. Schwartz-Gumble) .....Victor Military Band 12
Music Box Rag—Fox Trot (C. Luckyth Roberts) Victor Military Band 12

35431 Tipperary—Medley One-step .....Victor Military Band 12
Midnight Whirl Rag—One-step (Silvio Hein)..Victor Military Band 12

POPULAR SONGS FOR MARCH.

17667 Pull for the Shore (Jeff Branen-Ed. O'Keefe) Peerless Quartet 10
Mrs. Sippi, You're a Grand Old Girl, from "Pretty Mrs. Smith" (Billy Gould-Belle Ashlyn) .....Ada Jones-Billy Murray 10

17697 There's a Little Spark of Love Still Burning (Joe McCarthy-Fred Fischer) .....Henry Burr 10
Everything Reminds Me of That Old Sweetheart of Mine (Billy Tracey-Al Harriman).....Campbell-Burr-Oakland 10

17699 Where the Oceans Meet in Panama, from "That's Where I'll Meet You) (Chas. McCarron-Harry Jentes) .....Irving Kaufmann 10
Underneath the Japanese Moon, from "Follies of 1914" (Gene Buck-W. Gus. Haenschen).....Irving Kaufman 10

17704 On the 5:15 (Stanley Murphy-Henry I. Marshall) American Quartet 10
They All Had a Finger in the Pie (Vincent Bryan-Harry Von Tilzer)...American Quartet 10

17708 Way Down on Tampa Bay (Brown-Van Alstyne) Peerless Quartet 10
Settle Down in a One-Horse Town, from "Watch Your Step.. (Irving Berlin).....Ada Jones-Billy Murray 10

17716 I Didn't Raise My Boy to Be a Soldier (Bryan-Piantadosi) .....Morton Harvey 10
Stay Down Here Where You Belong (Irving Berlin) .....Henry Burr 10

TWO MOVEMENTS OF THE GREAT "JUPITER SYMPHONY."

17707 Jupiter Symphony—Allegro vivace (1st movement of the Symphony in C. major) (Mozart)..... Victor Concert Orchestra 10
Jupiter Symphony—Menuetto Allegretto (3d movement of the Symphony in C major) (Mozart) .....Victor Concert Orchestra 10

TWO SELECTIONS BY "THE MAN FROM VERMONT."

17700 Old Country Fiddler in New York (Rural monologue with violin specialty).Chas. Ross Taggart 10
Violin Mimicry (Violin Specialty) ..... Charles Ross Taggart 10

TWO NUMBERS FROM THE REIGNING MUSICAL SUCCESS.

17715 Good-bye Girls, I'm Through, from "Chin-Chin (Golden-Caryll) .....Raymond Dixon 10
Ragtime Temple Bells, from "Chin-Chin ((O'Dea-Caryll) .....Billy Murray 10

FOUR NEW RODEHEAVER HYMNS.

17713 Jesus, Blessed Jesus (Ogdon-Ackley) Organ accomp. .....Homer Rodeheaver 10
Jesus, Remembered You (Poole-Gabriel) Organ accomp. .....Homer Rodeheaver 10

17714 An Evening Prayer (Battersby-Gabriel) ..... Homer Rodeheaver 10
How Sweet Is His Love (Rowe-Excell) Organ accomp. .....Homer Rodeheaver 10

AN HAWAIIAN INSTRUMENT RECORD.

17701 Hawaiian Waltz Medley (Native Hawaiian Melodies) (Hawaian Guitars) .....Palie K. Lua-David K. Kaili of the Irene West Royal Hawaiians 10
Kilima Waltz (Hawaiian Guitars)..Palie K. Lua-David K. Kaili of the Irene West Royal Hawaiians 10

TWO GRAND OPERA RECORDS.

35428 Gems from "Aida"—Part I (Verdi).....Victor Opera Company 12
Gems from "Aida"—Part II (Verdi).....Victor Opera Company 12

TWO NEW MANDOLIN SELECTIONS.

17694 Indianola Patrol—One-step (B. Hartz) Mandolin with piano (Pianoforte by Felix Arndt)..Dr. Clarence Penney 10
Toots—One-step (Felix Arndt) Mandolin with Piano .....Dr. Clarence Penney 10

NEW EDUCATIONAL RECORDS.

17702 (1) Where the Bee Sucks ("The Tempest") (Shakespeare-R. Johnson; arr. by Dr. Chas. Vincent) (50 Shakespeare Songs) (2) Full Fathoms Five Thy Father Lies ("The Tempest") (Shakespeare-R. Johnson) (Songs from Shakespeare) Baritone with harp, 'cello and bells.....Reinald Werrenrath 10
Sigh No More, Ladies from "Much Ado About Nothing" (Shakespeare-Stevens) (Standard Songs of Shakespeare) Tenor with harp.....Raymond Dixon 10

17703 Vittoria, mio core! (Victorious My Heart Is!)—Cantata(Gian Giacomo Carissimi) (Anthology of Italian Song) In Italian.....Reinald Werrenrath 10
Come ragno di sol (As on the Swelling Wave) (Antonio Caldara) (Anthology of Italian Song) In Italian .....Reinald Werrenrath 10

THE MARCH RED SEAL RECORDS.

74408 (1) Twilight (Massenet-Powell) Violin solo with harp accomp by F. J. Lapitino....Maud Powell 12
(2) Musette (Jean Sibelius) Piano accomp. by George Falkenstein).....Maud Powell 12

74424 Aida—Celesto Aida (Heavenly Aida!—Act I) (Verdi) Tenor Solo in Italian.....Giovanni Martinelli 12

76028 Concerto for Two Violins (In D minor) (Part I) Violin Duet accomp. by String Quartet (J. S. Bach) ....Fritz Kreisler and Efrem Zimbalist 12

76029 Concerto for Two Violins (In D minor) (Part II) (J. S. Bach) Violin Duet, accomp. by String Quartet....Fritz Kreisler and Efrem Zimbalist 12

76030 Concerto for Two Violins (In D minor) (Part III) (J. S. Bach)..Violin Duet, accomp. by String Quartet.....Fritz Kreisler and Efrem Zimbalist 12

88481 Ave Maria (Bach Gounod) Tenor Solo in Latin with Fritz Kreisler, violinist and Vincent O'Brien .....John McCormack 12

88508 Solvejg—Canzona (Solvejg's Song) Op. 23, No. 1 (Edward Grieg) Soprano Solo in Italian.....Louisa Tetrazzini 12

88510 Magic Flute—Pamina's Air—"Ach ich fühl's, es ist verschwunden" (My Happiness Has Flown) (Mozart) Soprano Solo in German).....Emmy Destinn 12

88517 Pecche? (Why?) (C. De Flaviis-Gaetano Errico Pennino) Tenor Solo in Neapolitan.....Enrico Caruso 12

AUSTRIAN PATRIOTIC SONGS.

17675 Oesterreichisches Nationallied (Austrian National Hymn) (Joseph Haydn) Baritone Solo with orch. .....Carl Schlegel 10
Prinz Eugen (Prince Eugene) (Austrian Patriotic Song) Baritone Solo with orch. Carl Schlegel 10

BRITISH PATRIOTIC RECORDS.

17696 The Flag that Never Comes Down (F. Raymond Coulson-Herman Finck).....Edward Hamilton 10
British Troops Passing Through Boulogne (Descriptive) 10

17698 Hearts of Oak (Dr. Boyce).....Cecilian Male Quartet of London 10
Land of Hope and Glory (A. C. Benson-Edward Elgar) ....Edw. Hamilton and Lyric Quartet 10

17711 Your King and Country Want You (British Recruiting Song) (Paul A. Reubens) Elsie Baker 10
For King and Country (British Patriotic Song) (Robert Harkness) .....Edward Hamilton 10

FRENCH PATRIOTIC MARCHES.

17712 Le Sambre et Meuse (French National Défilé March) (A. Tourlet)....Victor Military Band 10
Le Père de la Victoire (Father of Victory March) (Louis Ganne)..Victor Military Band 10

DISCHI ITALIANI (Italian Records)

67083 Marcia Cinese (Musso) .Banda Italiana Vessella 10
Ricordo March (Ascolese) .....Banda Italiana Vessella 10

67173 Comme Facetta Mammeta (Gambardella).....Banda Italiana Vessella 10
Commemorazione di Cristoforo Colombo—Marcia (Christopher Columbus Day March) (Paul Bolognese) .....Banda Miltar Victor 10

67180 Quello ch'ammore vo' (Buongiovanni) (Soprano with orch.) .....Nina de Charny 10
Carmela bella (Magliani) (Soprano with orch.) Nina de Charny 10

67181 Si sta chitarra (Nardella) (Soprano with orch.) Nina de Charny 10
'A cardenia (Flavo) (Soprano with orch.).....Nina de Charny 10

67182 Comediante (C. Longo) (Soprano with orch.).. Nina de Charny 10
Mammà. (C. Longo) (Soprano with orch.).... Nina de Charny 10

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Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 27 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Lincoln, Nebr., The Grafonola Company, 1036 O St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1100 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., *Wholesale Department, Woolworth Building,* New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.

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Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
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Oldest Music House in Virginia or North Carolina.
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VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO
Two points of supply; order from the nearer.

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PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

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OLIVER DITSON COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of April 15th.

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

The Talking Machine World

Vol. 11. No. 3. New York, March 15, 1915. Price Ten Cents

KANSAS FARMERS ARE BIG BUYERS

Of Talking Machines as Well as Other Musical Instruments—U. D. Burchfield, of Howard, Kan., Tells of the Increasing Demand for High-Priced Talking Machines in His Territory Which Also Covers Thriving Oklahoma.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 9.—Kansas farmers are among the best buyers of talking machines, as well as of pianos, player-pianos and motor cars. U. D. Burchfield, a dealer at Howard, Kan., knows this, for he has sold a great many of the musical instruments in his territory in the past score of years. Incidentally, his "territory" extends into Oklahoma, for he makes frequent trips at a distance. He has added a line of automobiles this year, and is consequently able to sell the Kansas farmer about what he wants. Mr. Burchfield is one of those piano men who date from the time when the salesman traveled over the country roads with a piano on a wagon. This is not done any more, even in Kansas; but Mr. Burchfield will revive the theory if not the exact practice. For this spring he is planning to equip an automobile with a suitable truck on which he can carry half a dozen Victrolas of the $100 style on his trips through the rural districts. Kansans buy a good many cabinet size machines, but the largest trade is in the $100 instruments, and Mr. Burchfield will have some of them right with him to deliver, if necessary, to meet the insistent wishes of his customers. Business in Victrolas has been fine for a year in Kansas and Oklahoma, he said, and it will be even better this year. Mr. Burchfield laid in a new stock from the Schmelzer Arms Co. while on a recent visit to Kansas City.

A. H. DODIN BACK AT OLD POST.

Well Known Expert on Talking Machine Mechanics Returns to New York Talking Machine Co. as Superintendent of the Repair Department—Has Had Broad Experience.

Andrew H. Dodin, a recognized expert on talking machine mechanics and repair work, has again returned to the staff of the New York Talking Machine Co. as superintendent of the mechanical department of that concern. This announcement should prove very pleasing to the New York Talking Machine Co.'s many dealers, who will remember the efficient service rendered to the dealers and their customers by Mr. Dodin when he had charge of the same department from 1907 to 1912. Following the announcement that the New York Talking Machine Co. would move to new uptown quarters in Fortieth street, comes the statement that arrangements have been made for a repair department that in the matter of layout and equipment will be second to none in the country.

Mr. Dodin's first connection with the talking machine business was in Brussels, Belgium, where in 1902 he became associated with Albert Durant, a well-known talking machine manufacturer of Europe, as a recording expert, and from that time he worked his way through various departments of the factory until he became well informed in all branches of the industry. The talking machine motor and sound-box, however, became his special study, and there are few made in either Europe or in the United States with which he is not familiar.

The Victor Auxetophone, which has proved a bugbear of so many repair men, has been Mr. Dodin's particular hobby, and there are few of these machines within 100 miles radius of New York which do not sooner or later receive his expert attention.

W. A. and Clayton Bower have arranged to open a store in Galva, Ill., for the display and sale of Edison diamond disc phonographs.

BUFFALO ASSOCIATION MEETS.

List of Professional "Dead Beats" Submitted at Session Last Week and Meets with General Approval—Monthly Luncheons Are Planned.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 8.—The monthly "round-table" meetings of the recently organized Buffalo Talking Machine Dealers' Association continue to hold the attention of the local trade, and at the last meeting, held on Wednesday evening of last week at the Hotel Statler, there were over forty members present. At this meeting the plan was discussed of holding a luncheon in connection with the future meetings and it was received with approval by the majority of those present as tending to promote the development of the get-together spirit.

The principal thing accomplished was the compiling of the "undesirable" or dead-beat list, the dealers long having been made the butt of unscrupulous persons who "put it over" in more ways than one. The committee appointed to complete such a list presented the data which was compiled and it was approved by the meeting. Secretary A. F. Schwegler was directed to have it printed and to mail one to every dealer who is a member of the organization. This is practically one of the first important steps taken by the organization toward co-operation. The committee successful in collecting the names of those "spotted" was composed of W. D. Andrews, O. L. Neal and Thomas Goold. The lengthy lists of undesirables presented to the meeting proved only too well that many Buffalonians have been using record stocks to the extent that needs curbing.

Several other matters of routine business were also disposed of at the meeting, including the plans for the spring and summer business campaigns.

One of the latest additions to the membership of the association was C. Kurtzmann & Co., who were represented at the meeting by C. F. Casper, who appeared for Manager J. A. Owenhouse. The membership is steadily climbing both among the local and out-of-town dealers.

WOULD TRADE BEAR FOR TALKER.

Canadian Salesman Compelled to Turn Down Proposition of a Customer Because the House Had No Facilities for Handling Live Stock.

(Special to The Talking Machine World.)

HAMILTON, ONT., March 6.—A salesman in the warerooms of the Nordheimer Piano & Music Co., this city, is congratulating himself on the ease which he made the sale of a talking machine to a visitor to the store, when it came down to the final discussion of terms and the salesman learned to his dismay that the customer expected to trade in a she salesman as part payment. Although it was pointed out that the bear's hide might prove very useful during the cold winter weather, the salesman could not see through the deal and the customer went out to consult with some talking machine dealer with a greater fondness for live animals.

FINE SOUVENIRS FOR EMPLOYES.

Twenty Dollar Bills Distributed to All at Annual Dinner of W. D. Andrews Co. Staff.

(Special to The Talking Machine World.)

BUFFALO, N. Y., February 27.—Last week the employes of the W. D. Andrews Co., the well-known talking machine jobbers and sporting goods dealers of this city, were the guests of the company at an annual dinner at Aldridge's restaurant and later made up a theater party to attend a local vaudeville performance. The feature of the evening, however, was the distribution of the souvenirs of the occasion. These consisted of crisp $20 bills, and everybody, from office boy to department manager, received one of them. Thirty-two employes participated in the distribution.

HAS OVER 3,000 RECORDS.

Mr. Eaton Drone of Zanesville, O., Has One of the Largest Private Collections in the World—Has Many Records of Classical High Standard Orchestral Music.

(Special to The Talking Machine World.)

ZANESVILLE, O., March 5.—Perhaps the largest and most varied private collection of talking machine records in the world is that of Eaton Drone, of this city, who has more than 3,000 selections in his possession. The Victrola catalog lists only a little more than 5,000 records in all; however, many of Mr. Drone's fine records are imported. The collection is specially rich in foreign records of classical and high standard orchestral music.

Mr. Drone has always been passionately fond of music and when he resigned his position as editor of the New York Herald he felt lost for the want of occupation, and having heard of the wonderful new talking machine, he consented to give one a "try-out" He was amazed to find that he could have all the best music in the world right at hand, and it was not long before his order was placed for the best Victrola on the market, together with a large number of records. From that time to this Mr. Drone has been a consistent collector of the best records made by the Victor and Columbia here and a score of foreign companies.

Three months before Madame Frieda Hempel, the German prima donna, was heard in this country, Mr. Drone was quite familiar with her voice, having imported a number of records from Europe. He owns a list of practically all the grand opera records manufactured and has a complete list of the Strauss waltzes

A large collection of French records has been made by Mr. Drone, and to make them more effective he purchased a Pathé machine, which he has installed alongside of his Victrola. For his own convenience he has had his Victrola equipped with an electric motor.

Mr. Drone has a large music room in his new Maple avenue home, and has fitted up two large wall cases for his records, where they are so indexed and catalogued that he can place his hands on any record wanted without a moment's hesitation.

Mr. Drone is spending the winter in New York City, where he has another Victrola and a large collection of records with which he is pleased to amuse and entertain himself and his many friends.

TO HANDLE TALKING MACHINES.

(Special to The Talking Machine World.)

DECATUR, ILL., March 8.—F. L. Suffern, head of the Suffern Music Co., of this city, has completed arrangements whereby he will handle talking machines and records. The contract for a considerable quantity of Sonora machines has been placed and this new section of the Suffern business is already well started.

THE ACOUSTI-SCOPE CORPORATION.

The Acousti-Scope Corporation was incorporated at Albany recently for the purpose of conducting a business in talking moving picture machines and other mechanical devices. Capital $10,000. The interested parties are: B. L. Bloch, J. G. Saltzman and M. Friedman, 25 Grafton street, Brooklyn, N. Y.

HANDLING THE PATHE LINE.

A complete line of Pathephones and Pathé double disc records manufactured by the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has been placed with Pye & Co., 2918 Third avenue, New York, one of the best-known and most successful furniture establishments in the upper section of the city. They are using these instruments in their window display to good purpose and with satisfactory results.

TALKING MACHINE TRADE ACTIVE IN KANSAS CITY.

An Exception to Conditions in Other Industries—Carl Hoffman Co. Adds Columbia Line —Wunderlich Improvements—Schmelzer Co.'s Big Trade—Edison Phonograph in Concert—A Victrola Enthusiast—Nowlin Piano Co. Changes—Other News of Interest.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., March 9.—Nearly every line of business in Kansas City has been in very depressed condition for more than a month. Some of the dealers say that this is because of the immense wheat crop last year, and others because of the war, and still others blame the cotton crop and some say that always following the holiday trade there comes a lull in the business, the people taking a month or so to recover from the large expenditure that they suffer every Christmas. But this is not true in the talking machine business. There is not a single thing that has been detrimental to it, except that the dealers claim they cannot get enough machines from the factories to supply the demand. Many of them have had orders in for three months in advance, and they are still continuing to book them. One dealer claims that he has already sold nearly as many machines this year as he sold all last year. While people are not spending their money for any other luxuries, they are literally throwing it at the talking machines. Record departments have all been picked over, and a new feature remains in stock only a few days. Music companies that have been handling only one make of machines have added others to their salesrooms. This gives them the chance to demonstrate the machines by comparison and sell the buyer just the machine that he wants to buy. It also helps the music dealer, because he can keep a better stock of machines on hand and has a chance to get new ones from the factories before the stock is entirely depleted. Drug stores in the suburbs of the city have been putting in talking machine departments.

The Carl Hoffman Music Co., one of Kansas City's long established houses, which has been selling only the Victor line of talking machines, recently hearkened to the demands of its patrons and installed a complete line of the Columbia machines. J. A. Mullen is in charge of this department, and he says that although he has had the machines in stock only a short while he has made a good many sales. The Hoffman Co. occupies its own building and is one of the largest music stores in the city. The talking machine department is on the fifth floor, and it had plenty of space for installing these machines without crowding any of the other departments.

Harry Wunderlich, who has changed many of the policies of the firm which he bought out recently, has again upset the traditions in his large salesrooms by sending all the pianos except those used for display to the second floor of the store. The lower floor is given over largely to the talking machines and both sides of the spacious room are lined with sound-proof rooms. In years past it was against the policy of the company to push talking machines or to advertise extensively. Mr. Wunderlich has been advertising everything, and especially his talking machines. The sale on the Victrola and Grafonola machines and records has been quite heavy.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., which handles the Victrola, says his orders have literally snowed him under and he is still more than a month in arrears in filling them. Mr. Trostler says that the factory simply cannot furnish him with enough machines or records to properly handle his business. "The only relief that I can see," said Mr. Trostler, "is for the Victor people to make still further additions to the factory so that they can turn out enough goods to supply the demand."

The Hall Music Co. has had an excellent business during the last month in Victrolas, with the new electric machine in good demand. Mr. Hall has taken several pianos in exchange for talking machines, among which were several player-pianos.

M. M. Blackman, manager of the Edison, one of Kansas City's most unique talking machine shops and the only exclusive one in the city, reports excellent sales. Mr. Blackman has had large crowds attending the free daily concerts at his store. Whenever prominent musicians appear in the city Mr. Blackman always advertises in the daily papers that the work of the artists will be reproduced free of charge at his concert the following day by the Edison machines. These concerts have aided materially in making sales and generally interesting the people in the Edison machines and records. At a date later to be decided this month Mr. Blackman again will place the Edison machine on the program of the Grand Avenue Church organ recital. Powell Weaver will accompany the machine on the pipe organ. This concert was given last month and met with such approval that it has been requested that it be repeated.

Recent visitors were: C. L. Smith, the talking machine man of Kearney, Mo., who wants more Victor machines for his store; W. F. McClaskey, of Siloam Springs, Ark.; H. C. Baish, of the Victor Co., who visited with Mr. Trostler, manager of the talking machine department of Schmelzer Arms Co.

George E. Nowlin, of the Nowlin Piano Co., who handles the Columbia Grafonola, has made several changes in his salesroom, placing his talking machines in prominent positions. Mr. Nowlin says that the talking machine business has been vastly superior to the other lines and that it is useless to encourage sales in this department, because they are already coming in almost faster than they can be handled.

A certain business man of Kansas City, who is very wealthy, is a Victrola enthusiast, and people whom he particularly favors have been presented with Victrolas, all high priced machines, and hundreds of dollars' worth of records. This man has bought more than a dozen machines in Kansas City, which he has shipped to different people throughout the country. It is a feature of his work that he never tells anyone of this philanthropy. He does not spend his money in one place, but divides it among the different dealers. In this way he keeps the friendship of all of the dealers, and they in return for his patronage send him a great deal of business.

The Means & Pearson Music Co., which handles the Victor, Columbia and Edison machines, says that the comparison method of selling is the best that they have ever employed, and that the fact that they handle so many different makes aids materially in this. The reports from their store at Hutchinson, Kans., are good.

The J. W. Jenkins' Sons Music Co. has been alternating its display windows with pianos and other instruments. Every week or so the largest window is filled with the different types of Victrolas and placards announcing the terms on which they are selling them. This week one machine in the display is equipped with the "Ragtime Rastus" dancing doll. It has attracted a great deal of attention. The sales at the Jenkins store have run high, a very helpful feature being the selling of the machines on the instalment system.

The May-Stern Furniture Co. has made all the arrangements necessary for the present in handling the Columbia machines. New concert chambers have been added to the store, and L. Hoffman, manager of the company, reports good business for the time it has been selling the machines.

E. B. Segerstrom, of the Mooney Music Co., has increased his business in pianos and the Columbia machines by a correct and fair method of holding contests.

The quickest way to "dig out" of difficulties is to "dig in."

Dealers Should Not Tie Up To One Distributor

UNLESS THAT DISTRIBUTOR GIVES THEM THE BEST POSSIBLE SERVICE. AND THAT IS JUST WHAT "EASTERN SERVICE" IS—THE "BEST POSSIBLE."

The Most Successful Victor Dealers in New England are the Ones Who Look to Us for Their Supply of Victor Product.

You Want to Be One of "The Most Successful."
Sure! Then Here's the Answer—**USE EASTERN SERVICE.**

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Another great Victor achievement

Kreisler and Zimbalist, two of the world's greatest violinists, accompanied by the Victor String Quartet, unite in a superb rendition of Bach's famous Double Concerto for two violins, complete on three Victor Records. Rarely if ever before, not even on the concert stage in the great musical centers, has it been possible to hear two great virtuosi in concerted work, and thus the Victor gives to the musical world another masterpiece in the art of recording.

Victor Red Seal Records 76028, 76029, 76030. 12-inch, $2 each.

Kreisler and Zimbalist hearing the Bach Double Concerto on the Victrola. —From a photograph taken during their recent engagement at the Victor recording laboratory.

A still further demonstration of Victor supremacy—a supremacy it has earned, a supremacy it maintains, by its superb musical accomplishments.

A supremacy which has brought success to music dealers everywhere and constantly leads on to still greater successes.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

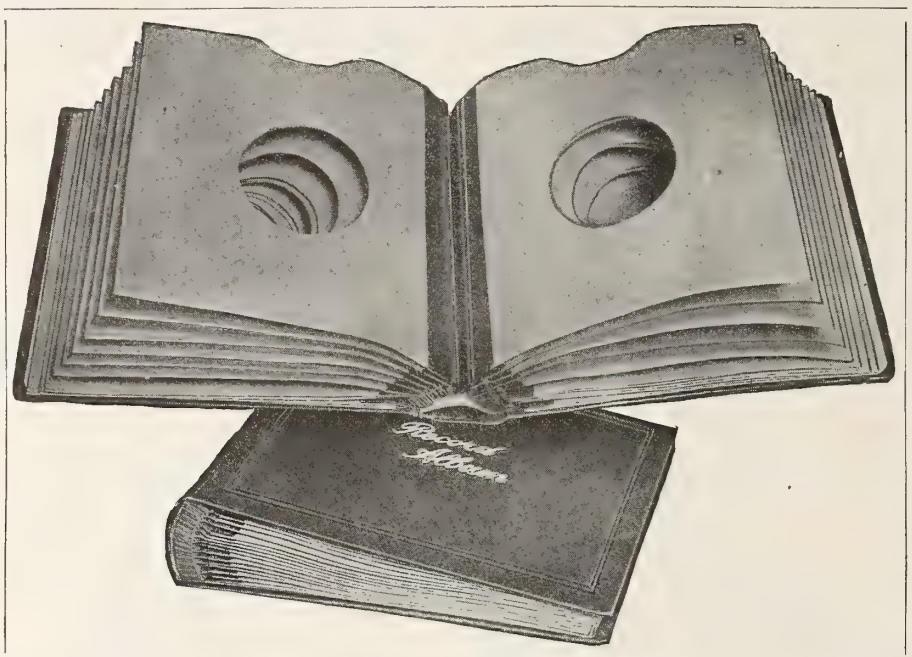
FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes our Albums make a complete system for filing all Disc Records.



For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

Write for samples of our Albums, which are superior to all others

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

H. N. RUDDEROW BUYS AN INTEREST

In the Talking Machine Shop of Pittsburgh—Will Assume Active Management—Changes in Frederick Talking Machine Department—H. Kleber & Bro. Closing Out Their Stock—Arcadia Phonograph Co. Reopens Establishment—Other Items of General Interest.

(Special to The Talking Machine World.)

PITTSBURGH, PA., March 9.—H. N. Rudderow, who was manager of the Kaufmann Bros. Victrola department ever since its establishment several years ago, has purchased a large interest in the Talking Machine Shop, Jenkins' Arcade building, and has just assumed the managership there. Mr. Rudderow is one of the best known members of the Pittsburgh talking machine trade, having achieved enviable results as founder and head of the Kaufmann Bros. department. Realizing the possibilities of this field, he determined to invest in the business for himself and chose the Talking Machine Shop as being the newest and best of its kind in the city. The shop is excellently located in the busiest center of the city. It is entirely unique in its arrangement, being the only local talking machine store fitted up so as to duplicate the home and show the instruments under ideal conditions. The shop is divided into the main music room, which occupies the greatest space, and the wistaria room and rose room, both achievements of decorative art in color scheme and furnishings. The entire arrangement gives the best facilities for demonstrating purposes and at the same time combines comfort and attractiveness. The instruments are placed with a view to fitting them most attractively into homelike surroundings. Mr. Rudderow has arranged for a series of daily concerts for the benefit of the shop's many patrons and friends. The Victor instruments are handled exclusively, this being the line with which Mr. Rudderow has had much success in the past. The Talking Machine Shop is the only one operated on the homelike principle in this city, and it is conceded to be the finest of its kind in the country. The fullest measure of success is predicted for his new venture by Mr. Rudderow's numerous friends in the trade here and in other cities.

H. N. Rudderow.

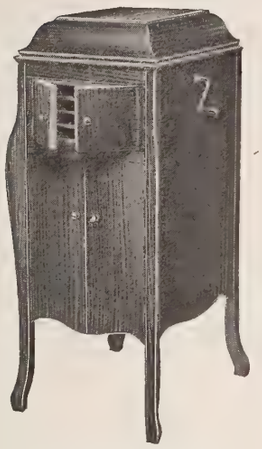
The W. F. Frederick Co. is extensively remodeling its talking machine department, besides making important changes in its entire establishment. Work is rapidly progressing on several up-to-date soundproof demonstration booths occupying the space formerly used for the office quarters, which have been removed to the second floor. The present equipment of five large booths are to be remodeled into seven smaller booths and, according to tentative plans, eight new ones are to be added, making a total of fifteen. All of these will be fitted up in the latest improved manner. When all of the changes are completed the W. F. Frederick talking machine section will be the largest in the Pittsburgh district, it is said. Manager French Nestor reports business in both machines and records to be moving along at a nice level of activity and predicts a more decided improvement with the opening up of spring trade. He states that the branch stores of the company throughout western Pennsylvania district are showing good results.

The Kaufmann Bros. Victrola department has turned out a fine volume of machines and records during the past month, Manager M. Max reports, and indications are for an excellent spring. Up to the present time no successor to former Manager Rudderow has been named and Mr. Max, general manager of the piano and talking machine departments, is looking after the business personally.

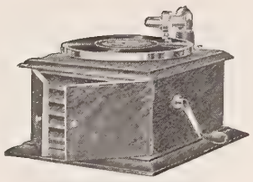
H. Kleber & Bro., 513 Wood street, reports good progress being made in its going-out-of-business sale, although, of course, no reductions are being made in prices of talking machines. The concern announced several months ago its intention of discontinuing. Having been established here over fifteen years in the piano business and having operated a talking machine department several years, the announcement came as a distinct surprise to the trade. The Victor line of instruments was carried by the house. All affairs of the company will be terminated by April 1.

The Arcadia Phonograph Co., 922 Wylie avenue, recently reopened its establishment, having rebuilt a portion of the building destroyed by fire several months ago. An attractive new front has been installed and the store fitted up with attractive equipment. The proprietor, Vincent Gentile, states that some excellent business is being secured in both machines and records.

On March 1 the Liberty Piano Co., with which was combined the former Liberty Talking Machine Shop, discontinued operations permanently after a closing out sale of about two months. The machines remaining after the sale were taken over by the W. F. Frederick Piano Co.



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Mahogany or oak

Specialize on the Victrola

The man who makes the most money in any line of business is the specialist—the man who concentrates his efforts.

The supremacy of the Victrola makes specialization easy for every music dealer.

He has only to concentrate on the Victrola line to attain the highest degree of success.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Frederick Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Machine Co. G. T. Williams Co., 217-221 Duffield St.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Brothers.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Neb.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Louisville, Ky.	Montenegro-Riehm Music Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Machine Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega, Jr., Inc. S. B. Davega Co. Chas. H. Ditson & Co. Landay Brothers, Inc. New York Talking Machine Co. Ormes, Inc. Silas E. Pearsall Co.
Omaha, Neb.	Nebraska Cycle Co. A. Hospe Company.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe & Son. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressy & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Brother, Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier Co.
Washington, D. C.	Robert C. Rogers Co. The E. F. Droop & Sons Co.

First records by Pablo Casals—"the greatest man who draws a bow today"—are in the coming Columbia supplement. These records are going to appeal to a wide market exclusively their own.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ASSOCIATION CHANGES NAME.

Dealers' Organization to Be Known in Future as the "The Talking Machine Men" and Jobbers Will Be Admitted to Membership—Monthly Meetings to Be Held—Thirty New Members Enrolled at Last Meeting.

A summons meeting of the Eastern Talking Machine Dealers' Association, for the purpose of changing the name and the by-laws of the association, was held in the rooms of the Merchants' Association of New York, in the Woolworth building, on February 25, with over forty members of the association present and President J. G. Bremner presiding.

During the course of the meeting it was decided by unanimous vote to take talking machine jobbers into the membership of the association with full rights and privileges and also to change the name of the organization to "The Talking Machine Men." An insignia for the association was also adopted, consisting of a triangle having at the top the words "The Talking Machine Men," and along the three sides the names "New York," "New Jersey" and "Connecticut," significant of the three States represented in the membership of the body. S. B. Davega, of New York, was the first jobber to accept membership under the new ruling.

J. R. Young, chairman of the convention committee of the Merchants' Association, addressed the dealers on the subject "Co-operation and Organization," and President Bremner also read a letter from the Fair Trade League, containing the views of several members of the new Trade Commission regarding business conditions and prospects, which were most favorable and encouraging to all members of the trade.

It was decided, in view of recent important developments in the trade, to hold meetings of the association on the third Wednesday of each month in the rooms of the Merchants' Association, the meetings alternating between afternoon and evening. The annual meeting and dinner of the association will be held in April, at a time and place to be selected and announced by the committee in charge of the affair.

At the meeting last week the applications of thirty new members were acted on favorably.

NEW COLUMBIA AGENTS.

Important New Representations Closed in New Haven, Conn.; Washington, D. C., and Youngstown, O.—Plan Large Departments.

The Columbia Graphophone Co., announced last week the consummation of a number of important deals whereby Columbia products will receive representation by several prominent concerns in different parts of the country. These new Columbia agencies are the well-known department store of Edward Malley, New Haven, Conn.; George B. Kennedy, a successful piano dealer of Washington, D. C., and George McKelvey, who conducts a large department store at Youngstown, O. These new Columbia agencies have already completed plans to maintain comprehensive Columbia departments which will enable them to handle this line in a result-productive manner.

BUYING BETTER QUALITY GOODS.

"Talking machine dealers throughout the country are paying more attention to the quality of the record albums they handle than they did in the past," said Philip Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, who returned recently from a trip through the West. "Our new trade-mark, "Nyacco,' is creating a very favorable impression with the dealers, and is quite an aid to us in making our products distinctive. Business conditions are gradually improving, and I found that the dealers closed a better February than they had last year, in many instances the increase being almost 75 per cent."

HAVE EXTENSIVE QUARTERS.

Geo. A. Smith & Co., Inc., Manufacturers of "Magnet" Decalcomanie, Make Special Appeal to Dealers Who Desire to Advertise Themselves by Using Their Name and Address on the Talking Machine Which They Sell—Commerford's Good Business Report.

Geo. A. Smith & Co., Inc., manufacturers of "Magnet" Decalcomanie, have recently moved from Cortlandt street to more extensive quarters at 136 Liberty street, this city. In the talking machine field particularly the use of "Magnet" Decalcomanie is by dealers who wish to put their name and address on the talking machines that they sell. These little sign plates are easily put on, and not only give distinction to the instrument itself, but show exactly the store handling the sale at all times.

Some of these little signs are in gold and one and two colors, while others are very elaborate, being printed in five or six, and even up to ten colors.

J. R. Commerford, vice-president and secretary of this corporation, reports that business is growing fast and that more dealers than ever are seeing the advantage of having their name on the instruments that are sold from their warerooms.

DITSON *Victor* SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

CINCINNATI TRADE LAMENTS SHORTAGE OF STOCK.

Leading Jobbers and Dealers Report Demand for Goods Far in Excess of Supply—March Has Made Good Start and Every One Is Optimistically Inclined — New Booths for Church-Beinkamp Co.—Demonstrations of the Aeolian-Vocalion—News of Month.

(Special to The Talking Machine World.)

CINCINNATI, O., March 9.—The month will undoubtedly set quite a record in the talking machine field so far as Cincinnati is concerned, for two new competitors are expected to enter the field during March. The Church-Beinkamp Co., which will specialize in the Columbia, will surely be ready for business within another week, while the Starr Piano Co.'s intentions will unquestionably be developed before the end of another week.

One big and long kick, which was heard in the infancy stages in the latter part of January, is still with a certain part of the trade. This pertains to the Victor dealers and their inability to secure certain sizes. This, it seems, pertains to the jobber as well as the wholesaler, irrespective as to the source of the supply. The Otto Grau Piano Co., buying in Chicago, appears to feel the shortage just as much as the Rudolph Wurlitzer Co. Promise of a revival of old conditions with a bounteous supply, has been made.

The talking machine department of the Aeolian Co. reports a strenuous season since the debut of the Vocalion in this city. Over 400 demonstrations of the new instrument were made in two weeks. Manager Byars says the interesting fact is that of the first fifteen sales none were under $225. One sale of a $300 Vocalion was made to a Chicago gentleman who was on a rush business trip to this city. He was scheduled to leave the same day of his arrival, but being attracted by the forceful advertising of the Vocalion, visited a few hours at the store, which resulted in having his order for the instrument to be shipped to Chicago. Mr. Byars says that, in his ten years' experience, he has never seen the public wax so enthusiastic over a talking machine as they have over the Vocalion.

Manager Dittrich, of the Rudolph Wurlitzer Co., who is a Victor enthusiast, has again settled down to normal, the work of enlarging his branch being finished during the past month. He remarked: "The month of February is most satisfactory in every way, and our only complaint is that we were unable to entirely meet the demand, for our business was limited to a considerable extent by the failure to secure stock. In a retail way our record department was extremely active all during the month. The increased facilities which our additional record booths have given us have hardly been more than sufficient to take care of the increased record business. The installation of a new set of record rooms doubling our previous facilities was a very wise move on our part.

"The demands for machines in the retail way was as large in proportion and larger than the wholesale trade, and all shipments received from the factory were disposed of as quickly as they arrived at this destination."

"We are head over heels in work," said Manager Whelen, of the Columbia Graphophone Co., when asked about conditions. "February far exceeded last February, and March has started in with a boom. Machines, all types, are beginning to come through now without delay, and we are well stocked up on records. The April records, samples of which we have just received, are perfect, and the recording is without question the best that has ever been put on the market."

Frederick Goodwin and his assistant, Mr. Gould, head of the educational department of the Columbia Graphophone Co., spent the week during the N. E. A. convention here, and from the endorsements that we have received Columbia school material is in the lead, and from all indications we are looking forward to big things in that line.

Oswald Krumenauer, who has been connected with the New York Dictaphone sales force, is now located in Cincinnati, and even in the short time that he has been in the city sales have increased materially.

On Saturday the Church-Beinkamp Co. had practically finished the construction of several booths for the benefit of its Columbia line, the same being located on the east line of the handsome wareroom. President Beinkamp believes that the department will be ready for operation within another month.

MUCH HISTORICAL DATA

Embodied in an Interesting Book Just Issued by the American Graphophone Co.—Being Distributed at Columbia Booth at Panama-Pacific Exposition in San Francisco.

"A Short Story of the Talking Machine Industry, and its Creator, the American Graphophone Co.," is the title of an interesting and informative book written and compiled by Marion Dorian, treasurer of the American Graphophone Co., and one of the best-known members of this industry. A limited edition of this book, which is being issued by the Columbia Graphophone Co., sole sales agent for the American Graphophone Co., will be distributed at the Columbia booth at the Panama-Pacific Exposition, although larger editions will probably be issued later in the year.

In this valuable book, which is profusely illustrated, Mr. Dorian traces the development of the talking machine industry from its earliest inception, calling attention to the fundamental patents which formed the keystone of graphophone construction. Edward D. Easton, president of the American Graphophone Co. and Columbia Graphophone Co., is mentioned by Mr. Dorian as the "first man in the world to offer talking machines for use, sale or rental," and a tribute is paid to Mr. Easton's splendid executive ability, which has been such an important factor in the growth and success of the American Graphophone Co., and its sales agent, the Columbia Co.

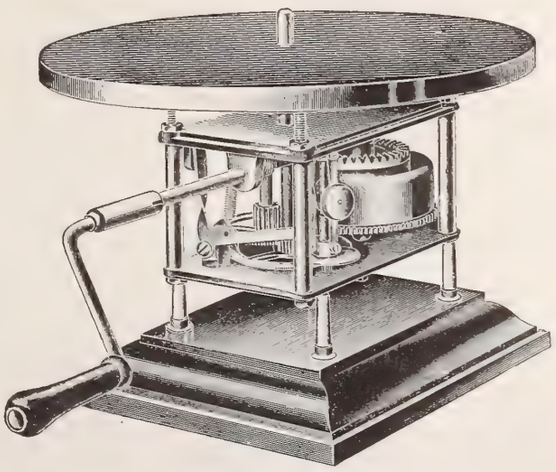
Better a big man in a little job than a little man in a big job.

CARL LINDSTRÖM A-G.

BERLIN, GERMANY

MOTORS FOR TALKING MACHINES

"THE MOTOR THAT MADE LINDSTRÖM FAMOUS"



RECORD MOTOR

One, two and three spring motors with one and two worm gears. Output 500,000 motors annually

NEW YORK OFFICE: A. Heinemann, 45 Broadway

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Manager.
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Cable Address: "Elbill," New York.

NEW YORK, MARCH 15, 1915.

THE business situation is steadily improving and there is noticeable more of an optimistic feeling; but everyone knows that the present time is to a certain extent one of hesitation and of more or less uncertainty, for general trade conditions in this country have been for some time past, plainly speaking, very unsatisfactory.

Before the war the business interests of the country had been under a crossfire for a period of years, and many lines of business have felt the more or less heavy hand of interference. What they particularly need is a respite from agitation, an intelligent administration of their affairs, mutual understanding and mutual confidence in place of distrust and enmity.

General business was seriously dislocated before the war was started, and many of our people have fallen into the habit of blaming the war for everything.

As a matter of fact, business men received a good many hard knocks before the war.

This country, the richest in the world in resources, is hampered and crippled to a large degree through the inefficiency of those who administer its affairs. Generally speaking, our laws are made by lawyers in legislative bodies, construed by lawyers in courts and administered by lawyers in executive and administrative positions.

When a bureau or commission is created with mixed administrative functions it is filled with lawyers or college professors. Members of the learned professions, lawyers, doctors and preachers are not business men.

Their knowledge of business is simply from the outside, and is, of course, theoretical. They consider that the limitations of their own profession are well defined and, of course, magnify their calling. They look upon business as an undefined, more or less unscientific pursuit, its special end the acquirement of money, which is accomplished by blundering, when not by plundering.

RECENT developments have shown that the lawyers in office, not content with the heavy tribute that business pays them at all times, have sought to control business, always reaching out, expanding and absolutely controlling it.

Business has ever been the dominating element in modern civilization. Always developing, expanding, it has availed itself of all of the ingenuity of man to accomplish its purposes.

It offers the greatest rewards, and in a free community every individual is dependent upon it and interested in its growth.

The development of modern business has constantly been toward the elimination of unfair practices. It has been gravitating steadily to higher levels. The improvement has principally come from within and not from without.

The successful man in business to-day knows that he must not only deliver values, but he must live up to certain responsibilities, and without prosperous and successful business men it is pretty certain that this country would slip quickly from its high position.

The talking machine trade has been particularly fortunate. Its destinies have been shaped by men of intelligence—by men who are educated in the school of modern business practices—men who think not only of to-day but of to-morrow. By wisdom and intelligence they have built up a safeguard system which has protected the interests of talking machine jobbers and dealers everywhere.

Business security has been vouchsafed to all.

SOMETIMES we think that the talking machine men do not fully appreciate their position, which is one of superiority to many others.

In an industry closely allied, the piano trade, there has been much complaint on account of dulness of business, and it has been openly stated in both manufacturing and in retail circles that the talking machine should be rightfully blamed for the shrinkage of the piano business. Some have gone so far as to say that the presence of the talking machine constituted a serious detriment to the future of the piano. Others have claimed that the piano dealers who handle talking machines were turning into talking machine manufacturers money which should go to pay the bills due piano men.

In our opinion it is wrong that the talking machine should be so blamed. On the contrary, it should be credited with alleviating the financial situation for many a piano man throughout the country.

When the piano trade has been abnormally dull, talking machine sales have been steadily made; so that the net profits from this department of the business have been a most acceptable influence in meeting fixed overhead charges.

Piano merchants have found that talking machines have paid handsome profits and that the monthly sale of records was unusually large and profitable. They have learned that when a machine was sold to a purchaser it meant the opening up of new and profitable business relations through a continuous record demand.

They found, furthermore, that the talking machine was attractively and intelligently exploited in the columns of public mediums, reaching millions of readers. They found that this form of attractive publicity was not carried on in a sporadic way, but gigantic campaigns were systematically and intelligently engineered.

THERE was a definite purpose behind, of interesting the entire public so that all interested in selling talking machines should profit by this enormous publicity.

Each month new records were featured, and the association of great artists with the talking machine aided the business in every way. In fact, it may be said that the real success of the talking machine dates from the time when the great artists were associated with it.

Piano men were not slow to realize the advantage of these conditions and to profit by them. However, they did not do as much as they should have done in the development of their own business.

Take the player-piano, which has been systematically developed to a surprising degree within the past few years. Music teachers who are using it in their studios have been won over completely by its magic powers.

The music roll manufacturers produce monthly interesting lists, and yet they are not featured. Scan the papers from Maine to California, and there is no systematic campaign carried on. Now and then a sporadic notice tucked away in some corner of an advertisement has some reference to the music roll, and there is no reason why people who have player-pianos should feel encouraged or stimulated to go to a music store and purchase a music roll. The lists are not featured, whereas talking machine lists are placed before the public in an interesting and attractive manner.

IF the piano merchants would concentrate upon special player products and music rolls they would find it possible to increase their profits in a very material manner.

The talking machine is an educator and entertainer, and the fact that musical Americans have spent millions annually to have these machines in their homes demonstrates fully its power. But

in our opinion the talking machine, interesting as it is, entertaining as it is, would lose its hold upon the public if the manufacturers dropped out of advertising mediums for six months, and the manufacturers know that. It is the constant whetting of the public's appetite for more music and better music, through the medium of the talking machine, that keeps the demand active.

It was only recently that one of the leaders in the industry remarked to The World that his products were sold ahead for six months, and that they were not advertising for this year's business but for next. There is an illustration of business intelligence—always planning for the future—in other words, for to-morrow. Never mind yesterday, but to-morrow; that is, next year. In other words, the world moves rapidly, and unless the attention of our people is constantly drawn to new products—new inventions which may play an interesting part in our modern lives, they forget them, and the fact that the talking machine is so broadly advertised makes it a live product to handle, and it will never be a dead one so long as the same forceful, intelligent methods are back of it.

There is nothing that kills a product so quickly as dropping out of public notice.

AND because the talking machine has been constantly before the public—because its attractive possibilities have been splendidly displayed—is one of the main reasons why the men selling them throughout the country have enjoyed an excellent business when other lines have encountered depressed conditions.

There is no trade that exhibited greater activity during 1914 than the talking machine trade. While men in special lines were complaining bitterly, the talking machine men were reaping good profits, and it is the same this year. Business is active in all sections of the country. In fact, it is growing steadily better.

It is true that general conditions have vastly improved—that by reason of the enormous orders placed in this country by European agents various industries have been active, and gradually the benefit of industrial activity percolates through the various channels of trade.

Nineteen hundred and fifteen is going to be a better year for business in every respect than the past year, and there are plenty of men who believe that, owing to the conditions which America had no part in creating, she is entering upon an era of prosperity the like of which has never been approached in the country's history.

MAKING A WINDOW PAY A PROFIT.

Interesting Displays Arranged by C. A. Marusak, Manager of the Globe Talking Machine Co., That Boost Sales of Records.

One of those who thoroughly appreciates the actual value of the show window space, both as an advertising factor and on a square foot basis, is Chas. A. Marusak, manager of the Globe Talking Machine Co., 9 West Twenty-third street, who keeps the show windows full of the latest line of Victor goods for the edification of the passers-by.

There is hardly a month that Mr. Marusak does not find some popular record in the Victor list, the title of which is particularly adaptable for window display, and that these displays actually sell goods has been proven beyond question. When the first "Tipperary" records came out a special window arrangement was prepared showing miniature soldiers marching along country roads toward the front with their cannon, ambulances and other paraphernalia.

During the current month the extremely popular anti-war song, "I Didn't Raise My Boy to Be a Soldier," has been illustrated in most elaborate style in the Globe Talking Machine Co.'s windows. The display shows a country cottage, set in a broad expanse of lawn and on front of the house are small figures representing a mother saying farewell to her soldier son. Along a road passing near a house and over an artistic rustic bridge are shown groups of soldiers departing for the front.

Throughout the day the window is surrounded by a group of interested spectators, a goodly number of whom come in to purchase the record in question and generally some others with it. It is a sort of direct publicity that is getting results for this progressive company.

Cold feet never get a chance to warm themselves on Opportunity's back.

"TALKER" MUSIC KILLS A DOG.

Valuable Collie Dies of Fright After Hearing Selection—Did Not Have Musical Ear of the Victor Pup—A Hint to Dog Catchers.

(Special to The Talking Machine World.)

FREDERICK, MD., March 6.—A valuable collie belonging to Miss Jane Detrick, near New Market, met an untimely end as a result of hearing a selection on a talking machine. A new machine was recently purchased, and in order to see how the dog would enjoy the music, the collie was held up to listen.

The collie began to bark and whine, and soon became uncontrollable. It ran about the house, jumping at the wall and chewed its own feet. Members of the household succeeded in chasing the pet into a room, where it was locked until a veterinarian could arrive. The dog died in less than two hours after hearing the music from convulsions, brought on by fright.

A200

A250

EDISON DISC and CYLINDER PHONOGRAPHS EXCLUSIVELY

With the rapid progress now being made by the Edison factory in the way of machine and record shipments, we can now assure our dealers our usual prompt and efficient service.

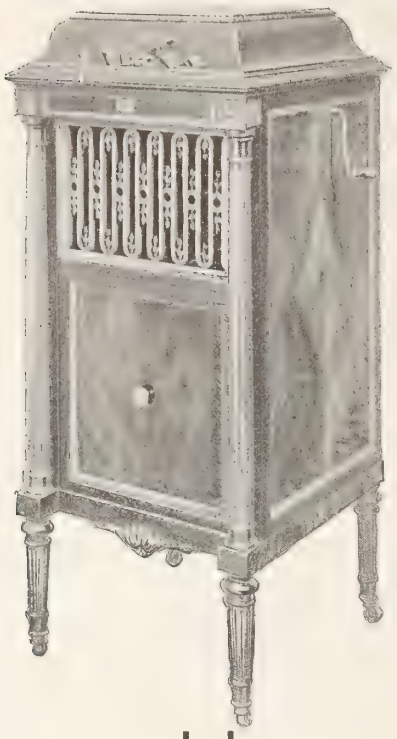
Eclipse Phonograph Company

A. W. TOENNIES & SON
Edison Distributors

203 Washington St. Hoboken, N. J.

A150

A80



"A New Era" In Music

Worked on improved Disc Phonograph. This work resulted in the production of an instrument and records which reproduce vocal and instrumental music with absolute fidelity and sweetness. Improvements in recording have been made, and all overtones are reproduced. The diamond point reproducer and indestructible records are important inventions, and on the whole Edison's Disc Phonograph has commenced a new era in talking machines.

American Magazine, March.

The invention of the New Edison Diamond Disc Phonograph indeed marks a new era in sound reproduction. Difficulties and defects thought insurmountable in the past have been solved by Mr. Edison. He has made of the phonograph a real musical instrument.

The public has been quick to recognize the perfection of the phonograph. Tremendous interest has been aroused everywhere in the New Edison that produces "Real Music At Last"—to quote the words of the inventor.

And representatives of the Edison line in every community have been caught upon this rising tide of popularity. They have been the up-to-date merchants—alive to the very latest developments in their business. To these men, the public is turning their interest—and their patronage.

Edison
Diamond Disc Phonographs

After four years of continuous labor, Mr. Edison has announced the *perfection* of the New Edison. Those who know Mr. Edison appreciate the significance of such a statement from a man such as he. It means a degree of improvement that the public *cannot* long fail to recognize.

Perfection in tone reproduction. A human, mellow, natural tone—absolute fidelity to the original. This is what the musical public have been looking forward to for years. This is what the New Edison gives them.

Men who follow closely the trend of the public demand—the wise, progressive merchants of every locality—are identifying themselves with the Edison line. The great truth has been brought home to them that their patrons will not long be content with anything but the most improved—the *perfected* commodity in their line.

Thomas A Edison
INCORPORATED
ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., March 8.—Whatever one may say of general business conditions, such a thing as lack of vitality or depression or indifference are unknown in talking machine quarters. Enter any of the many warerooms of the city, talk with any dealer or jobber and there is only one story—everyone rushed to the limit, and the universal cry is, "Oh, if we only could secure more goods!" To one unacquainted with the rapid development of the talking machine business it is hard to believe some of the stories that are rife, for in many places there are accumulations of orders that cannot be filled for several weeks to come. The demand for some styles of Victor or Edison or Columbia machines is unprecedented, and it is no uncommon thing for dealers to wire the jobbers to rush goods lest a prospective customer may be lost. Many shrewd dealers when it is found that some particular type of machine cannot be sent, will send some other style pending the arrival of the one especially desired. It is customary if one is needing a machine in an emergency to send a cheaper one, but it was the happy thought the other day for an out-of-town dealer to send a more expensive one, and the result was that this machine gave such satisfaction that the family decided to keep it. Thus was the ultimate sale a better one than that first contracted for. Though the shortest month of the year, the business done locally in February was considerably in excess of January, and the prospects are good for a wonderful business from now on.

Wants More Columbia Goods.

Manager Arthur Erisman within the past two weeks has made several trips over to the Bridgeport factory to see if it were not possible to hurry up goods. Orders have been coming in at a surprising rate from the New England dealers and the accumulation already is very large. Manager Erisman says the factory is running twenty-two hours a day, and has been now for some time. Every day there are many telegrams received asking for the immediate dispatch of goods, which request cannot be met, and the result is that he is called upon to tactfully pacify any number of dealers. One interesting thing is that no more contracts are being entered into by Manager Erisman because it really would be useless to attempt anything further in the way of business expansion.

Finds Conditions Excellent.

Manager Taft, of the Eastern Talking Machine Co., is another who finds conditions excellent, and the Eastern's large staff is kept on the jump all day vainly trying to do what many times is the impossible; for the Eastern, along with the others, feels keenly the lack of sufficient machines to supply the demand.

John McCormack a Visitor.

While in Boston last week for one of his popular concerts John McCormack, the singer, dropped in to see Manager Taft and the Eastern boys. He was accompanied by his manager, Charles Wagner, and both spoke enthusiastically of the popularity of the McCormack records. While McCormack was in town and for several days prior to his concert the Eastern had a fine window display of this singer's pictures and records.

Renovations Under Way.

Renovations following the fire in the Pardee-Ellenberger Co.'s building in Oliver street some weeks ago are progressing slowly and it will be several weeks yet before the house is again in a condition to push business as the house would like. Meantime Manager Silliman is keeping in close touch with all of New England through the many dealers scattered at different points. The salesmen making Boston their headquarters are not out in their respective territories as much as formerly, as they are sort of laying low until the factory is able to better meet the demands of trade.

Activity with Chickering & Sons.

Both the Victor and Edison lines are finding high favor with the patrons of Chickering & Sons' warerooms at 169 Tremont street, and Wallace Currier, the manager of the department, is well satisfied with the business that is being done, not to mention the prospects that are ahead. A new acquisition to Manager Currier's staff is Charles Urlass, who lately was with the Arch street quarters of the M. Steinert & Sons Co. Mr. Urlass is spending most of his time on the outside and is making marked headway with the trade, being able to interest many people in both the Edison and the Victor propositions.

Foreign Records Have Good Vogue.

The foreign record department of the Columbia Graphophone Co. is finding much popularity, and Tosti Russell, who has the department in charge, is busy both night and day. It is interesting that French is the popular language nine times out of ten, and as Russell is perfectly familiar with French as well as several other tongues he is in special demand, as the Columbia has instituted a system whereby with certain purchases four personal lessons in French are given by this clever young man.

Manager Erisman's private office suite is being enlarged to meet the requirements of a growing business. As the work has far outgrown the possibilities of one stenographer, Miss Margaret Collins, Mr. Erisman's private secretary, will hereafter have the assistance of Miss Viola Sanders, who is experienced in the Columbia business.

Forging Ahead Satisfactorily.

The Conclave Co. in Cornhill is forging ahead most satisfactorily under the management of Sam Katz and Charles Katz. The house has a branch in Staniford street, West End, and between them they are building up quite a large business.

Visited the Edison Plant.

Harland R. Skelton, of Thos. A. Edison, Inc., whose home is in the Roslindale section of Boston and who is widely known locally, is over at the Edison factory for a visit conferring with the management.

Joins the Thomas Co.

Wilbur Longfellow, formerly with the talking machine department of Chickering & Sons, has associated himself with the F. H. Thomas Co., 691 Boylston street, where he is engrossed in the distribution of the Edison diamond disc machines.

Talking Machine Amazes Life Prisoner.

Jesse Pomeroy, the noted life prisoner at the State prison in Charlestown, listened the other day for the first time to a talking machine, which was used at two religious services in the prison. Most of the records used on the Victrola were of a sacred and classical character. Pomeroy was both greatly entertained and amazed over the accomplishments of the instrument.

Joins the Butler Store.

William Finch, who has been with the talking machine department of Kraft, Bates & Spencer, has associated himself with the talking machine department of the Tremont Stores, better known as Butler's. This department is operated by Navin & Kelley, who also have the talking machine department at Bacon's, a large department store. In both establishments this firm is making rapid progress in the disposition of outfits.

Doing Well with the Edison Line.

The Furbush-Davis Piano Co. is making noticeable headway in its Edison line. Lately Nelson Furbush, the senior of the firm, was over in New York City inspecting the new Edison warerooms in Fifth avenue, which he pronounced something quite out of the ordinary. Mr. Davis, his partner, a few

PARDEE-ELLENBERGER CO., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

WITH a stock of Edison Diamond Disc Phonographs, you are at once stamped as a leading merchant of your community. With your prestige thus enhanced, you are sure of attracting the leading patrons of music, thereby deriving large profits from the sales made to these music lovers.

Real Music At Last

The representation includes a service on machines and records known as the P-E Service, which insures the success of your business.

Ask us to discuss this matter with you.

EDISON DIAMOND-DISC PHONOGRAPHS

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

days before was over at the Edison factory in Orange and came back with a glowing report of the progress that is being made in rebuilding.

A New York Visitor.

H. A. Yerkes, the wholesale manager of the Columbia Co., was in town for a short time yesterday conferring with Manager Erisman as to business problems.

Improvements Now Completed.

Manager Herbert L. Royer, of the Arch street quarters of the M. Steinert & Sons Co.'s Victor department, has been over in New York for several days. Improvements on the second floor of the Arch street quarters have been practically completed and Manager Royer now has more adequate and comfortable accommodations near the head of the stairway, which makes him more easily accessible to those who have business with him.

The Victor on the Stage.

Those who have enjoyed "The Phantom Rival" at the Colonial Theater have been especially interested in the Victor interpretation of the "Pagliacci" number as sung by Caruso, supposedly in a room off the stage. The volume of sound is really wonderful. The record was supplied by the Eastern Talking Machine Co.

Forsakes Talking Machine Field.

C. Herbert Hicks, formerly one of the sales staff at the Columbia warerooms, has forsaken the talking machine business and has associated himself with the leather trade.

School Business Grows.

Manager Erisman reports that the school proposition in Columbia outfits was surprisingly large during February. One of the latest to become a convert to the adaptability of the instrument to school work is Dr. Dudley A. Sargent, head of the Sargent School in Cambridge, one of the leading institutions for physical culture around Boston. He has installed a Columbia as a part of his outfit.

EXPANDING WHOLESALE BUSINESS.

M. Steinert & Sons Co., Victor distributers, 35 Arch street, Boston, Mass., are devoting considerable attention to the expansion of wholesale business throughout the New England States. In the last month's advertisement in The World, the company said: "We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly."

MAKING DEAF AND DUMB TO HEAR.

Letter from Jos. A. Davis in Which He Tells of an Important Achievement—Should Interest All Who Believe in Uplifting Humanity—Hope for the Unfortunate.

BURLINGTON, VT., March 6.

EDWARD LYMAN BILL.

Dear Sir—The following would, I believe, interest your readers. On February 21 I have beyond any possibility of doubt made, with my device run over a phonograph record, deaf and dumb persons of this city hear the voice and several musical selections. This has no doubt been done in a way, but possibly with this difference, I make them hear all the sound instead of a part of same.

I am hoping someone will look me up and pay the small expense of giving a more or less public demonstration with all the leading medical and newspaper men present so as to settle the question for any and everyone and for all time whether I can make any and all deaf persons hear every sound.

This invention would, I believe, be great to educate the deaf and dumb and to teach them to talk. I am hoping to be able to get a few special records made for this demonstration, so as to make deaf and dumb persons repeat certain words I make them hear.

Thanking you in advance for publishing this and for a copy when published, I am,

Yours truly,

JOSEPH A. DAVIS,
182 North Willard street.

SUPPORTS "MADE IN U. S. A." MOVE

Interesting Article Contributed by Louis G. Geissler, General Manager of the Victor Co., Bearing Upon the Soundness of This Movement—Advocates Systematized Advertising.

Under the heading "Co-operative Campaign by Central Associations Favored," Louis F. Geissler, general manager of the Victor Talking Machine Co., contributed a very interesting article to a symposium of views given by prominent men in all lines of trade relative to the "Made in U. S. A." movement, and the soundness of this policy. Mr. Geissler's article, which appeared in Printers' Ink, reads as follows:

"We believe the 'Made in U. S. A.' movement to be a very meritorious one.

"We have seen some articles deprecating the idea, but in our opinion 'Made in Germany' was Germany's best advertisement, and cost other nations a lot of trade. It advertised throughout the world the source of many goods which were previously credited to other countries.

"We can see no objection to other countries indulging this idea, if they choose, or of the respective States or cities in the United States making such a statement.

"The advertisements of foreign manufacturers in our magazines and papers are infinitesimal, hence the magazines owe it to their American manufacturers and advertisers to propagate the 'Made in U. S. A.' movement.

"We favor a co-operative advertising campaign by central associations. The fact is that there are so many thousands of small manufacturers who do not advertise nationally, who are doing nothing toward such a movement, and who should be interested, that it would be nothing at all for them to subscribe five hundred thousand dollars a year for the campaign of national advertising, going after the thing just as we do after our business in the magazines and papers, and stirring up the patriotism of our inhabitants.

"Other advertising by individual members can surround this central idea.

"The matter can be handled through an advertising agency, which could make a specialty of it on a regular business basis, and could see that it was properly handled. You would find your national mediums supplementing such advertising by favorable editorial comment.

"The beneficial psychological influence of such a step on the buyers is undoubted.

"We make some shoddy goods in the United States, but more are made in Europe, and our shoddies marked 'Made in U. S. A.' could well take their chances against competition in their particular sphere."

A FRIEND IN NEED.

The ferret-eyed little man stepped across the street car aisle and whispered into the ear of the tall chap in a gray suit:

"You'd better wipe that bit of egg off your chin. The income tax man is just two seats in front of you.—Indianapolis Star.

We all "live to learn," but many of us need also to "learn to live."

How long will it take you to count 63,000,000 needles?

Assuming that you work 365 days a year, 24 hours a day, and that you could count one needle every second, the first year would only total 31,536,000—less than half. If you worked 12 hours a day, it would take you over four years.

At the factory of W. H. Bagshaw, 63,000,000 talking machine needles were counted and shipped in ten working days—the world's record. Every needle of the highest Bagshaw-quality.

W. H. Bagshaw, Lowell, Mass.

Oldest and Largest Manufacturer **Established 1870**

CONTINUED STORY OF TRADE ACTIVITY IN BALTIMORE.

Placing of Victor Line with Wm. Knabe & Co. and Expansive Plans of Kranz-Smith Co. Important Events of Month—Dealers Still Crying for Stock — Improved Conditions in South—New Columbia Dealers—Death of Morris Silverstein—News of Month.

(Special to The Talking Machine World.)

BALTIMORE, MD., March 8.—Probably no line of business made as rapid strides in the past month as the talking machine line, and it would have been even larger had it been possible to obtain enough machines to fill the orders. The business has been truly marvelous, and there is no indication of any let up. Many new concerns have shown a disposition to engage in the field, but distributers have declined to encourage the newcomers for the simple reason that they would not be able to supply the demand for machines.

During the past month two important changes that will materially affect the business took place. One was the placing of the Victor line with the local house of William Knabe & Co. and the enlarging of the business of the Fink Talking Machine Co., which will in the future be known as the Kranz-Fink Talking Machine Co. G. Fred Kranz, of the Kranz-Smith Piano Co., having entered the talking machine business with the old firm, which has been occupying space in his building for some time.

The plan to form the local talking machine dealers into an organization has not materialized as yet, although the idea has not been dropped. Those who have been discussing the plan have not given up the ultimate hope of being able to finally accomplish what they have set out to do and bring about an organization.

High grade machines in all lines hold sway. Lack of machines is almost driving some of the managers into nervous prostration, and the various distributers of Victor, Columbia, Edison and Pathé lines all have the same cry of "Lack of machines."

Department stores and the large furniture stores that have music departments are all featuring low priced machines in their advertisements.

A. J. Heath, manager of the local headquarters of the Columbia Graphophone Co., who has just returned to the city after making a tour of part of Maryland, Virginia, West Virginia, North Carolina and east Tennessee, says in speaking of conditions: "Our business is making wonderful strides. February almost doubled February of last year, and had we been able to get the machines we would have beaten the month by 150 per cent. I am confronted with a unique situation as far as the business is concerned. I have enough orders on my desk at this time to equal the business done in March of last year. I have also a number of contracts on my desk at this time already signed up by the parties that I am afraid to tackle for the simple reason that I will not be able to fill them.

"We have just signed up big contracts with S. Hecht, Jr., & Sons, of South Broadway, and with G. Fred Kranz, of the Kranz-Fink Talking Machine Co. Both of these firms, as well as several others, have signed to carry our complete lines of machines and records. High-priced machines have had the call, and our $200 model is a big seller. It is a question as to just how soon we will be able to get all the machines we need. As an instance of how bad off we have been a few days ago I did not have a $50, $75, $100, $150 or $175 machine in the place.

"On my trip I found the business in Virginia and in parts of this State and in eastern Tennessee good, while in the southern part of North Carolina it was not so good, due to the cotton crops."

Three dancing academies conducted by Thomas J. Tobin, Horace Bell and Edward Claggett have installed Victrolas. The dancers prefer the latter to the piano.

Practically every machine in the large establishment of E. F. Droop & Sons Co., Victor distributers, is gone and the others are still pouring in. While in other businesses the companies are only waiting for customers at Droop's the worry is that the customers cannot be supplied. Edward Droop, of this concern, and W. C. Roberts, the manager, are both hoping that the near future will bring about an improvement and they will be able to go ahead and supply their trade. They look for an increase in the 1915 business of between 50 and 75 per cent. over the business done last year. And 1914 proved a wonder when it came to the business done by this firm. During the first two months of this year the increase in the talking machine business done by Droops is 85 per cent. over that done during the first two months of last year.

Milton Boucher, who has been connected with William Knabe & Co., of New York and other cities, has been made the manager of the Victor department of the local branch of the company. He is getting things into fine shape now and has the machines arranged in a most attractive manner. The entire first floor of the handsome showrooms

Milton Boucher.

are taken up with the talking machines and grand pianos. Although no formal announcement of the fact that the company has entered this field has been made as yet, a number of instruments, most of them of the higher grade, have been sold. Seven large booths are now being placed.

During the past week the firm of Cohen & Hughes, Inc., suffered a loss in the death of Morris Silverstein, who for a number of years was in charge of the wholesale department of the firm, which handles the Victor line. Mr. Silverstein before coming to Baltimore was in charge of the Columbia Phonograph Co.'s Louisville, Ky., branch. He was one of the best known men in the talking machine business. His successor has not been named as yet.

I. Son. Cohen, president of the firm, reports good business for the month, but he says he, like other dealers, has been seriously handicapped by the lack of machines. He returned to-day from a trip to the Victor factory.

Cohen & Hughes did a great deal of advertising during the month, both in newspapers and in the theater programs. Particular attention was given to dance records.

At the beginning of the year Henry Eisenbrandt, who has charge of the Victor department of H. R. Eisenbrandt Sons, Inc., placed his order for January, February and March. A little later he doubled that order and now he has doubled the last order. This shows what kind of business is being done by this firm, which is one of the local distributers. To show the demand for the higher priced machines Mr. Eisenbrandt says they cannot be bought for the dealer's price, let alone the distributer's price. This is particularly true, he said, of the Nos. 10 and 11. Mr. Eisenbrandt also reported fine record sales.

Both the Victor and Columbia machines are handled by the Sanders & Stayman Co., and this firm reports fine business for February.

The Hub Piano Co., which handles the Columbia, also reports a large volume of business in both machines and records. The stock has been artistically arranged, so that upon entering the door a fine impression is created.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST ORDER TODAY.

Play the April Columbia record list right through, in fact, play *any one* record in it. That ought to be evidence enough for any man looking for quality, variety, interest and activity.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is elated over the way things are going and says that the only complaint he has is that he finds it hard to get sufficient machines to supply the demand. He also reports good cabinet sales for the month with a call for the higher priced goods. A large shipment of talking machine record cabinets has just been received by this concern.

During February those in the talking machine department of Stewart's entered a voluntary race to see who could make the largest number of sales. Throughout the race was a thrilling one. James C. Haas was the high man, but he did not have much margin. Charles E. Strand, formerly in the music business for himself in this city and who has been connected with the talking machine departments of several other concerns in Baltimore, was well up in the race, although he did not get in until February 10. On that date Mr. Strand became connected with Stewart's and although he did not get started as soon as the others, he proved himself to be well acquainted with the business and able to get excellent results.

Mr. Gibbons felt sure that the present rush in the trade would come and he prepared for it by getting as many machines ahead as possible. He is now falling back on these, and has several $50 machines of which there is a great shortage. He is a little short of the higher priced ones, however.

Some time ago the Easy Method Dancing School of this city got a machine from Mr. Gibbons and it worked so well in connection with giving lessons on the modern dances that the school has secured two more for use at two other dancing establishments which are operated under the direction of the same school.

Jesse Rosenstein, of the National Piano Co. and the National Piano Exchange, the latter being the Southern distributer for the Pathé machines, reports business very good for February, but he, too, was handicapped by the lack of machines. The firm also handles the Edison talkers. The models of the new Pathéphone have been received here and they have proved as good sellers as the other models. Collections are getting better, Mr. Rosenstein reports.

The usual good business is reported by Hammann-Levin Co., Victor dealer. This concern has had a number of page advertisements in the theater programs, which are said to have resulted in good sales.

The Kranz-Fink Talking Machine Co. plans to make its place very attractive. The firm will carry full lines of both Columbia and Victor. Mr. Kranz is spending a few days in New York this week, but before going stated that although the changes around the building had not been completed the business was already showing improvement. Two new booths will be placed on the first floor and they are expected to reach the house very shortly. In fact, they should have been delivered about ten days ago. A record February business was done by the firm in both machines and records.

The Rosenstein Piano Co., which handles the Columbia and Edison lines, will move about March 15 to a new building but a few doors from their present location on North Howard street.

A LIVE COLORADO CONCERN.

Talking Machine Department of Nowels' Mercantile Co., Canon City, Colo., Under Management of J. W. Moody, Meeting with Success with Edison and Columbia Lines.

(Special to The Talking Machine World.)

CANON CITY, COL., March 6.—One of the livest concerns in this section of Colorado is the Nowels' Mercantile Co., which operates a large general department store in which the Edison diamond disc and the Columbia line of machines and records are handled with considerable success.

The new music department of the company was first opened on November 1, 1914, under the management of J. W. Moody, a thoroughly experienced man, who was at one time with the Victor Co. and later manager for the E. E. Forbes Piano Co.'s talking machine department in Birmingham, Ala. Mr. Moody is a brother of V. W. Moody, sales manager of the New York Talking Machine Co. and one of the best known members of the Eastern trade.

The photograph herewith gives a view of a section of the talking machine department in the Nowels' Mercantile Co.'s store, and indicates the home-like and artistic character of its arrangement.

Corner of Music Room of Nowels' Mercantile Co., Canon City, Col.

The company carries a large assortment of machines and records and devotes much attention to that branch of the business, which is steadily growing in importance and popularity.

LET US SEND SAMPLES

Standard Automatic Stop	**List**	**$1.00**	**Sample**	**25c**
Standard Fibre Needle Cutter	**"**	**2.00**	**"**	**50c**
Standard Record Cleaner	**"**	**.50**	**"**	**10c**
Simplex Record Cleaner	**"**	**.15**	**"**	**5c**

Order samples on business stationery only, inclosing stamps to cover samples desired. Place regular orders through your jobber

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET **NEW YORK**

Opening of the Panama-Pacific Exposition.

The Interesting Exhibits of the Victor Co. and the Columbia Co. in the Liberal Arts Building—The Dedication Ceremonies—The Displays Made by the Sonora Co. and the Cheney Co.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 3.—The opening of the Panama-Pacific International Exposition fulfilled the fondest expectations of its builders, both from the standpoint of loyal support from the people of San Francisco and the rest of the bay cities and the large attendance and general approval of visitors from more distant points. The attendance for the first week surpassed the half-million mark, and the crowds so far have distributed themselves fairly evenly among the foreign and State buildings, the eleven exhibit palaces and the Zone, as the concession section is known. Talking machines are shown to splendid advantage in the Palace of Liberal Arts. The exhibitors have made use of new ideas in booth construction, but while giving due attention to the artistic, their principal aim, however, has been to provide quarters where results can be accomplished. Probably in no other instance is the fact demonstrated more fully that the day has gone when manufacturers indulge in exhibiting at an exposition for the mere purpose of appeasing a personal vanity than at the talking machine booths. The progressiveness of the talking machine exhibitors is further demonstrated by the fact that three of the larger exhibits were completely ready when the exposition opened its gates to the public for the first time, and the booth for the fourth concern was ready for the installation of the exhibit.

The exhibit palaces are subdivided by streets running north and south and avenues running east and west, which assists greatly in the location of any particular exhibit. Block 18 in the Liberal Arts building is occupied entirely by three talking machine exhibits and the fourth one is located on an opposite corner.

The Handsome Victor Temple.

The Victor Temple, as the exhibit of the Victor Talking Machine Co. is officially known, is artistically built and beautifully furnished, and from the advantageous location under the dome in the center of the building has already proved itself a center of interest. The temple is of old Roman Doric architecture and includes a drawing room with miniature stage, reception room, office and rest rooms, also a record room supplied with 7,000 records, domestic and foreign, which will be used in daily concerts. The booth was planned by Mrs. Frances Elliott Clark, head of the Victor educational department, and Everett Worthington, under whose supervision the plans were very satisfactorily carried out. In designing the booth Mrs. Clark gave particular attention to the color scheme, and harmony and elegance are the most striking features of the structure. Mr. Worthington will remain in charge of the exhibit during the entire exposition period, and Mrs. Clark expects to spend a good part of the year here also. Two beautiful Victrolas, hand-painted on a dull-gold finish, are placed on the stage, and many other handsome instruments are included in the display.

The Recital Hall in the Victor Temple.

The Dedication

The formal opening of the Victor Temple took place on February 23. It was dedicated by a suitable program, which was largely attended by talking machine dealers and a throng of exposition visitors which taxed the capacity of the unique drawing room. Handsomely engraved invitations had been sent out to Victor dealers for the event. Everett Worthington headed the program with a short explanation of the Victor Temple. He was followed by Miss Lena Baskette, who scored in her presentation of the Egyptian snake dance and the Polka Coquette to the accompaniment of the Victrola. She is the clever seven-year-old daughter of Mr. Baskette, a San Mateo, Cal., Victor dealer. An interesting feature of her dancing is that she taught herself while listening to the Victrola. L. S. Sherman, senior head of Sherman, Clay & Co., Pacific Coast distributers of the Victor products, delivered a short address and read a letter from Louis F. Geissler, formerly of this city, and now general manager of the Victor Co. While he was reading the letter a photograph of Mr. Geissler was shown on an easel beside him.

In presenting Mr. Geissler's message to the gathering Mr. Sherman said:

"Ladies and Gentlemen: I am pleased to have the honor of reading Mr. Geissler's short address upon the occasion of dedicating this beautiful temple, for I consider the Victor Co. paid our house a great compliment some years ago when it took its present general manager from our business organization.

"The dealer who has a contract with the Victor Co. to-day is indeed fortunate, and may well shake hands with himself, for as the company's colossal

Liberal Arts Building, Where Talking Machine Displays Are Made.

business keeps on expanding the representation of its product is becoming far more difficult to secure.

"We have had a great many initial orders from 'would-be' dealers declined by the Victor Co. because the per capita of population compared to square miles, which they watch very closely, was already sufficiently supplied with Victor representatives. Some of these initial orders so declined have run as high as $5,000 and $8,000 each. Such a stringent ruling on the part of the Victor Co. sometimes seems extremely severe and difficult for disappointed applicants who are ready to cash their orders to understand, but the wisdom of such decision is shown by the Victor Co. in protecting its present dealers' interests by not permitting any locality to be over-represented, thus contributing to the disadvantage of all Victor dealers in such territory.

"My advice to talking machine dealers in general would be: By all means secure the representation of the Victor product, if you can possibly get it, and then centralize your efforts by marketing the output of one manufacturer only.

"I am sorry Mr. Geissler is not here in person to meet you, but I will here present his photograph for you to look upon while I read the few lines of greeting he has written for this occasion:

"'To the Victor Dealers and Other Guests Here Assembled—

"'We desire to present our salutations and to voice the pleasure that we have in thus being able to be among you during the period of this wonderful San Francisco Exposition and to hope that our efforts to make a creditable display of Victor products before the millions of visitors that will be attracted may redound to the artistic prestige of our wares and to the commercial advantage of all dealers who are interested in their distribution.

"'We trust that our dealers will take every advantage of this Victor exhibit to have frequent visits and contacts with our representatives, and we assure you that letters of introduction or invitations to call extended by you to your customers and others who may be interested in the progress of our art will be very welcome and receive more than ordinary courtesy.

"'We feel a deep and abiding interest in our dealers and trust that our exhibit may be a valu-

(*Cantinued on page* 19.)

able means of cultivating a reciprocal feeling upon their part.

"'We are deeply grateful for the advertising, the commercial and physical efforts which our dealers have put forth to spread the renown and use of our instruments and records, and would remind them that a hearty welcome awaits any and all who will do us the honor, when in the East, of visiting our factories, there to witness the intelligent efforts of about 6,500 employes, apparently happily engaged in the manufacture of Victor wares. I regret exceedingly that engagements did not permit of my visiting the exposition and meeting you personally at this early opening date.'"

Philip T. Clay gave a brief talk in the dual capacity of Victor dealer and director of the exposition. Other numbers on the program included selections by Ralph Errolle, of the Chicago Grand Opera Co, with Uda Waldrup as accompanist. Mrs. Clark was the principal speaker. She set forth the aims of the company in a very able manner, and read telegrams from H. C. Brown, advertising manager, and Eldredge R. Johnson, president of the Victor Co., which she had received in the morning in honor of the occasion. The program ended with a clever little play, in which Mr. Worthington presented the keys of the temple to Mrs. Clark, having fulfilled his trust in its construction, and she returned them to his keeping to hold as manager of the booth during the exposition.

The Columbia Co.'s Comprehensive Display.

The Columbia Graphophone Co.'s booth is located at the entrance of the South Gardens, where it occupies large and conspicuous floor space. Its site is 60 by 54 feet. The booth proper, which is modeled along the lines of the Great Trianon at Versailles, is 23 feet deep, with its French windows opening on the terrace which constitutes the open space in front. This is surrounded by a balustrade two and one-half feet high, intersected at five different points by entrances. These are flanked by pillars, each one of which supports a glass globe on which is shown the twin notes, the well-known trade-mark of the company. The globes each contain an electric light which blinks off and on intermittently. The rooms are richly furnished, the equipment harmonizing perfectly with the delicate shades of old rose, ivory and French gray in which the decorations are carried out, aided by a subtle lighting scheme of semi-indirect rays. A separate room has been fitted up for the Dictaphone department, and a feature of the exhibit which is attracting much attention is a demonstration of the process of record making. Several officials of the Columbia Co. were here for the opening, including Marion Dorian, treasurer, to whom much credit is due for the elaborate showing made by the company, as he attended to the important details incidental to the construction of the booth and the installation of the exhibit. President E. D. Easton and wife arrived in San Francisco in ample time for the opening after a leisurely trip across the continent. They were accompanied by their son, Mortimer D. Easton, and his wife. After visiting their recently married daughter at Fort Apache, Ariz., they proceeded to southern California, making short stops at the Panama-California Exposition at San Diego and at Los Angeles. Mortimer Easton has been placed in charge of the exhibit here, and will remain in San Francisco during the exposition, probably making one trip East in the meantime. President Easton has spent considerable time at the Columbia booth, and has expressed himself as thoroughly satisfied in every way with the plans and their execution by Treasurer Dorian and W. S. Gray, Pacific Coast manager. He also gives Clinton E. Woods, supervising engineer, who designed many of the special features, much credit. Mr. Easton and Mr. Gray went to Del Monte for golf the fore part of the week, and the former expects to leave for home right away. Mr. Dorian expects to leave shortly also.

Sonora Phonograph Co.'s Excellent Exhibit.

The Sonora Phonograph Co., of this city, occupies the booth across Fourth street from the Columbia exhibit, with a comprehensive showing of Sonora phonographs. This booth was constructed under the supervision of F. B. Travers, manager of the company, and is well equipped for demonstration purposes, there being large open space for a general display, besides sound-proof rooms. The decorations of the booth are carried out effectively in old rose and a blue gray, while a touch of gold is given by gilt bells, which form a prominent feature of the decoration. These bear the words "Clear as a Bell," the trade-mark of Sonora products. A large bell stands in the center of the terrace, and a number of small ones surmount the balustrade at regular intervals.

Columbia Co.'s Booth in Liberal Arts Building. (Photographed on the Opening Day).

Cheney Talking Machine Co.'s Booth.

A space 30 by 60 feet between the Victor and Columbia displays has been taken by the Cheney Talking Machine Co., which is making its advent in the Pacific Coast territory. This booth is entirely enclosed. Half of the space is being utilized for a concert hall and the remainder for office, rest room, record room, etc. M. L. Willard, secretary of the company, is here assisting G. H. Bent, Pacific Coast distributer, in the installation of the exhibit. Mr. Bent is well known in the music trade, having been connected with the George P. Bent Piano Co. for the past fifteen years. He is preparing for an extensive campaign for Cheney products in the West, part of his plan being to open stores in San Francisco, Los Angeles and other Coast cities.

New "Automatic Entertainer" Shown.

An instrument known as Gabel's Automatic Entertainer, which is being demonsrated by the Golden Gate Music Co., of San Francisco, in the Palace of Liberal Arts, has been the subject of much curiosity, as this is the first time it has ever been shown at an exposition. It plays talking machine records and will play for hours without stopping, changing its own records and needles automatically.

Sonora Phonograph Co. in New Quarters.

The Sonora Phonograph Co. has moved from the second floor of the Phelan building, on Market street, to a ground floor store at 344-346 Geary street, which is in the annex of the St. Francis Hotel and is conveniently located to cater to apartment house and hotel trade. The quarters provide much better facilities, and the furnishings are quite elaborate.

A. J. Pommer, proprietor of the Pacific Phonograph Co., attended the convention of Edison jobbers in the East the past month.

Addresses Sherman, Clay & Co. Staff.

A few evenings ago Everett Worthington, of the Victor Talking Machine Co., addressed a large number of Sherman, Clay & Co.'s staff at a special gathering held on the seventh floor of that company's San Francisco establishment. The firm had called in its branch managers from Oakland, San Jose, Sacramento and other outlying districts, and the local force was well represented, making the attendance about seventy-five. Mr. Worthington explained the principle of the talking machine and illustrated his talk by means of a machine enclosed in plate glass, constructed especially for demonstration purposes. Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who gives particular attention to its Victor business, spoke on "Co-operation," pointing out its advantages in business.

B & B Needle Holder

Something new for Victor IV and VI or any other small machine. Attaches to the tone arm and holds three metal boxes for needles—one for loud, one for medium, and the other for used needles. The greatest little phonograph specialty ever shown the trade. Every part heavily nickeled. Retails for $1. You can sell hundreds of the B & B holder. Send for

SAMPLE—50c. POSTPAID.

Future orders can be sent to us, specifying your jobber, and we will fill through him. But anyway get a sample and see this holder for yourself.

BRISTOL & BARBER, 115 East 14th Street, NEW YORK

TRADE INTERESTED IN BABSON BROS. MOVE IN DETROIT.

No Announcement in Regard to New Quarters — Hudson Co. to Have Artistic Quarters When New Building Is Occupied—Edison Shop to Change Name — February's Great Trade Record in Columbia Machines and Records—News of Week Worth Mentioning.

(Special to The Talking Machine World.)

DETROIT, MICH., March 8.—Several important changes in the talking machine business that are scheduled for this spring are still in the air, notably the establishment of Babson Bros. as Edison jobbers, and the removal of the J. L. Hudson Co. to a new location at 190 Woodward avenue.

Representatives of Babson Bros. have again visited Detroit, but if they selected a store they are keeping it secret. It is reported, but without official confirmation, that they have obtained a store on the east side of Woodward avenue, a few numbers north of Grand River. This is only a block from the Max Strasburg Co. and the Edison shop, and if the new house is established there will serve to make more pronounced the fact that the big downtown talking machine stores are pretty well colonized in the two blocks from Grand River to Grand Circus Park.

The new Hudson Co.'s talking machine department will have an unexcelled location, and will be an unexcelled store in appointments, if not in size. It will be midway between State and Grand River, on Woodward, which is the very heart of the shopping district, and will be on the first floor, thus giving the utmost convenience to the public. The first floor will be devoted entirely to records, this business having reached proportions in Detroit warranting an elaborate department of its own. There will be nine demonstrating rooms for records on the first floor, and in the rear will be the record stockroom. This will be partitioned off from the main part of the store, thus concealing the racks and counter from visitors, leaving the effect of the store that of a fine parlor. The general decoration scheme will be old Colonial. The demonstrating rooms will be in white enamel, with delft blue carpets and draperies.

There will be no machines for sale on the first floor. The newest models all will be kept on the second floor. There is a bit of strategy in this. Oftentimes a customer buying records will see a style of machine later than his own, and will want to trade. The talking machine dealers of Detroit don't care much about this trade-in business, for they can sell all the machines they can get to new customers.

The second floor will be in the same style as the first floor. It will have twelve demonstrating rooms, and the office of E. K. Andrew, manager of the department, also will be there. The company expected to take possession of the store February 1 and have it ready for occupancy by April 1, but it looks now as though each of these events will be set back about two months owing to the failure of the present occupants of the building to get possession of their own new quarters. The plans are complete, and a sure go, however. When the time comes for the removal a large advertising campaign will be entered upon to make the new location known to the public. There will be a much larger stock of Victrolas and Columbias and records carried, and the force of talking machine salesmen will be increased.

The name of the Edison Shop is to be changed. People confuse the same with that of the Edison electrical companies, and call for lamps and electrical supplies of all kinds, and to pay their lighting bills, and it requires too much time to steer them away. Harry Brown has retired from active connection with the company, and it is likely the new name will be Wallace Brown's Phonograph Shop.

J. J. Riley, general manager of the Edison Co.'s demonstrating department, was in Detroit this week. The demonstrations are a great success in Detroit. Dates now are booked as far in advance as June.

Edison records are again being received in large quantities, but there is a shortage of machines. Wallace Brown, on the morning of the fire, bought forty machines by wire from jobbers in other cities, and these have served to tide him over the famine.

Miss Gladys Hoyt, of the Edison Shop, won the Edison prize for selling more machines than any other Edison salesman or saleswoman in Detroit in February.

The Brown Sales Co., proprietors of the Edison Shop, will open a new talking machine store in Highland Park, the North Detroit suburb made famous as the location of the Ford Motor Co., some time in the coming summer.

"February was one-third bigger than February of last year, and still no chance to keep goods on hand," said F. A. Denison, manager of the Detroit branch of the Columbia Graphophone Co. "Machines now are coming in pretty freely, but every hour or so some dealer from the city or in some up-State city calls by 'phone and asks what we have, and when we enumerate, he says: 'I can use those,' and out they go. February would have been larger yet if we could have filled all the orders. A good many machines never get to our store at all, being delivered direct to our dealers in Detroit."

The Columbia Co. has opened an extensive advertising campaign here, taking space in the dailies of about three-fourths of a page. The dealers are co-operating by running their "cards' around the margin of the big ad and paying for the amount of space they use in this way. The dealers who have appeared thus are the Max Strassburg Co., J. Henry Ling, Cable Piano Co., Noble Piano Co., City Music Co., Husted Piano Co., C. O. LeBaron, Goldberg Phonograph Store, Summerfield & Hecht and the Columbia Retail Store.

New dealers taken on by the Columbia Co. are the King Clothing Co., of Flint; the Monroe Piano Co., of Williamston, Mich., and the City Music Co., of Detroit.

J. Henry Ling reports constantly increasing business, with his ability to get Columbias to fill orders with. He now has a good stock of all styles except the Mignonette. "The business looks as though it would keep up big all summer," said Robert Barclay, manager of the talking machine department. "The record business is so large that we are short of records a good part of the time."

H. H. McGhee, for eight years with the Dictaphone department of the Columbia store in Washington, has joined the Columbia store here. So has H. Q. Duble, formerly of the Baltimore store, who now is manager of the Dictaphone department in Detroit.

S. E. Lind, city sales manager of the Columbia store, is in a hospital as a result of a siege of "grippe."

R. W. Morey, manager of the New York Talking Machine Co., was in Detroit this week, accompanied by Manager Cheetle, of the Talking Machine Co., Chicago.

INTERESTED IN LINDSTROM MOTORS.

During the past month quite a number of visitors from various points in the East have called at the New York offices of Carl Lindström, the prominent Berlin, Germany, manufacturer of talking machines, motors and accessories, in order to inspect the complete line of talking machine motors which A. Heinemann, the New York representative for this house, has on display in the company's showrooms at 45 Broadway. These visitors have been greatly impressed with the comprehensive character of the line of motors displayed, as the Lindström talking machine motors are manufactured to cover every possible requirement.

Considerable interest is being manifested in the three-spring, double worm-gear motor, which is typical of Lindström motor quality and excellence, although the entire, line ranging from the small, straight gear motor upward, has won the approval of all visitors to the showrooms.

BETTER BUSINESS

Everyone is complaining on account of shortage of Victor goods

WHY IS THIS

BECAUSE—YOU HAVE ALL BEEN DOING MORE BUSINESS IN THE LAST 3 MONTHS THAN YOU EVER DID BEFORE DURING THE SAME PERIOD.

THE DEMAND HAS BEEN GREATER, THE SUPPLY HAS BEEN GREATER, BUT STILL GOODS ARE SHORT.

This shows a very healthy condition of the Victrola business and you should congratulate yourself that you are in a line of business that has not been affected by the general decline.

BE WIDE AWAKE

Take the goods when you can get them. Lay in a good stock during the summer when they are more plentiful and carry on hand all your capital will allow.

DON'T BE CAUGHT NAPPING

WE ARE AT YOUR SERVICE—WITH GOOD SERVICE—AT ALL TIMES

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET (at Flatbush Avenue), BROOKLYN

TELEPHONES { 3762 Main / 1051 Main

DISTRIBUTORS OF VICTOR GOODS

Unico Demonstrating Rooms

Increase Talking Machine and Record Sales and Profits

HUNDREDS of Dealers have installed Unico Demonstrating Rooms because they are

SOUNDPROOF	ADAPTABLE TO ANY SPACE	ALL STYLES
DUSTPROOF	CARRIED IN STOCK	ALL WOODS
SECTIONAL	SHIPPED PROMPTLY	ALL FINISHES

Patent Construction makes possible quick installations by inexperienced labor. Neither nail nor screw required.

Reference to our Catalog

will enable you to plan and estimate your equipment. Wire your order at our expense. Its quick shipment will surprise you.

If you have mislaid your catalog wire or write for another, but do it now and

Insure Your Spring Trade.

Send plan of space and number of rooms desired.

Catalog and estimate reach you by return mail.

Geo. W. Smith & Co., Inc.

Sloan St. & Powelton Ave., Philadelphia.

Installation for The Aeolian Company, Cincinnati, Ohio

As we have said before:

Columbia product, Columbia discounts and Columbia policy—those three considerations are too strong a combination for you to ignore.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEEDS STOCK TO MAKE WONDERFUL TRADE RECORD.

St. Louis Talking Machine Dealers Stand Ready to Score Achievements if Stock is Forthcoming — New Machines Being Offered—Agency Changes Probable—New Columbia Agents—Silverstone's Educational Publicity—Unique Club Composed of Disc Owners.

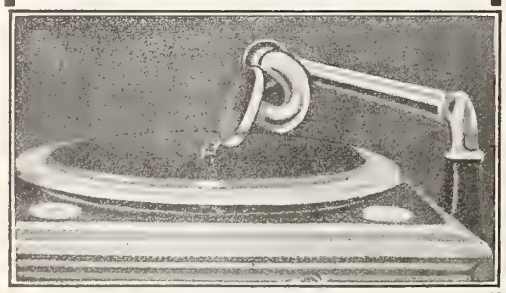
(Special to The Talking Machine World.)

ST. LOUIS, MO., March 9.—If the factories will kindly send the machines desired the St. Louis talking machine dealers stand ready to make a wonderful record for 1915. If the factories cannot send desirable machines the dealers are going to make, they say, an unprecendented record with such machines as they can obtain, and records. The record business is wonderful to behold and, to the lover of classical music, rather dismaying. The vogue is for popular songs and dance music.

Only at Aeolian Hall, where the Vocalian has been added to the Victor and Columbia machines on sale, is there no complaint of a lack of machines. The Vocalians are there in sufficient quantities to supply the driving selling campaign that has been organized. All of the other lines are more or less embraced as to certain types of popular machines, but now that the Edison disc record shipments have been regularly resumed the situation as to records appears to be easy all around.

Local trade has been as brisk in machines as the firms can well handle and some very excellent salesmanship has been displayed in selling what is on the floor instead of what the customer has picked out of the catalog.

$1 ECONOMIC $1 ATTACHMENT



PATENT APPLIED FOR

PLAYS EVERY RECORD

ANY DIAMETER FROM 5½" TO 14"

COLUMBIA
EDISON
VICTOR
PATHÉ, REX,
CRESCENT, Etc.

DEALERS' SAMPLE 60c.

Discounts in Quantities

ECONOMIC SUPPLY CO., Jamaica, N.Y.

The situation, long centered between very definite lines, is rapidly changing. New makes of machines are being offered—the Vocalion, which is making itself felt in the selling world at Aeolian Hall, and the Pathephone, which Story & Clark have on hand ready to offer to the public as soon as local arrangements are completed. The third entrant in the field is the "Melotone" machine, offered by the Field-Lippman Piano Stores. This firm has warerooms in eight cities and the machine name is the same as their exclusive player-piano. It is understood that it will be a $50 cabinet machine and will play laterally-cut records regularly, and there will be an attachment sold extra for playing the Edison records. In the local warerooms the Field-Lippman firm sells Victors, Columbias and Edison disc machines and is said to have built up a considerable business in the little more than a year this department has been established. They are heavy advertisers.

It is said that there will be some changes in local agencies soon. Just what these will be is not disclosed. It is expected that Stix, Baer & Fuller will add another machine to the Victor line as soon as the department is located in the new quarters now being prepared in connection with the piano department. Manager Robinson of the Stix, Baer & Fuller talking machine department always has felt that his showrooms were rather too secluded for the best work and he welcomes joining the piano department for a consolidation of musical interests. He will have a very handsome and well-located showroom when the removal is completed.

The Columbia Co. announces the signing of the Franklin Furniture Co., a fast growing new establishment, as selling agent for its goods. This firm is located at Eleventh street and Franklin avenue and will arrange commodious showrooms. The Columbia line recently has been given some excellent advertising by the handsome show window displays of the Sommers Furniture Co., on Piano Row. This company sees a great feature in the talking machine trade and pushes business in both machines and records.

Two furniture companies selling the Victor line are out of the trade for the present, apparently. Internal dissension has caused an application for a receiver for the J. H. Buettner Furniture Co. and the showing of assets and liabilities, near the $200,000 mark, is not encouraging. The other firm is the Ziegenheim Bros. Furniture Co., of East St. Louis, which was destroyed by fire after the safe had been blown. This company had very handsome showrooms.

A local newspaper recently printed a list of the fifty largest advertisers in St. Louis. In this list was the Silverstone Music Co., the only exclusive talking machine dealer in it. Recently Mr. Silverstone has been departing from the usual trend of talking machine advertising by printing a series of seven articles on the talking machine. Each was set one column and in body newspaper type, with his picture at the head, and gave to the lay reader the impression that they were a part of the newspapers own reading matter, despite the fact that they were set off with advertising rules. The articles were: "History of the Phonograph," "Mysteries of Sound Reproduction," "The Art of Reproducing Sound," "Evolution of the Needle," "Developing Sound Waves," "What Is an Overtone?" and "Why I sell the Edison Exclusively." The articles were original and Mr. Silverstone says that a good part of the value of them was that he discovered many new talking points for his machines by delving into the subjects he wrote about.

A remarkable club is reported from Wellston, a suburb. It was organized by V. R. Bouiland and was composed of Edison disc machine owners, but after the first meeting the by-laws were changed to read that not only Edison disc machine owners could become active members, but that owners of other machines could join as honorary members by stating in writing that "to the best of their belief the Edison disc machine was superior to the one owned by them." It has not been reported how many honorary members have been obtained.

W. W. Mitchell is the new manager of the dictating machine department of the Silverstone Music Co., with Charles Cook as salesman. Miss L. W. Bell is a recent addition to the sales force. The capital of the Silverstone Co. was recently increased to $50,000, paid up. Mr. Silverstone recently gave recitals on the Diamond-Disc machine before the St. Louis Furniture Board of Trade and at the Lafayette M. E. Church and the Compton Heights Christian Church.

Ambassador Bennett of the Columbia warerooms has been reporting a large number of new dealers from southern Illinois, where he has been combing the territory. Wholesale Manager Salmon reports excellent business from all sections except the cotton country, and that the city wholesale trade for immediate needs is exceeding expectations. Retail Manager Duffy and General Manager Reid assert that they long ago quit trying to judge in advance the record trade, as it goes ahead of their expectations every month.

TO EXTEND DELIVERY SERVICE.

American Talking Machine Co., Brooklyn, N. Y., Adds One-Ton Motor Truck to Delivery Equipment.

In line with its endeavor to give extended service to dealers the American Talking Machine Co., 368 Livingston street, Brooklyn, N. Y., has just announced an edition to its motor delivery equipment in the form of a one-ton Buick truck. By means of the new conveyance the company's deliveries in the western section of Long Island will be greatly facilitated, for machines and records may be set down in front of the dealer's door much more quickly when coming direct from the company's store by motor truck than when they must be trusted to the hands of outside expressmen or to the railroads.

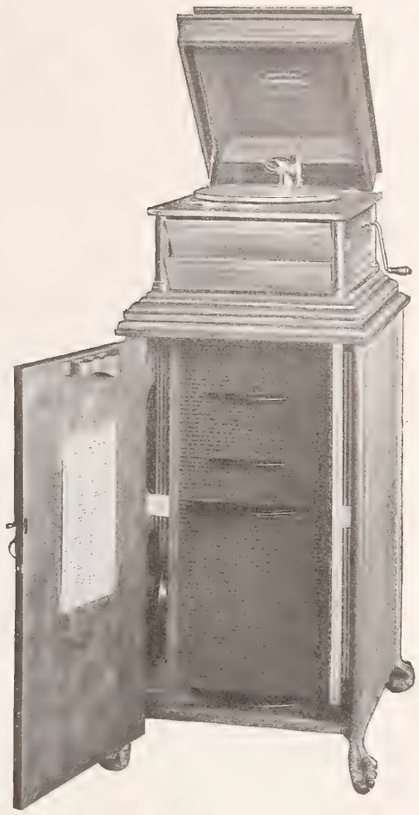
A "FAVORITE" COMBINATION

Take the Columbia "Favorite" and the No. 112 Salter Felt-Lined cabinet and you have a combination that no prospective buyer can resist. The machine and cabinet are both such excellent values—they harmonize so perfectly in every detail—that the customer is immediately interested.

SALTER FELT-LINED CABINETS

are standard in the industry and are made to go with Victor and Edison as well as Columbia machines. Have them on display.

SALTER MFG. CO.
339 N. OAKLEY BLVD.
CHICAGO



COLUMBIA "FAVORITE" WITH SALTER CABINET No. 112.

LARGER QUARTERS FOR COLUMBIA CO. IN INDIANAPOLIS.

Expansion of Business Necessitates Securing New Premises Directly Across from Their Present Quarters—Some of the Best Sellers for the Month—Kipp-Link Co. Activity—Dance Exhibits at the Pearson Co. Warerooms a Great Attraction.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., March 8.—Announcement is made by A. W. Roos, manager of the local branch of the Columbia Graphophone Co., which has been situated for a number of years at 27 North Pennsylvania street, that larger quarters have been leased directly across the street. Expansion of the business of the local branch is given as the reason for the change in location.

"The business," said Mr. Roos, "has outgrown the present quarters. "We are planning to so equip and decorate our new store that it will be one of the most attractive and most conveniently arranged talking machine stores west of New York."

Mr. Roos, in one of his numerous previous positions with the Columbia Co., was traveling auditor, and as such he had the opportunity of observing many stores of the Columbia and competing companies. He now intends to make use of ideas resulting from this wide experience. February proved to be a red letter month for Mr. Roos. More business was done in February by the local branch of the Columbia Co. than ever before in the history of the house.

"When You Wore a Tulip and I Wore a Rose" proved to be one of the best selling records in February. H. M. Wright, floor manager at the Columbia store, used this record as a foundation for one of the most attractive window displays seen in Indianapolis for some time. With the assistance of a local florist, the Columbia show window was transformed into a beautiful flower garden, and the presence of the yellow tulips and red roses made the use of the card bearing the name of the record almost unnecessary. The window not only attracted wide attention, drawing favorable comments, but sold out a heavy stock of the record featured.

Frank Dorian, dictaphone general manager, was in Indianapolis recently, stopping off while on a round of general inspection. Frederic Goodwin, manager of the educational department, also was in the city the last two days in February. He had been in attendance at the school convention in Cincinnati.

In last month's issue of The World it was announced that "F. J. Cook" was in charge of the dictaphone department of the local branch, and the name should have been F. J. Clark. Mr. Clark reports that business in the dictaphone department is on the up grade.

The Kipp-Link Phonograph Co., at 345 Massachusetts avenue, is "holding the bag" until its stock of disc and cylinder talking machines has been replenished. Every cylinder Edison machine in the house has been sold. The Edison disc machine business continues to grow and the company is having hard sledding getting all the disc machines it desires. The new disc records issued by the Edison Co. are taking favorably with the talking machine owners.

C. J. Carroll, traveling representative for the Kipp-Link Co., finds conditions promising throughout the Central West. Unconsciously, Mr. Carroll boosted The Talking Machine World while talking to the local representative. "All the dealers read The Talking Machine World," said Mr. Carroll. "No matter where I go I find that they have read the latest issue thoroughly, and unless I keep up with them I find they are talking 'Greek' to me. They watch carefully the reports from the various cities."

Walter Kipp, president of the company, who recently returned from a trip to the Edison factory, says his company is being given encouragement by the Edison factory that records and machines will be forthcoming soon.

"We have the business," said Mr. Kipp, "but we haven't got the goods."

The Pearson Piano Co., which has one of the largest talking machine departments in the city, handling the Victor and Edison line of talking machines, announced an attraction for the week of March beginning the 8th. Before large and interested audiences, F. Graham Miller and Miss Ruby Talbert demonstrated the latest modern dance steps. Before appearing at the Pearson Piano Co.'s store, Mr. Miller and Miss Talbert gave a number of exhibition dances at the Taylor Carpet Co., which sells the Victor talking machines. The dances were given to the music of a Victrola.

Arthur C. Ruark, manager of the Vocalion department of the Aeolian Co.'s local branch, has his hands full. With daily demonstrations of the Vocalion, Mr. Ruark has been besieged by an interested public.

Fritz Kreisler, the great violinist, appeared in Indianapolis the night of March 3. He played a number of pieces which are on Victor records.

George E. Stewart, of the Stewart Talking Machine Co., distributers of the Victor line of talking machines, has just returned from the Victor factory, where he went to make a plea for more machines and records. Mr. Stewart was informed by the factory that his company was really getting more machines than it was entitled to. The Stewart Co. increased its business this year to date by 46 per cent. over the same period of last year. Back orders on hand by the Stewart Co. are being cleaned up. Special attention is paid by the Stewart Co., to this class of orders.

The Master Talking Machine Corporation was incorporated at Albany on Monday with a capital stock of $25,000 as distributing agent and manufacturer. The interested parties are Preston Walsh, J. Robert Rubin and H. B. Danziger.

SALES STAFF OF NEW YORK TALKING MACHINE CO.

Live Organization Composed of Brainy, Progressive Men, Whose Counterfeit Presentments Appear Below—Specialists in Truest Sense of Word—Their Work Consisting of Developing and Increasing the Business of Victor Dealers in Their Respective Territories.

The recent announcement in the columns of The World of the forthcoming move of the New York Talking Machine Co., Victor distributer, from its present location at 81 Chambers street to 119 West Fortieth street, with a consequent doubling of floor space, has naturally directed the attention of the trade to the forces which have contributed to the success of this company. Although the phenomenal increase in popularity of the products manufactured by the Victor Talking Machine Co. is doubtless the fundamental reason for the rapid growth of the New York Talking Machine Co., due credit must also be given to the company's sales organization, which has worked indefatigably in the interests of the house.

Every member of this staff is keenly alive to the possibilities of this field, and one and all endeavor to extend every possible help to the dealers in their territory. Ideas are exchanged at frequent conferences which aim to increase the efficiency of the salesmen and add to the profits of the dealers.

V. W. Moody, sales manager of the company, is one of the best-known members of the local talking machine industry, and is credited with introducing and perfecting many ideas which have materially increased the efficiency of the Victor retail business and assisted the dealer in adding to his profits. A native of Memphis, Tenn., Mr. Moody became interested in the Victor business some ten years ago, when he met several officials of the Victor Co. while summering on the Jersey coast. He joined the forces of the Talking Machine Co., Chicago., Ill., Victor distributer, as traveling representative, but his ability from a sales standpoint was so apparent that he remained in this capacity only four months, when he was offered the position of sales manager of the company, "breaking in" with Roy Keith, the present successful sales manager. Mr. Moody heeded the call of the East in 1907, and since that time has occupied his present position with signal ability and skill. His main diversions are golfing and playing right field for the married men's nine.

A. T. Doty is an "old-timer" in the Victor business, having entered the business in 1900, in company with L. C. Wiswell, present manager of the Victor department of Lyon & Healy, Chicago. Mr. Doty acquired his first knowledge of the business with Lyon & Healy, joining the sales staff of the New York Talking Machine Co. ten years ago. He covers Pennsylvania and Maryland, where his friends, business and personal, are legion.

C. C. Beekman is a son of Joseph Beekman, one of the veterans of the talking machine industry, and it is to his credit to state that he is successfully following in the footsteps of his father. He has been associated with the New York Talking Machine Co. since 1907, covering New York City, where he has been eminently successful. He is an adept in developing foreign record business, and incidentally is an ardent golfist and tennis player.

J. J. Davin, although a comparatively new arrival with the New York Co., has firmly entrenched himself as a prime favorite with the company's dealers. Joining the sales staff in December, 1913, as assistant to Mr. Moody, he steadily advanced, and to-day is the sales department's correspondent and in charge of the record stock purchasing department. He is a second "Kellerman" in the water and quite a tennis player.

Blaine Damon, covering New England and New Jersey; R. G. Craig, handling Brooklyn, and W. D. Marbourg, whose territory is now being mapped out, are all new arrivals to the company's sales staff, joining since the first of the year. All three, as their portraits will show, are keen, wide-awake sales representatives who will doubtless achieve well-deserved success. Their individual experiences in the past have been of a nature which equips them to render splendid service to Victor dealers from every standpoint.

Ernest Fontan, the "baby" of the sales force, is an excellent example of the success to be realized by the youth who is anxious and willing to work and work hard. Starting with the company in 1910 as office boy, Mr. Fontan has forged his way forward until he is now a member of the sales staff and still looking ahead. He is only twenty-two years of age, but his training has given him a wide experience in the retail Victor field. He is an out-door sport fiend, with a preference for canoeing and camping, although he is quite a baseball enthusiast.

Group Photograph of the Sales Force of the New York Talking Machine Co.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

DISCUSSES "THE MISSION OF MECHANICAL MUSIC."

Robert Haven Schauffler in the Century Magazine Gives the Talking Machine and Player-Piano Full Recognition and Credit for Their Immense Aid in Stimulating Musical Knowledge and Appreciation for Good Music—The Great Artists Are Now Omnipresent.

In a most interesting article on "The Mission of Mechanical Music," by Robert Haven Schauffler and which appeared in a recent issue of the Century Magazine, the writer displays an unusually broad knowledge of his subject and proceeds to give the player-piano, and particularly the talking machine, full recognition and credit as an educational factor of great importance and pictures a most brilliant future for the mechanical reproducer of music.

In his introductory paragraph Mr. Schauffler says, in part: "I wonder if any other invention has ever, in such a brief time, made so many joyful hearts as the invention of mechanical music? It has brought light, peace, gladness and the gift of self expression to every third or fourth villa, flat, and lonely farm house in the land. Its voice has literally gone through all the earth, and with a swiftness more like that of light than of sound. * * * To-day, from wherever civilized man has obtained even a temporary foothold, there rise without ceasing the accents of mechanical music, which speak persuasively to all in a language so general that even the beasts understand it, and cock applauding ears at the sound of the master voice. So that, while the magazine writers address the million, composers and players and singers make their bows to the billion.

"Their omnipresence is astonishing. They are the last to bid you farewell when you leave civilization and the first to greet you on your return. When I canoed across the Allaguash country, I was sped from Moosehead Lake by Caruso, received with open arms at the half-way house by the great-hearted Plancon and welcomed at Fort Kent by Sousa and his merry men. With Schumann-Heink, Melba and Tetrazzini I once camped in the heart of the Sierras. When I persisted to the uttermost secret corner of the Dolomites, I found myself confronted by Kreisler and his fiddle. They tell me that Victor Herbert has even penetrated with his daring orchestra through darkest Africa, and gone to arrange a special benefit for the dalai-lama of Tibet.

"One of the most promising things about mechanical music is this: no matter what quality of performance or kind of music it offers you, you presently long for something a little better, unless your development has been arrested. It makes no difference in this respect which one of the three main varieties of instrument you happen to own. It may be the phonograph. It may be the kind of automatic piano which accurately reproduces the performances of the master pianists. It may be the piano player which indulgently supplies you with technic ready-made, and allows you to throw your own soul into the music, whether you have ever taken lessons or not. For the influence of these machines is progressive. It stands for evolution rather than for devolution or revolution. Often, however, the evolution seems to progress by sheer accident.

"Jones is buying records for the family phonograph. One may judge of his particular stage of musical evolution by his purchases, which are: 'Meet me in St. Louis, Louis,' 'Dance of the Honey Bells,' 'Fashion-Plate March' and 'I Know That I'll Be Happy When I Die.' He also notices in the catalog a piece called 'Tannhäuser March,' and after some hesitation buys that, too, because the name sounds so much like his favorite brand of beer that he guesses it to be music of a convivial nature—a medly of drinking songs, perhaps. But that evening in the parlor it does not seem much like beer. When the Mephisto Military Band strikes it up, far from sounding in the least alcoholic, it exilarates nobody.

"So Jones inters the record in the darkest corner of the music cabinet, and the family devote themselves to the cake-walks and comic medleys, the fandangoes and tangos, the xylophone solos, the shake-downs and breakdowns, and the rags and tatters of their collection, until they have thoroughly exhausted the delights thereof. Then, having had time to forget somewhat the flatness of 'Tannhäuser,' and for want of anything better to do, they take out the despised record, dust it, and insert it into the machine. But this time, curiously enough, the thing does not sound so flat. After repeated playings, it even begins to rival the 'Fashion-Plate March' in its appeal. And it keeps on growing in grace until within a year the 'Fashion-Plate March' is as obsolete as fashion-plates have a habit of growing within a year. While 'Tannhäuser has won the distinction of being the best-wearing record in the cabinet.

"Then it begins to occur to the Jones family that there must be two kinds of musical food,. candy and staples. Candy, like the 'Fashion-Plate March,' tastes wonderfully sweet to an unsophisticated palate as it goes down, but it is easy to take too much of it. And the less wholesome the candy, the swifter the consequent revulsion of feeling. As for the staples, there is nothing very piquant about their first flavor; but if they are of first quality, and if one keeps his appetite healthy, one seems to enjoy them more and more, and to thrive on them three times a day.

"Accordingly, Jones is commissioned, when next he visits the music store, to get a few more records like 'Tannhäuser.' On this occasion, if evolution is running on schedule-time, he may even be rash enough to experiment with a Schubert march or a Weber overture, or one of the more popular movements of a Beethoven sonata. And so the train of evolution will rush forward, bearing the Jonses with it until fashion-plate marches are things of the misty backward horizon, and the family has little by little come to know and love the whole blessed field of classical music. And they have found that the word 'classical' is not a synonym for dry rot, but it simply means the music that wears best.

"However the glorious mistake occurs, it is being made by somebody every hour. And by such hooks and crooks as these good music is finding its way into more and more homes.

* * *

"Those who know that man's musical taste tends to grow better and not worse know also that *any* music is better than no music. A mechanical instrument that goes is better than a new concert grand piano that stays shut."

Mr. Schauffler then goes on to say: "The supreme value of mechanical music is its direct educational value. By this I mean something more than its educational value to the many thousands of grown men and women whose latent interest in music it is suddenly awakening. I have in mind the girls and boys of the rising generation. If people can only hear enough good music when they are young, without having it forcibly fed to them, they are almost sure to care for it when they come to years of discretion. The reason why America is not more musical is that we men and women of to-day did not yesterday, as children, hear enough good music. Our parents probably could not afford it. It was then a luxury, implying expensive concert tickets or an elaborate musical training for some one in the family.

"The invention of mechanical instruments ended this state of things forever by suddenly making the best music as inexpensive as the worst. There exists no longer any financial reason why most children should not grow up in an atmosphere of the best music, and I believe that as soon as parents learn how to educate their children through the phonograph or the mechanical piano, the world will realize with a start that the invention of these wonderful devices is doing more for musical culture than the invention of printing once did for literary culture."

OCCUPIES NEW QUARTERS.

R. Burchard Hults has moved his talking machine store to new quarters in the Smith building, Port Washington, N. Y.

A "dreamer" doesn't achieve anything if he never "wakes up."

THE BEST

Record and photo albums can be obtained for price of inferior goods by just specifying NYACCO when ordering.

NYACCO TRADE MARK

"THE STAMP OF QUALITY"

stands for the best there is in albums, because they are made of the finest materials, by experienced men who know, for people who want the best—maximum quality at minimum prices.

From the January Talking Machine World.

A high tribute to the record albums of the New York Album & Card Co. was paid by J. L. Gibbons, of the Victrola department of Stewart & Co. Mr. Gibbons says that the albums are the best he has ever seen, and the big feature of them is that they are sold cheaper than albums manufactured by any other concern.

There's one way in making NYACCO Albums—THE BEST WAY

NEW YORK ALBUM & CARD CO., Inc.

23-25 LISPENARD STREET, NEW YORK

Salesman Desires Position

Wanted a position as salesman by a young man who can get the business. Prefer to sell Columbia goods. Best of references given. Write E. Taylor, No. 304 Spearing Street, Jacksonville, Fla.

NEW FIRE SCARE AT EDISON PLANT.

Blaze in Record Plating Building Kept Under Control and Causes Little Real Damage—Valuable Master Records Saved—No Delay in Record Production.

A bad scare was caused among the officials and employes of Thomas A. Edison, Inc., early on Monday morning, March 8, by a fire which broke out in the building devoted to the record-plating department and which threatened for a time to spread to other structures. Prompt action on the part of the West Orange and Orange fire departments confined the flames to a section of the building in which the fire originated, with a total loss of only a little in excess of $2,000.

It was stated by an official of Thomas A. Edison, Inc., that no important equipment or machinery was injured by the fire and that the regular output of records would not be interfered with in the least. Although a number of valuable Master records were stored in the building, they were locked in concrete vaults beyond the reach of the flames and were not damaged.

Mr. Edison was working in the laboratory at the early morning hour when the fire occurred and took an active part in directing the efforts of those fighting the flames.

"Which is my part of the duet?" asked the prima donna of her husband, who was the tenor.

"Your part? Here it is, of course. The one with the last word in it."

WILLIAMS ENTERS JOBBING FIELD.

New Company Opened to Job Victor Products in New York—Orders from Dealers Are Developing at a Pleasing Rate.

G. T. Williams, for the past nine years manager of the New York Talking Machine Co., New York, Victor distributer, and his brother, S. W. Williams, for eight years traveling representative for the same company, have opened up quarters at 217 Duffield street, Brooklyn, N. Y., where they will act as distributers of the products of the Victor Talking Machine Co., under the firm name of the G. T. Williams Co., Inc. The entire fourth floor of the fireproof building at this address has been leased by the company, and up-to-date equipment and all modern conveniences have already been installed. The location of the company's home is in the principal business center of Brooklyn, and is easily accessible to all modes of transit, being only a few doors from the Hoyt street station of the Manhattan-Brooklyn subway.

The G. T. Williams Co. will bend all possible energies to extend to its Victor dealers adequate and detailed service, and Mr. Williams' lengthy connection with the Victor trade enables him to offer his trade detailed co-operation which will aid them in the development and expansion of their business. Notwithstanding the fact that the company has been established but a few weeks, it has already completed arrangements to supply many Victor dealers in its territory with their required stock.

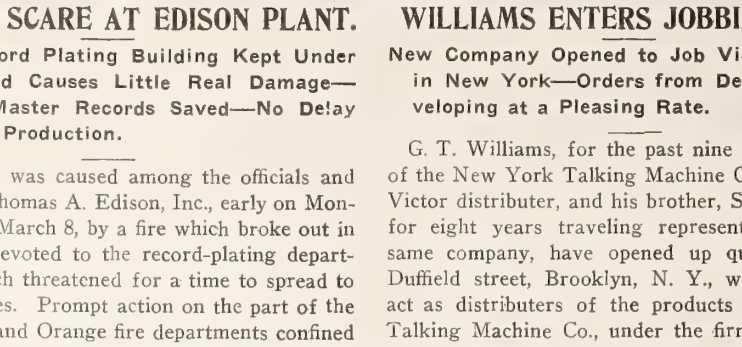
The Clearrite TRADE MARK RECORD BRUSH

RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906. Sept. 10, 1907.

PRICE
Nickel Plated 25c.
Gold Plated 50c.

FOR
VICTOR
EXHIBITION SOUND BOX



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

EVERY JOBBER and DEALER should handle these brushes.

Write for SAMPLE and DISCOUNT SHEET

DISTRIBUTORS

Blackman Talking Machine Co.
97 Chambers St. Near Church St New York

JOBBERS

REK-REP ORDERS BEING FILLED.

Shipments Now Being Made Regularly—Rek-Reps for Victors Going Forward—Those for Columbia Machines Will Be Ready Later.

"We are now filling orders for the Rek-Rep (record repeater) as fast as possible, and in the rotation that they were received," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, New York, in an interview with The World this week. "We were unavoidably delayed in making shipments owing to the breakage of two of our large dies, but new dies have been made which are perfectly satisfactory in every respect, and our shipments are coming through regularly from our factory. These dies broke down because they were not made to handle the very hard steel used in Rek-Rep construction, but all mechanical difficulties have now been eliminated and our product is coming through the factory in first-class shape.

"The shipments now being made call for Rek-Reps for Victor machines only, and we will be in a position to fill orders for Columbia machines within ten days. I desire to express my appreciation to the trade for the co-operation they have extended us in the past month, and we look forward to the Rek-Rep achieving country-wide success in a very short while."

NEW CORPORATIONS.

The Musical Record Library, New York, phonograph records, supplies, musical instruments, book publishers, magazines, etc. The capital stock of the company is $50,000, and the incorporators are Alrai E. Reed, James J. Moore and Henry D. Hooper.

The Tech-Neak Corporation, New York, has been incorporated, with a capital stock of $100,000, for the purpose of manufacturing gas consuming apparatus, talking machines, telegraph and telephone apparatus, etc. William F. McCord, Harry E. Randolph and Miles B. Bracewell, incorporators.

TALKING MACHINE EXPORTS.

The Figures for December Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—In the summary of the exports and imports of the commerce of the United States for the month of December (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for December, 1914, amounted in value to $88,901, while records and supplies for December, 1914, amounted in value to $75,748.

ESTABLISH INQUIRY DEPARTMENT.

For the benefit of its dealers who are not familiar with the foreign record business and its unlimited possibilities, the Columbia Co. has established an inquiry department which will be ready at all times to minutely and accurately answer all questions and to help solve problems of Columbia dealers. The remarkable growth of Columbia foreign record business in the past year or so may be attributed in a measure to the detailed care and consideration which are being given this phase of the company's record production, and the establishment of an inquiry department in connection with this branch of the industry should be productive of gratifying results.

ONE OF THE BEST.

Are you one of the best in your line of work? Do you stack up with the best in conduct and appearance? Do you see and know yourself as plainly as others see and know you?

Fine feathers make fine birds, but one English sparrow can lick a whole flock of canaries.

Here is a machine as full of business building possibilities as the talking machine itself

The Pathéscope

Brings the Motion Pictures to Your Home

Now you can sit in your *Home*, or at your Club and provide entertainment for your family and friends superior to the average picture theatre—in absolute *safety* and *comfort.*

14 Questions Anticipated and Answered

1. Requires no wiring.
2. Generates its own light.
3. Special narrow width non-inflammable film.
4. Only instrument approved by National Board Fire Underwriters.
5. Made by the well-known firm of Pathe Freres.
6. Can be operated anywhere—in the modern city home, the remote country farm, the school, church or club.
7. Film exchanges in principal cities.
8. Every class of subjects available.
9. Reels exchanged as often as desired.
10. Annual exchange subscription, $1 a week up.
11. Not an experiment—thousands in use.
12. Portable—can easily be carried—weight in case only 35 pounds.
13. Simple—merest novice can operate it.
14. Guaranteed satisfactory or money refunded.

Dealers—Your Opportunity!

Valuable territory still available for *exclusive* representation. The Pathescope will soon be as universal in the Home, School and Club as the talking machine is today. Pathescope Agencies already established have proven that there is a surprisingly large field for this instrument.

If you are an established dealer, you can add a Pathescope Department; or if you are enterprising and can furnish proper references and have some capital, you can establish a permanent and profitable business of your own.

Clip this part of the ad. and attach to your letterhead, with details of your business and experience, and mail to Agency Dept.

Costs No More Than a Good Phonograph

The Pathescope is to the *eye* what the phonograph is to the *ear!* And there is no limit to the variety of subjects—Drama, Comedy, Travel, Science, etc.—to meet every taste, every mood, any age and all occasions.

All available to every owner through the

Pathescope Film Exchanges

—now being established in principal cities, similar to circulating libraries, music roll clubs, etc. For a small fee a Pathescope owner may exchange reels as often as desired, assuring a continuous exhibition of fresh interest—Victor Hugo's masterpiece, "Les Miserables" tonight, short comics and educational reels tomorrow, dramatic and travel scenes the following evenings, etc., or *you can take your own Motion Pictures* with the Pathescope Camera, as hundreds are doing, and preserve a priceless record of loved ones as they are today!

Verily, the Pathescope opens up an entirely new world of delight for you, your family and your friends—and, please remember, *in your own home!*

A complete catalog, profusely illustrated, sent upon request.

The Pathescope Company of America, Inc.
Suite 1830, Aeolian Hall, New York City

DO YOU know these well-known artists? From left to right they are: Mrs. Mansfield, well known to the Vitagraph audiences; Bobby Conley, the boy made famous through the Vitagraph Pictures; Jay Bennett, a prominent dancing teacher of New York; Yvonne Dailey, the little daughter of the famous artist; C. S. Moore, well known in Famous Player Pictures, and now appearing in vaudeville in a sketch called "The Shoplifter"; Margaret Vale, the niece of President Woodrow Wilson, and well known to picture audiences. They're enjoying a *home* motion picture show, and to say they are interested is to put it mildly.

This little group should be full of suggestion to you. It is but typical of what is already taking place in thousands of homes, and what will take place in thousands and thousands more. It should suggest the unlimited field open to you as a Pathéscope agent.

For the Pathéscope is to the eye what the talking machine is to the ear—it completes the cycle of home entertainment. It is what you have long hoped would eventually be produced—the *successful* home *motion picture* machine. It will soon be as well known in the home as the talking machine itself.

Simple to operate; requires no wiring; generates its own light; weighs only 35 pounds; approved by the National Board of Fire Underwriters. Projects clear, distinct pictures, and through numerous film exchanges already established and being constantly added to, owners have access to an unlimited variety of subjects, at a small weekly fee. And with the Pathéscope Camera your customers can take their *own motion pictures.*

Without further description, doesn't the Pathéscope spell *"Opportunity"* to you in big letters?

Send for our Exclusive Agency Proposition

Every line in the paragraph which we have "bracketed" in the above *Saturday Evening Post* advertisement will repay careful reading. This advertisement appears in the April 3d issue of the *Post.* It will bring numerous inquiries from prospective purchasers and prospective agents. Wouldn't it be advisable to act now? Follow the arrow to the coupon.

The Pathéscope is a master production of one of the leading motion picture organizations of the world—and it has the prestige and backing which goes with association with the name of "Pathé Frères."

Simply attach this Coupon to your letterhead, sign and mail

Pathéscope Company of America, Inc. **Suite 1831 Aeolian Hall, New York City.**

Gentlemen: Please send details of agency proposition.

I am now handling..... **Signed**.....

Every Columbia instrument you sell means dividends and investments simultaneously. They who buy come back for new records and today the best records are being made by the Columbia exclusive artists.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ARTISTIC WINDOW WINS ATTENTION IN INDIANAPOLIS

In the Indianapolis, Ind., correspondence elsewhere in this issue reference is made to the very attractive window prepared by H. M. Wright, floor manager of the local store of the Columbia Graphophone Co., at 27 North Pennsylvania street. The basis of this display was the Columbia record, "When You Wore a Tulip and I Wore a Rose,' from which, with the assistance of the florist, one of the most striking and artistic windows, which has been seen in that city for many years, was prepared, winning many compliments for Mr. Wright and proving a great trade stimulator for the sale of this record as well as others carried in stock by this company.

Columbia Co.'s Featuring of Song Record in Indianapolis.

VICTORS IN SCHOOLS AND COLLEGES.

The Victor Talking Machine Co. has sent out to its dealers an attractive hanger listing Victor records for schools, colleges and universities. These records were divided into the following headings, each one of which listed the records particularly adapted to its class of educational work: Selections for general school use, marches, nursery and primary grades, intermediate grades, readings, grammar grades and high school American history series, Shakespeare records. This hanger furnishes the dealer with valuable information relative to this important and expanding field.

Mistakes are costly, but those making them do not pay for them.

OPENS ATTRACTIVE STORE.

B. H. Roth to Handle the Victor Line in His New Establishment at 581 Bergenline Avenue, West New York, N. J.

One of the most attractive Victor establishments in suburban territory was opened Friday evening, March 5, by B. H. Roth at 581 Bergenline avenue, West New York, N. J. Mr. Roth, who was formerly connected with Landay Bros., New York, Victor distributers, is thoroughly familiar with all the details incidental to the retail merchandising of Victor products, and the furnishings and equipment of his store reflect his training in the realm of high-grade Victor distribution.

To adequately introduce his new establishment to the musical fraternity of West New York Mr. Roth used considerable space in his local newspapers to announce the holding of an informal concert at the new store. This concert was very well attended, and Mr. Roth prepared an excellent program representative of the unlimited scope of the Victor record library. The formal opening of the store was held on March 6, and the first day's business included the sale of a number of high-priced Victrolas.

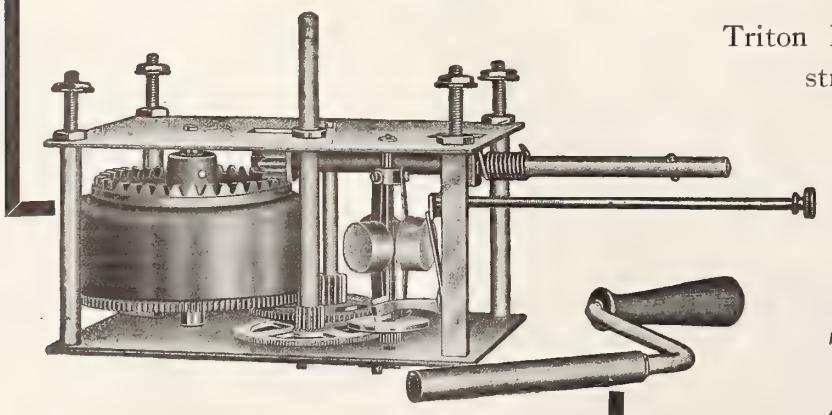
EDELSTEIN WITH WILLIAMS CO.

Well-Known Wholesale Victor Salesman Joins Staff of New Victor Distributors in Brooklyn.

Al Edelstein, well-known as a wholesale talking machine salesman and who enjoys an excellent following among the Victor dealers in the metropolitan district, has joined the sales staff of the G. T. Williams Co., Inc., which recently entered the field as Victor distributer at 217 Duffield street, Brooklyn, N. Y.

Mr. Edelstein was formerly connected with Benj. Switky for a number of years, looking after both the wholesale and retail trade until Mr. Switky retired from the trade recently. His experience and knowledge of the trade and its conditions should make him very valuable in his new position.

Talking Machine Motors



Triton Motors are made perfectly and of simple construction. Will play any 12-inch Record.

Also makers of Triton Sound Boxes and Tone Arms

These products sold only in quantities to Manufacturers and Jobbers to order

TRITON PHONOGRAPH CO.

41 Union Square **NEW YORK**

EXCLUSIVE CONTRACT UPHELD.

Supreme Court of South Dakota Decides a Case Which Is of Much Interest When Considered in Connection with the Clayton Anti-Trust Act Recently Enacted by Congress.

The Supreme Court of South Dakota has recently decided a case involving the legality of exclusive agencies which is of interest when considered in connection with the Clayton Anti-Trust act recently enacted by Congress.

It will be remembered that, at the time the Clayton act was passed, there was considerable discussion as to whether or not exclusive agencies would be prohibited by the terms of the act. Section three of the act provides that it shall be unlawful to sell or lease or contract for the sale of goods or to fix the price of goods on condition that the lessee or purchaser shall not handle any competing line of goods, where the effect of such lease, sale or contract for sale or such agreement may be to substantially lessen competition or tend to create a monopoly in any line of commerce.

The Federal Courts will have to decide eventually whether the ordinary contract for an exclusive agency tends to "substantially lessen competition or to create a monopoly" within the meaning of the Clayton act. The case which has just been decided in South Dakota holds that under the State statute, an exclusive agency is not illegal, and the reasoning of the court would seem to apply equally well to the language of the Federal statute.

In the South Dakota case the Home Pattern Co. had sold patterns to H. O. Rime & Co., dealers in Sioux Falls, upon the condition that they should not sell any other make of patterns. The dealer did not pay for the patterns and when action was brought to recover the purchase price, the defense set up was that the contract between the pattern company and the dealer violated the South Dakota statute against monopolies.

This South Dakota statute provides that it shall be unlawful to enter into any combination either (1) to create or carry out restrictions in trade; or (2) to prevent competition in the manufacture, sale or purchase of merchandise, produce or commodities.

The Supreme Court of South Dakota said:

"Whether treated as an agency or sales contract, there is nothing therein which, in the slightest degree, tends to the creation of a monopoly, or which in any manner tends to interfere with the right of any other persons to offer for sale or sell like merchandise of other makes in direct competition with the sales under the contract in question. So far as any provision of this contract is concerned, the whole world was theirs; the only limitation being that other persons handling similar patterns could not secure defendants as agents or purchasers during the continuance of the contract in question. The defendants, if they purchased said merchandise outright, did not purchase the same as consumers thereof; but purchased the same for resale to consumers. Under such circumstances, we are of the view that the Home Pattern Co. had the legal right to enter into a contract with defendants obligating them not to handle like patterns for other parties. There is no unlawful combination or monopolistic trust in such transaction."

It will thus be seen that the Supreme Court of South Dakota was called upon to decide the very questions which the Federal courts would have to pass upon in construing the Clayton act. This South Dakota case is by no means the first decision by a State court to the same effect. In fact almost all State courts that have been called upon to decide the question have held that exclusive agencies are not illegal and do not come within the provisions of the State anti-trust laws. Of course, the Federal courts in construing the Clayton act are not in any way bound by the decisions of State courts. But the South Dakota case is interesting, not only as the latest authority on the question, but also because the reasoning of the court seems very pertinent to the language of the Clayton act. —Printers' Ink.

Announcement

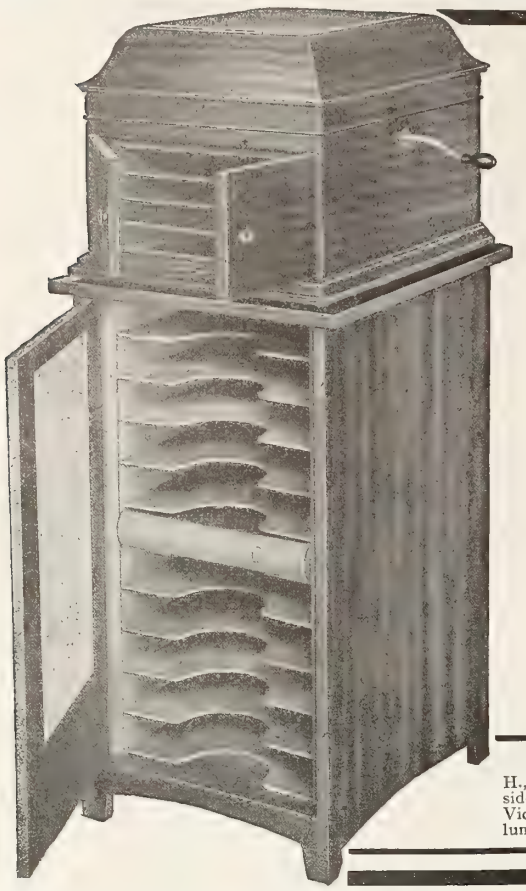
After having been actively connected for nine years with one of the largest Victor distributing houses in the country, we have decided to go into business for ourselves and accordingly have opened an exclusively wholesale distributership of the products of the Victor Talking Machine Co., at 217-221 Duffield St., Brooklyn, New York City.

Our long experience in this business and close association with the Victor dealers has given us an intimate knowledge of their requirements. It will be our continued aim to render you every possible service and co-operation and we trust to merit your support.

G. T. WILLIAMS COMPANY, Inc.

217-221 Duffield Street
BROOKLYN, N. Y. CITY.

G. T. WILLIAMS *S. W. WILLIAMS*



UDELL

Give one glance at this new Udell style, with its snappy design and you can see that it is another one of those good Udell styles that appeal to good cabinet lovers.
You know that Udell quality is guaranteed and that your entire satisfaction is insured, so you run no risk to order a dozen or more direct from this ad. At least have one sent to you.

Ask to have a copy of the new Udell Warehouse sent with your shipment.

THE UDELL WORKS
1205 West 28th Street
Indianapolis, Ind.

No. 1430
H., 31½; W., 18½; D., 21⅞. Mahogany front and sides. Quartered Oak front and sides. Holds 11 Victor Albums. For Victrola IX. For Columbia Favorite.

AN INTERESTING DEMONSTRATION

Of the Many Individual Features Bearing on Tone Development as Revealed in the Inventions Patented by Joseph Hoffay.

At the invitation of Joseph Hoffay—whose invention of an improved talking machine has been referred to in the London and local columns of The World—some friends, including the writer, were privileged to hear a demonstration of his new patent gramophone in New York, last week. It may be said that by means of this invention, a beautiful tone quality was unquestionably secured from the various records used in the test. There was, first and foremost, an entire absence of scratch, although the customary steel needles were used when needed—for the sound box can play any make or cut of disc record without the necessity of detachment. In the band and orchestral records there was a clarity of interpretation which brought out the timbre of the various instruments to a pleasing degree, while the vocal numbers were most lifelike, in that there was that human quality which does not tax the ear. The invention as it stands marks a decided development in the science of sound reproduction. Mr. Hoffay is at present perfecting plans for the manufacture of his invention in this country, but it is premature to give details of the plans under consideration at the present time.

"PERFECTION" RECORD HOLDER

Of New and Convenient Design, Latest Addition to Line Handled by Clement Beecroft—Has Several Interesting Features.

The newest and a most interesting addition to the line of talking machine accessories for which Clement Beecroft, of 309 West Susquehanna avenue, Philadelphia, Pa., is the representative, is the "Perfection" record holder, fitting the new styles of Victrolas X and XI. The "Perfection" record holder is of a new design and gets away from the album style.

It is substantially constructed of heavy board covered with cloth and resembles in many particulars the containers for sheet music found in stores and home cabinets.

Ten records are accommodated in each container and are made accessible upon drawing the container out four or five inches from the shelf and raising a section of the cover. On the under side of the raised section of the cover is found a convenient index for the records. It is planned to market the "Perfection" record holder through the jobbers, and one of its most interesting features is that, after allowing a liberal percentage of profit for both jobber and dealer, the holder may be retailed for fifty cents.

Another valuable member of Mr. Beecroft's family of talking machine specialties is the "Vicover" cloth talking machine cover, designed to fit snugly all the popular styles of Victrolas and protect the cabinets from scratches and dust when not in use. The "Vicover," which was only recently introduced, is already in substantial demand.

ENJOYED OPERA OF "FAUST."

Great Treat Prepared by the Schmidt Music Co. for the Musical People of Davenport, Ia.

The Schmidt Music Co., of Davenport, Ia., entertained a large audience at its warerooms on the evening of March 11, in response to invitations, to hear the opera of "Faust," by Gounod, reproduced by the Victor Auxetophone, assisted by Luella Cook Canterbury, reader; Hermann Schmidt, mellophone; Julius A. Schmidt, flute; Carl C. Schmidt, violin, and Hermann Schmidt, Jr., piano and organ, The participating artists heard through the Auxetophone were Geraldine Farrar, soprano; Louise Homer, contralto; Enrico Caruso, tenor, and Marcel Journet, basso. The entertainment was of an artistic order and was keenly enjoyed by those who had the privilege of being present. In fact, it was one of the great events of the musical season.

ENTHUSIASTIC OVER THE OUTLOOK.

H. A. Yerkes Makes Excellent Report Regarding Conditions as They Affect Columbia Graphophone Co. Throughout the Country.

H. A. Yerkes, New England district manager for the Columbia Graphophone Co., returned but recently from a trip to Birmingham, Atlanta and Washington, D. C., which are also included in his territory. He is enthusiastic regarding the general outlook for Columbia products throughout the country. Machine business is excellent, and the demand for Columbia records closely resembles the usual fall and holiday trade. The new Joan Sawyer fox trot records have met with phenomenal success, while the "Leader," "Mignonette" and "Favorite" machines are even more popular at the present time than they were at the time of their introduction to the trade.

PATENTED

RETAIL PRICE IN U. S.

East of Milwaukee, Wis., and North of Louisville, Ky. - - $1.50

West of Milwaukee and South of Louisville. - - - $1.60

RAGTIME RASTUS

An Automatic Dancing Doll For Disc Talking Machines

RAGTIME RASTUS IS A "DANCING COON" FIGURE AUTOMATICALLY DRIVEN BY AND FITTING ON COLUMBIA OR VICTOR DISC TALKING MACHINES.

Does *One Hundred Different Steps*—dances to the music and goes well with any clog dance or fast raggy record.

This device in no way mars the machine, and can be put on or taken off in five seconds. It is automatically driven by an ingenious mechanism (patent granted), so the figure is danced by the turning motion of the machine, the platform standing still.

Talking machine department of Boston Department Store sold 16 dozen in 8 days.

Talking machine store, Boston, put "Rastus" running on electric machine in window and sold 45 dozen in 20 days.

One dealer in New York City in one month ordered as follows:
Third, ordered sample; 14th, ordered 1 dozen; 16th, ordered 3 dozen; 18th, ordered 5 dozen; 19th, ordered 1 gross; 23d, ordered 1 gross; 26th, ordered 1 gross.

A Great *Window Display* and a Good Seller.

COSTS LESS THAN MANY SINGLE RECORDS. GIVES MORE FUN THAN A DOZEN FUNNY RECORDS.

SAMPLE **We cannot afford to send samples gratis to all prominent dealers. If, however, you will send us $1, we will send sample prepaid and subject to return in 10 days and money refunded.**

NATIONAL TOY CO., 125 Congress St., Boston, Mass.

FUNDS TO GO TO WAR SUFFERERS.

Through the Generosity of Miss Margaret Wilson Columbia Graphophone Co.'s Dealers Will Be Able to Increase Funds for Sufferers from Great War Now Raging in Europe.

Through the generosity of Miss Margaret Woodrow Wilson, Columbia dealers will be put in a position to aid the victims of the great Continental struggle.

Miss Wilson.

Miss Wilson has made a recording of "The Star Spangled Banner," and the reverse of the record carries a medley of national airs stirringly played by the Columbia band. Miss Wilson has instructed that the royalty from this record be turned over to the National Relief Board for its work abroad. This means that each one of these records bought and sold turns in twenty-five cents to the board's fund for war sufferers.

The story of this record is told in these two letters from Miss Wilson and Miss Mabel T. Boardman, chairman of the National Relief Board.

WASHINGTON, D. C., Feb. 16, 1915.

Columbia Graphophone Co., New York City:

Gentlemen—It is my wish that my entire royalties from the sale of Columbia Record No. A-1685, consisting of my recording of "The Star Spangled Banner" on one side and a band medley of patriotic airs on the other side, shall be turned over to the American Red Cross Society at Washington, D. C., for its relief work in the European countries at war.

This is in accordance with my arrangement with the American Red Cross Society.

This letter is my authorization for you to offer this record for sale, with the understanding that you are to remit these royalties, twenty-five cents on each record sold, directly to the society's headquarters. Yours very truly,

(Signed) MARGARET WOODROW WILSON.

WASHINGTON, D. C., Feb. 16, 1915.

Columbia Graphophone Co., New York City:

Gentlemen—Miss Margaret Woodrow Wilson is extending her assistance in aiding the American Red Cross to secure funds to carry on its relief work in the European countries at war. She proposes to turn over to the American Red Cross her entire royalties from the sale of a special record made by her for your company. This royalty amounts to twenty-five cents on each record.

Miss Wilson's generous assistance in the aid of the sufferers is accepted with gratitude, and we appreciate the arrangements that your company has made to turn directly over to the American Red Cross at Washington the sum of twenty-five cents from the sale of each record, to be used for the work among the distressed and suffering of all the nations involved in the present war.

Yours very truly,

(Signed) MABEL T. BOARDMAN.

DIVIDEND ON COMMON STOCK.

The American Graphophone Co. Announces 1 3-4 Per Cent., Payable on April 1.

The American Graphophone Co. has declared a dividend of 1¾ per cent. on its common stock, payable on April 1 to stockholders of record March 15. The declaration of this dividend is a significant indication of the remarkable business that the company closed last year, as no dividend on American Graphophone common stock has been declared for the past seven years. It betokens prosperous conditions.

RUINED HIS CHANCES.

The irreverent man had been aroused by talk of the war to tell an anecdote and those about him really thought that the gravity of the subject would make him reverent this time. He said:

"At the time of the Spanish-American war I was a boy at school. I was fired with tremendous patriotic zeal. I decided to steal away unbeknown to my parents and enlist as a drummer boy. You see, I was old enough for that, and I was a robust youngster, so I expected no trouble at all with the military authorities.

"So, instead of going to school one morning, I hurried to a recruiting station and told the officer in charge that I wanted to be a drummer boy.

"Ah, me! Though years have passed, it is still an awful memory."

He sighed. Those listening were much impressed.

"Didn't they take you on as a drummer boy?" they inquired.

"No," he groaned.

"Why?"

"Because—because I had no ear for music!"

DECLARE EXTRA DIVIDEND.

The Victor Talking Machine Co., of Camden, N. J., has declared a dividend of $1.75 per share on the preferred stock, a quarterly dividend of $5 per share on the common stock and an extra dividend of $10 per share on the common stock. Both dividends are payable April 15 to stock of record March 31; the extra common dividend is payable March 15 to stock of record March 10.

THE PEERLESS RECORD MAKERS.

A Combination of Well-Known Talking Machine Singing Talent, Whose Names Are Widely Familiar to Talking Machine Owners, to Make an Extended Concert Tour.

A combination of marvelous talking machine singing talent composed of Byron Harlan, Arthur Collins, Henry Burr, Albert Campbell and John Meyer have completed plans whereby they will render musical programs in a large number of American cities. This tour is planned to begin about the first of May and will include the principal cities throughout the South and Middle West, as far as San Francisco, and on the home trip a number of the important Northwestern cities.

This combination of musical talent will appear under the auspices of local talking machine representatives in whatever cities they visit.

They have outlined a plan which will enable the public to not only hear many of their favorite record makers on the stage, but they will actually see the music makers at work.

The talking machine men to whom this plan has been presented have expressed themselves enthusiastically in its interest promoting features.

A detailed plan of the itinerary of the Peerless Record Makers will appear in the next issue of The Talking Machine World.

WILL TREBLE RECORD CAPACITY.

General Manager Cromelin, of the Columbia Co., Tells of Prosperity at the Factory.

John Cromelin, general manager of the Columbia Graphophone Co., announced this week that the company had arranged to treble the record capacity of its factories at Bridgeport, Conn., in order to keep pace with the phenomenal demand for its products and to handle the stock shortage which Columbia dealers have experienced since last fall.

New buildings with necessary equipment will be erected and additional machinery will also be installed in the present buildings, which will not only permit of the trebling of Columbia record production, but will add materially to the facilities for graphophone manufacture.

J. Stanley Cline, of Richfield, Ill., has opened very attractive quarters on East Ryder street, handling the full Columbia line of records and machines.

The mintage of wisdom is to know that rest is rust, and that real life is in love, laughter and work.—*Elbert Hubbard.*

Pearsall Victor Service

New York

WHAT the Victor dealer wants to-day is more of a "friendly service"—a service which not only involves the quick and complete furnishing of Victor machines and records, but includes co-operative consulting with regard to business management in general. This is the character of Pearsall service, and this is why a large number of new dealers have been enrolled as Pearsall boosters.

Test our service! It will prove profitable to you.

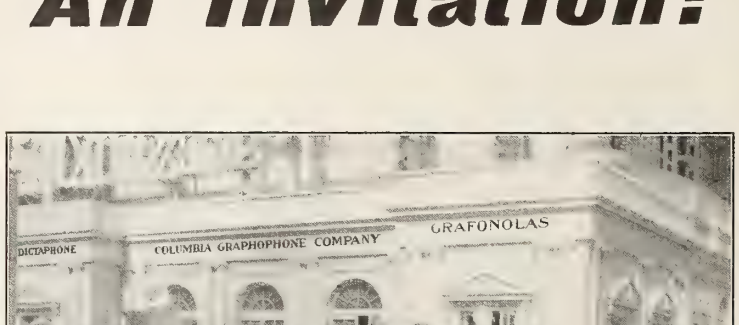
Silas E. Pearsall Co.

Victor Distributors

18 W. 46th St. (near Fifth Ave.), NEW YORK

To all those talking machine dealers who are contemplating making that trip to the Panama-Pacific International Exposition.

An Invitation:



You are cordially requested to make the Columbia Exhibition rooms at the Exposition your own headquarters during your stay in San Francisco.

It is the first exhibit that meets the eyes of visitors to the Industrial Arts Palace.

Incidently it is the finest exhibit it has ever been our good fortune to get together and one that Columbia dealers will benefit from long after the Exposition is over.

Not only is the exhibition of machines complete to the last detail, but the process of making the famous Columbia Double-Disc Records is being shown daily to the thousands of visitors who are interested to a great extent in this phase of the business.

All requests for product are forwarded to the nearest Columbia dealer for attention and the highest co-operation possible given to clinch the sale.

COLU
Graphopho
Woolworth B
Creators of the talking machine indus
machine art. Owners o
DEALERS WANTED WHERE WE AR

Margaret Woodrow Wilson, daughter of the President of the U. S., makes record of the "Star Spangled Banner." A Patriotic Record for a Patriotic Cause.

THROUGH the generosity of **Miss Margaret Woodrow Wilson,** every Columbia dealer is put in a position to aid the victims of the great Continental struggle.

The First Lady of the Land has made a recording of the First Song of the Land—"The Star Spangled Banner." The reverse of the record carries a medley of national airs stirringly played by the Columbia Band. Miss Wilson has instructed that the royalty from this record be turned over to the National Relief Board for their work abroad. This means that each one of these records bought and sold turns in 25 cents to the Board's fund for war sufferers.

Striking hangers have been prepared to display this record and the dual appeal to American patriotism and American generosity will mean that many hundred thousand homes will take advantage of this offer to aid the European war victims. More especially is this so as A-1685 at $1.00 is a record purchase that will bring a full share of enjoyment with it.

bia
ds
RK
the Notes

MBIA
Company
New York

oneers and leaders in the talking
ndamental patents.

NOW ACTIVELY REPRESENTED

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Talking Machine Business in Great Britain Keeps Up Well Despite Conditions Brought on by the War—"Business as Usual Slogan" Observed—New Record Lists of Various Companies Very Interesting—New Financial Arrangements Made—Leipzig Fair to Be Held—Death of Pierre Sarpy, Director of Performing Rights Society—Extension of Copyright Protection to Americans—Developing Colonial Trade—Important Columbia Co. Announcements—Facts Regarding Competition—War Conditions Popularize Home Entertainment—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., March 2.—Notwithstanding the fact that millions of men are under arms in Europe, that labor is at a premium, that Continental factories and the whole industrial population are more or less at a standstill, that freight rates continue to rise and insurance quotations reach to meteoric heights, to mention only a few aspects of the general European situation, British trade continues "as usual." The German submarine campaign against world shipping, irrespective of belligerent or neutral nationality, has certainly resulted in increased insurance charges on hull and cargo, but again "as usual" British ships at least sail to schedule.

With that introduction my readers will be prepared to learn that gramophone trade is by no means dead. On the contrary, it may be said—and very reasonably so, all things considered—that it is proceeding quite satisfactorily. I give this report as an impartial observer in close touch with all sections of the music trade industry. Let my readers give a thought to what England, nay, civilized Europe, is up against, and it must be conceded that to maintain, as we do, a substantial trade in such articles of luxury as musical instruments is, to say the least, remarkable. This war is costing the Allies anything up to $25,000,000 a day. On the same side, too, there are about 12,000,000 men under arms. Industry has to suffer enormously. Yet we can sell gramophones and records!

Business men, broadly speaking, view the future in an optimistic spirit. It is recognized that our worst time is coming. No one shirks the ordeal. Rather do we take off our coats with increased determination to carry on "as usual." Being animated thus, an assured spring and summer trade of goodly proportions is within the bounds of probability, if not of certainty. To that end manufacturers, factors and dealers may be relied upon to put forward in co-operation their best efforts. Not a few of the leading concerns to-day are as busy as they well can be. Public and trade newspaper advertising expenditure still obtains, and while these conditions exist we can afford to view with equanimity the German efforts to strangle British trade. Colonial dealers may continue to rest assured of an efficient service on the part of British gramophone houses.

Coliseum Records for March.

This month's batch of Coliseum records is particularly comprehensive and covers a wide range of music. A special feature to which we would draw the attention of our friends overseas, is the inclusion of further topical titles of the martial and pantomime order. If it be a fact, as we believe, that the popular ditties of London town find special favor abroad, then colonial dealers cannot do better than investigate the claims of the Coliseum people to supply all the latest and best. They have the goods, and their excellent facilities of dispatch insures immediate fulfilment of all orders to the customer's satisfaction. A line to 17 Clerkenwell Road, London, will receive a prompt response.

Trading with the Enemy.

Official notice advices that licenses are granted to British banking firms having branches in neutral countries, not being neutral countries in Europe, enabling them to continue their banking business, notwithstanding that the business, by bringing them into contact at some point or another with branches of enemy banks, may technically be within the prohibition of the act, i.e., "Trading With the Enemy."

Postal Orders Not Legal Tenders.

After having been in currency since the outbreak of war, it is officially announced that postal orders are now withdrawn as legal tender.

Enables the Deaf to Hear.

Information from Lahore (India) states that Professor Albe has introduced a wonderful invention which enables the totally deaf to perceive sounds, speech and music by means of the eye. The instrument is christened Phonoscope. We shall await with interest some details of this marvellous invention.

The Late H. Lane Wilson.

Those who had heard H. Lane Wilson's first Columbia records, admiring his fine diction and artistic phrasing, were looking forward to a long succession of such feasts of music, for they had proved to be of the most acceptable kind. But now, alas! Lane Wilson is no more and the promise of the future must remain unfulfilled, save only for a record—the last the artist sang—issued on Columbia this month.

During 1891 Lane Wilson studied at the Royal Academy of Music, under Frederic Corder for composition and Arthur Oswald for singing. About this time he became assistant organist at St. Cuthbert's Church, Kilburn, and later baritone soloist at Holy Trinity Church, Sloane Square. As a vocalist he was for many years a great favorite at the Boosey ballad concerts at which he sang several of his own songs, written under the pseudonym of "Robert Batten." He was also in much request at concerts and festivals, notably at Leeds, where he created the name-part of Walford Davies' "Everyman."

As a composer, continues the Referee, Lane Wilson had the gift of melody, which, combined with his practical knowledge of the needs of vocalists, caused many of his songs to become exceedingly popular. The well-known "Carmena" waltz song he wrote in his 'teens for Marie Roze. Among other of his successes may be mentioned "April Morn," "A Woodland Madrigal," "Land of Mine," "Into the Fold," "The Picture in My Heart," "Before You Came," and "A Somerset Farmer." His arrangements of Old English songs are among the best of their class. As will be surmised, Lane Wilson was a hard worker, and it was this, quite as much as to his musical talent, that he owed the esteemed position he held in the musical world.

The last Columbia record by H. Lane Wilson, sung only a few weeks before his death and figuring on this month's list, embraces his own song, "The Harvest Dance," and Blanch Gaston-Murray's "The Good Dry Land."

Death of Pierre Sarpy.

The recent death of Pierre Sarpy, the able director of the Performing Rights Society, London, comes at a moment, says the Telegraph, when the work to which he had devoted his life was on the eve of fulfilment. Mr. Sarpy succeeded the energetic Alfred Moul as manager of the French Society in the year 1903, and only last year, as the result of his untiring efforts, he formed for the benefit of British composers an English branch of the French Society. The English Society is now the representative in this country of the French, German, Austrian and Italian societies, and has recently concluded a treaty with the American society.

Leipzig Fair to Be Held.

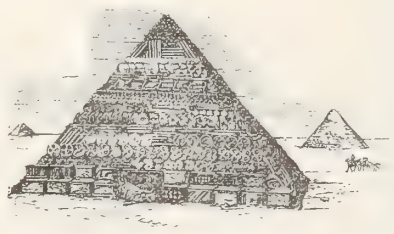
According to the latest reports, the Leipzig Fair is to be held after all. The date given is March 1 to 5. Space rentals have been reduced 50 per cent. A pitiful attempt at "Business as Usual!"

Extension of Copyright Protection to Americans

The extension of copyright in this country to American publications, the full text of which is published elsewhere in this section, has aroused in gramophone trade cirles especially not a little consternation. Antipathy is particularly directed to the provision making copyright retrospective. Most of the ragtime music emanated from America, and

"RENO"

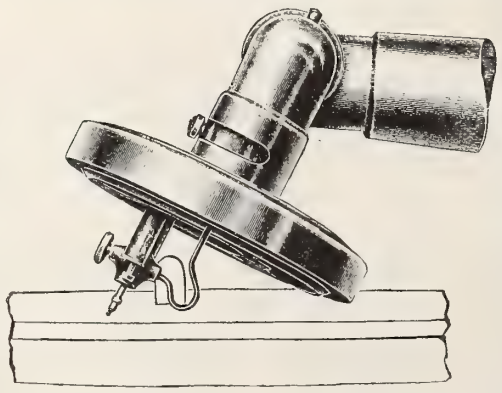
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64 PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

BEKA DOUBLE-SIDED RECORDS

SPECIAL ISSUE OF
Selections and Songs
FROM THE NEW
London Hippodrome Review
"Business as Usual"

947 "Business as Usual" Selection Part 1.
" " " " " 2.
Played by the EMPIRE MILITARY BAND

948 When we've wound up the watch on the Rhine
We shall all do the Goose Step
Sung by Mr. STANLEY KIRKBY

949 The Arms of the Army for me
When the Angelus is Ringing
Sung by Mr. STANLEY KIRKBY

OTHER LONDON "HITS."

SOME RECENT EXAMPLES.

950 Capture of the "Emden."
March on to Berlin.
Played by the EMPIRE MILITARY BAND

951 God Bless the Prince of Wales
Your King and Country Want You, March.
Played by the EMPIRE MILITARY BAND

952 The Royal Canadians March.
Lincoln Green.
Played by the EMPIRE MILITARY BAND

953 Land of Hope and Glory.
The Palms.
Sung by MISS JESSIE BROUGHTON

954 Sussex by the Sea.
When My Ships Come Sailing Home.
Sung by MR. VICTOR CONWAY.

955 When Irish Eyes Are Smiling.
Molly McCarthy.
Sung by MR. STANLEY KIRKBY

956 Your Daddy Was a Soldier.
Sung by MISS JESSIE BROUGHTON
Till the Boys Come Home.
Sung by MR. STANLEY KIRKBY

957 You Can't Get Many Pimples on a Pound of Pickled Pork.
Where Are the Lads of the Village Tonight.
Sung by MR. JOSEPH NEWMAN

958 Gilbert the Filbert.
Mary From Tipperary.
Sung by MR. STANLEY KIRKBY

959 The Colored Major.
Oakley Quick Step.
Played by MR. OLLY OAKLEY

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 34).

British record houses naturally felt free to issue this music without fear of having to pay royalties. Of this phase of music alone, hundreds of thousands of records have been sold. I understand the royalty question will be settled by agreement in the shape of a lump sum, but anyhow it must hit some of the English record firms very seriously considering the cut-price at which the records were hold. I know of one cheap record-maker who alone estimates his share at over £300. In some directions the copyright owners are quibbling, and legal action is threatened. Under all the circumstances, it does seem only reasonable the question of royalty payments (retrospective) should be the subject of mutual concessions. At least that is the feeling of our record manufacturers, whom, we think, are quite justified in their attitude.

Special Notice.

As the London correspondent of this trade journal, I have for the last few months carried an announcement therein under the heading, "Colonial and Foreign Buyers, Etc." Since the almost practical suspension of exports from the Continental countries at war, the object of my notice is to close the void thus created by extending all facility of information to those interested in substituting British gramophone goods for the lines previously stocked. In many departments British houses can make good the lack of supplies from the Continent. I have received a substantial number of inquiries for machines, records and parts, but strange to relate, many of the inquirers—judging by their letters—seem to think I myself have the goods to sell. In drawing attention to this, I do so with the sole object of disclaiming any commercial connection whatever with British talking machine firms. I have not even my service to sell (as one correspondent naively suggested) and only wish to be regarded as a useful link between the consumer and the producer. Will correspondents please note?

THE HOUSE OF MANY PARTS
WM. COOPER BROS., Ltd.
17, 35, 37, 41, 43 Clerkenwell Rd.
LONDON, E. C.

SPRINGS ¾ in. 4/- per doz.
⅞ in. 10/- per doz.
NEEDLES AERO 9d per 1000 Boxed
COLISEUM SOUND BOX Plain Back 3/6
Victor Fitting Rubber Back 5/-

Cabinets Horns Tone Arms

Pinions, Screws, Stylus Bars, Record Cases, Governor Springs Complete Gramophone, or any Part.

WRITE FOR ACCESSORIES LIST

Excellent New Marathon Records.

Known as "the record that's twice as long," the "Marathon" product certainly stands well within the select circle of musical art as applied to the science of sound reproduction. The latest record issues cannot but evoke our favorable comment for, without reservation, they represent a perfection of tonal quality as approximately true to nature as surely one can expect from the merely mechanical. Take for instance No. 463, "Regrets Waltz" and "Destiny Waltz," as played by the National Symphony Orchestra; in these morceaux we are treated to a wonderful expression of orchestrial art, the performance being throughout marked with a delicacy of light and shade, breath of quality, and rich tone delivery, unexpectedly pleasing with such a fine-cut disc as the "Marathon." By practical results, the National Gramophone Co. constantly disproves that at any rate one-time belief that a narrow cut must necessarily be at the expense of quality and depth of tone. From our own experiences, based upon actual test, we know that the Marathon record is capable of delivery equal to the volume of what is known as the standard cut. Marathon discs are becoming world known, and should any of my readers be further interested in a good sales line, application to the company at 15 City Road, London, will bring all necessary details.

Colonel Seely and "Fortifying the Home."

Colonel Seely, formerly Secretary of War and now attached to the Headquarters Staff in France, recently spent one of his evenings home from the front at the London Hippodrome, witnessing the performance of "Business as Usual."

Apparently the scene wherein Harry Tate busies himself fortifying the home at Tooting Bec either greatly amused him or he saw in it some useful pointers that might be advantageously imparted to his colleagues on the Headquarters Staff, for during the evening he sent a message behind to Mr. Tate asking if it were possible to get records of that scene, as he would like to take some back with him to France.

It happened that Harry Tate had recorded the act for the Columbia Co. only a few days before, and though they were not ready for issue, he telephoned to Columbia explaining the circumstances, and the latter immediately pressed special records of "Fortifying the Home" and sent them to Colonel Seely just in time to enable him to catch his train for the returning boat.

Inspiriting Public Announcements.

Of the few record concerns who have made any special attempt to maintain business "as usual," foremost is the Gramophone Co., London, with its inspiriting public-press announcements which very thoroughly cover the whole country either by means of a direct appeal or through the medium of dealers' local publicity. This latter by the way is a constantly accumulating force by reason of the specialized encouragement extended to H. M. V. agents. For the dealers use a series of brightly written displayed advertisements are available in the form of complete blocks ready pierced for the advertiser's name and address. Each announcement, of course, carries a picture of the famous dog, and all are designed on lines which cannot fail to accomplish the object desired. These electros are supplied free of charge, and in many other directions the company's splendid publicity service is freely at the disposal of H. M. V. agents. All this, in conjunction with the issue each month of magnificent new titles which meet the mood of the moment in diversified form, goes to the making of a successful sales policy and the maintenance of "business as usual." With such a perfect sales machine organized for the benefit of their dealers, the Gramophone Co. is exerting a comparatively greater influence and example today than ever before.

French Songs in Favor.

So many people have recently developed an interest in the French language, that a letter from a school master who has found records sung in French of the greatest utility in his teaching, will be read with interest. It will be remembered that in one of their recent war supplements the Columbia Co. issued a record of the battle hymn of France, "Le Chant Du Depart," sung by Madame Veta, the French Contralto, and the company has just received a letter, which reads in part:

"I am the modern language master at ———; well I bought last Saturday the 'Chant du Depart,' and have taught the boys in the school to sing it by means of the record and also all the members of my classes; in all, nearly 200 have profited by

(*Continued on page* 36.)

String Fiddle

STROH VIOLS
VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers*.

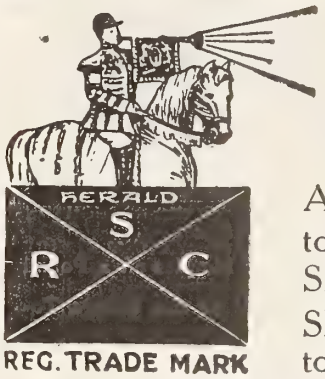
GEO. EVANS & CO. 94 Albany St. London, Eng.

— OR —

in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin



REG. TRADE MARK

TO WHOLESALE BUYERS OF

Gramophone Records

A BRITISH FIRM of REPUTE is prepared to offer **SPECIAL QUOTATIONS** to OVER-SEA BUYERS—IMMEDIATE SHIPMENTS. SPECIALIZING OWN BRANDS or Customers' own Labels.

RECORDING EXPEDITIONS dispatched to any part of the WORLD
CORRESPONDENCE INVITED FROM INTERESTED HOUSES

Address "Export Manager," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London

Cables, "GRAMMAVOX, LONDON"

FROM OUR LONDON HEADQUARTERS—(Continued from page 35).

it, those possessing machines (and there are many) went away and ordered the record for themselves, so that its sale has been greatly encouraged in this town."

The star names in this month's Columbia supplement include the Grenadier Guards Band, Jack Norworth, Harry Tate and Ida Crispi, also Morgan Kingston, Ivor Foster, the late H. Lane Wilsson, Rosina Buckman, Ernest Hastings, Walter Lawrence, Edgar Coyle, Walter Passmore, the Peerless Quartet, the Scots Guards Band, Alexander Prince and Leo Ornstein.

Competition Not Overstrained.

Innumerable as are the producers of disc records on this side, competition is certainly not overstrained at the present time. Each manufacturer, of course, makes special claims regarding his product, which claims may be, more or less, sound. But the points to consider with any make of record are narrowed down to quality and price. A good ten-inch double disc at eighteen pence, for example, is obviously a first class proposition. In this respect the Sound Recording Co., Ltd., of Swallow street, London, W., justifiably connect their well known Grammavox records. Glancing through the various lists and general catalog, one is impressed with the average good choice of selections itemized, covering a wide range of music, both vocal and instrumental. Colonial and foreign dealers will find in these issues a galaxy of world-famous airs, all that is worth recording, even to the latest vogue of music popular in good old England. Apart from all this, it is interesting to find that the company possess an efficient organization for the dispatch of recording expeditions under an expert staff to any part of the world. Their service is perhaps unique in its ability to undertake at short notice arduous journeys for the "canning" of any known lingo under the sun. Those interested are invited to communicate as above.

SPECIAL OFFER

250,000 10in. Double Sided

Disc Records

of a celebrated manufacture to clear at a low figure. Good Titles.

Write for full particulars

EXPORT RECORD CO.

94 SHUDEHILL

MANCHESTER ENG.

Era of Fireside Entertainment.

The streets of London, and indeed practically every street throughout Great Britain, are by no means overcheerful o' nights. To confuse the enemy "doves (sic) of the air," whose bomb-throwing proclivities are indulged in indiscriminately, our streets present but a faint comparison with their pre-war brilliance. In a word many lamps remain unlit, and the majority wear a mantle of black paint. The vision is as gloomy as the highways, and it is not therefore surprising that recreation is increasingly sought by the masses at home. Taking advantage of these circumstances, a few dealers have embarked upon a campaign for the development of fireside entertainment in the shape of music. On the gramophone side the result is eminently satisfactory, for if one may judge by the consistent public advertising of our friend Osborne, in Belfast, talker sales—at least in Ireland—are progressively good. The point raised in Mr. Osborne's advertisement makes good use of the darkened state of our streets by emphasizing the value of music to dispel melancholy and instil that spirit of cheerfulness which makes all the difference to one's perspective. We commend this example of "how to do things" to the host of retailers who hesitate to contribute a quota of oil to the wheels of commerce.

Grenadier Guards for Columbia.

All who have noted the "ascendancy" (to employ a term immortalized by Sir John French) of the band records of Columbia—Ellery Band, Scots Guards, Milan and Court Symphony orchestras, for example—will rejoice to hear of the special engagement for that company of the famous regimental band of His Majesty's Grenadier Guards, the band which, under its talented conductor, Dr. A. Williams, M.V.O., has done so much to raise the dignity and tone of music in the British army.

The two first records, both twelve-inch, by the way, are quite dissimilar in character. The first is a double of up-to-date patriotic flavor, for instance, the "Marseillaise," being played against the "Minstrel Boy," and both easily distinguishable and as one perfectly harmonious whole. The other disc, which proffers the "Valse Triste" of Jean Sibelius, and Jarnfelt's "Praeludium."

"Business as Usual" with Beka.

The above caption may be accepted as indicative of Beka trading, and the fact receives additional emphasis this month by the issue of selections from the new London Revue "Business as Usual." This record, No. 947, is an exceedingly good instrumental contribution by the Empire Military Band. The vocal items are described as "plums," and truly so, for they represent the catch songs of the Revue—songs which have already aroused the public to high appreciation. These songs are—on 948: "When We've Wound Up the Watch on the Rhine," and "We Shall All Do the Goose Step,' and on 949: "The Arms of the Army for Me," and "When the Angelus is Ringing," all sung by Stanley Kirkby. Another record in keeping with the times is No. 950, "Capture of the Emden," a stirring descriptive, and "March on to Berlin," both executed by the Empire Military Band. The great panto hit of the season, "When Irish Eyes are Smiling," is coupled on No. 955 with another popular ditty, "Molly McCarthy," and as sung by Stanley Kirkby, both make capital hearing. The list under review contains many other good items of a patriotic, sentimental and comic nature, which give promise of a big demand from discriminating buyers.

PATTI'S FIRST EXPERIENCE.

Listening to Her Own Voice Through the Medium of the Victor Interestingly Told.

(Special to The Talking Machine World.)

LONDON, ENGLAND, March 1.—The Gramophone Co. is distributing to good advantage a reprint of an interesting article which appeared recently in Pearsons' Magazine, giving the story of Adelina Patti's first experience in listening to her own voice through the medium of the Victor.

Under the heading "Why Adelina Patti Kissed the Gramophone," this article reads as follows:

"Patti stood half way up the great staircase in Craig-y-Nos Castle—waiting.

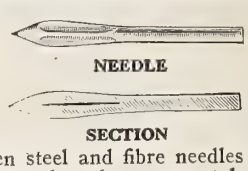
"Down below her, in the center of the huge hall, a man was leaning over a little table on which stood a gramophone. He was adjusting, with loving care, a small, sharp needle. Suddenly he stood upright.

"'I am ready,' cried the Baroness. 'Begin!'

"From the gramophone came an opening bar of music, then Patti's own voice, uplifted in the old sweet song, 'Home, Sweet Home.' Up the great flight of stairs floated the divine music—back to the being whence it came.

"For a moment Patti stood spellbound. Then her lips moved, slightly following the song. Then, very slowly, she began to descend the stairs, her

The Patent Silver-Sheath Needles



They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch *almost* done away with.

Prices Post Free:
1 S/Sheath Needle.....$0.25
6 Needles with sharpener 1.65
Aluminum Sharpener, separately ..... .50

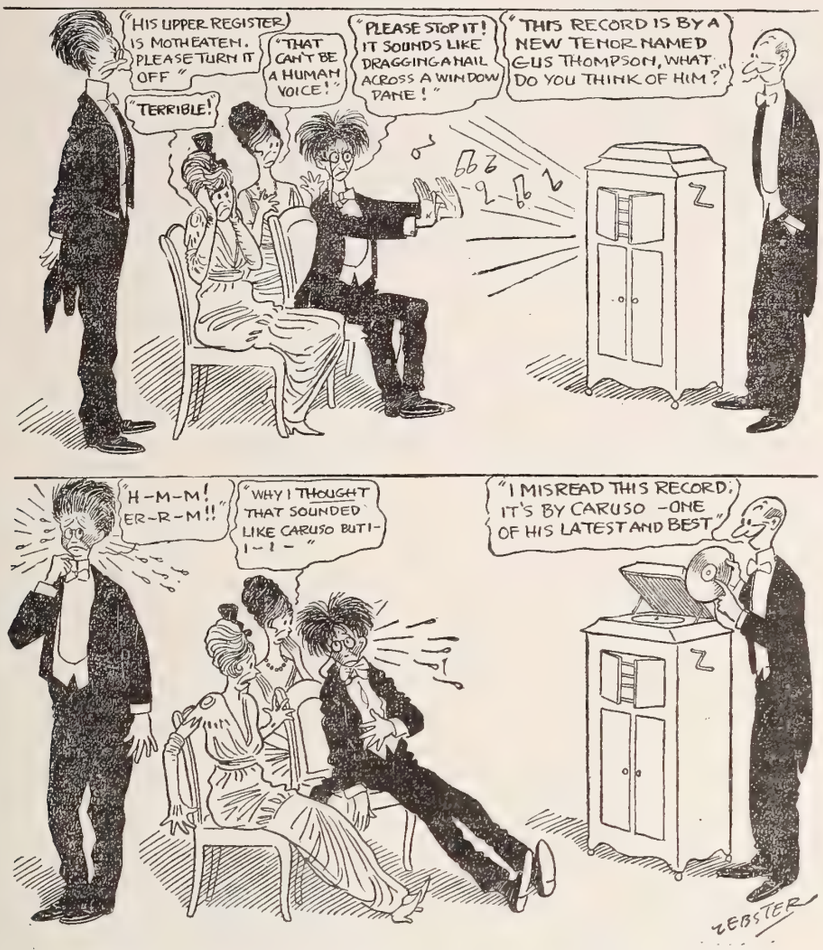
Ask for particulars of the FLEX loud speaking diaphragm, etc.

DAWS CLARKE, 14 Lorne Grove

FALLOWFIELD MANCHESTER, ENG.

WANTED AGENTS. Good Trade Discount.

FROM OUR LONDON HEADQUARTERS—(Continued from page 36).



IT IS OFTEN DANGEROUS TO HAVE OPINIONS ON MUSIC.

eyes on the instrument beneath her, as full of awe and wonder as the eyes of a child when, for the first time, it views some new and wonderful toy. Patti, for the first time, was hearing her own voice as others hear it.

"For a long time past she had steadfastly refused to allow her voice to be recorded on a gramophone record. 'There is nothing artistic about it,' she had said. Then she had been convinced by the simple expedient of listening for a few minutes to a good record, that there was nothing inartistic about it, and had agreed to give the instrument a fair trial. Now the supreme moment of the trial had come.

"Down the stairs came Patti. Her foot was on the last step as the last notes of the song came from the gramophone. Then, in her swift impulsive way, she ran forward. It was as though her tiny figure flew to the table whereon the instrument stood. In a moment her arms were about the gramophone; she hugged it to her—and then she kissed it—kissed it on its lips of brass, at once laughing and crying.

"To say that she was delighted is to give the faintest idea of her pleasure and approbation. Nothing was too good to be said of the gramophone. Nothing would content her until she had made a record of her pleasure as lasting as the record of her voice. Then and there she sat down and wrote the famous testimonial which has found its way to every part of the world, and stands as one of the highest awards the gramophone has ever won.

"Informed that the original records she had made were to be deposited in the British Museum for the benefit of future generations. 'Ah, well,' said Patti in effect, 'then I must write another letter,' and this is what she wrote:

"'To the British Museum:—I am quite satisfied that future generations should hear my voice by means of the gramophone, and I think that the records herewith deposited are faithful reproductions of my voice.'"

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

What happens when a customer asks you for a Bispham record? If you haven't the goods you're stuck—stuck bad because there is no substitute for Bispham.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BANQUET FOR E. PAUL HAMILTON.

Business Friends and Associates of Manager of Loeser & Co. Piano Department to Honor Him on Occasion of Two Anniversaries.

The business friends and associates of E. Paul Hamilton, manager of the piano, talking machine and music departments of Frederick Loeser & Co., Brooklyn, N. Y., have arranged for an elaborate banquet to be tendered him on his thirty-sixth birthday anniversary and in commemoration of the fifth anniversary of his connection with Loeser & Co. The banquet will be held at the Hotel Knickerbocker on next Saturday evening, March 20, and according to present plans it will be a noteworthy affair.

The invitations are cleverly conceived and executed and state in part, "The committee appreciates that only death or action by the grand jury would prevent your attendance. In either case prompt notice is desired in order that flowers or bail may be provided."

Albert D. Proudfit, assistant manager of the Loeser departments under Mr. Hamilton, is chairman of the banquet committee.

1,000,000 ATTEND FAIR.

Attendance at Panama Exposition Surpasses All Expectations—Scoring Big Success.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., March 9.—More than 1,000,000 persons had visited the Panama-Pacific International Exposition at 10:13 o'clock Friday morning. The exact total of admissions from the opening day until 11 o'clock Friday morning was 1,002,524. The sirens on the great steamers and warships in the bay were blown for five minutes in celebration of the million attendance.

Should the same rate of attendance continue throughout the exposition for the period of ten months, an attendance of more than 20,000,000 visitors will be reached. This estimate is far in excess of the most conservative attendance estimate made by the exposition officials before the World's Fair opened.

Unprecedented interest is evidenced in State buildings. New York, New Jersey, Massachusetts and Pennsylvania have been particularly favored, these buildings being thronged with persons not only from the States they represent, but from other States. It has been necessary for many of the State commissions to reorganize their forces to accommodate properly guests visiting their buildings. The dedication of the various buildings have been attended by liberal representations from their representative States and nations.

BIG PAN-AMERICAN CONFERENCE.

President Wilson Sets May 10 as Date for the Meeting of Financiers to Develop Trade—United States Bankers Invited to Attend.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 9.—President Wilson has fixed May 10 as the date for the Pan-American financial conference for which an appropriation was made at the last session of Congress.

The conference will be held in this city and is designed to furnish an opportunity for a full interchange of ideas between American bankers and officials and financial and diplomatic representatives of the Central and South American republics with regard to the promotion of better trade relations between these countries and the United States.

Secretary McAdoo, in a statement issued to-day, said that the President will extend invitations to the governments of all the countries in this hemisphere to send representatives. The Secretary took occasion to deliver a funeral sermon over the lamented ship purchase bill. Mr. McAdoo calls upon the interests responsible for the defeat of the measure to accept responsibility and to provide adequate transportation facilities for the Latin-American trade.

Mr. McAdoo said that to the inadequacy of existing facilities is due the falling off of our trade with these countries since the war. Shipping men, though, have pointed out that the vessels now plying between the United States and Rio de Janeiro and other South American ports do not get enough business to fill their holds. It is their contention that this lack of business is due to the financial depression which pervades practically the whole of Latin America.

The letter-heads of the Columbia Co.'s wholesale distributing houses invite Columbia dealers throughout the country to visit the Columbia booth at the Panama-Pacific International Exposition, which opens this month. The Columbia booth is located in Block 18 of the Liberal Arts Palace.

GEORGE W. LYLE RESIGNS

As Officer and Director of the American Graphophone Co. and the Columbia Graphophone Co.—Messrs. Warburton and E. N. Burns Elected to Fill These Posts.

The following letter was sent out Saturday to the branch stores of the Columbia Graphophone Co.:

"At a meeting of the executive committee of the American Graphophone Co., held yesterday, George W. Lyle presented his resignation as first vice-president, member of the executive committee and director, and the same was accepted and F. J. Warburton was elected first vice-president.

"At a meeting of the directors of the Columbia Graphophone Co., held to-day, Mr. Lyle's resignation was presented as first vice-president, director and member of the executive committee. Edward N. Burns was elected first vice-president and Mortimer D. Easton was elected a director and member of the executive committee."

NEW MAINE CORPORATION.

The Operatone Phonograph Co., Portland, Me., has been incorporated with capital stock of $500,000 for the purpose of manufacturing and dealing in phonographs, records and supplies. The officers of the company are: B. H. Huston, president; Wm. J. Knowlton, clerk and treasurer, and B. H. Huston, W. J. Knowlton and Edna Boutwell, directors.

Brodrib & Wheeler have opened a talking machine store at 138 Main street, New Britain, Conn., handling the Columbia Co. line.

L. Lambeck, who handles Edison phonographs and other talking machines and supplies, in Beaver Dam, Wis., has opened a new store at 106 Park avenue, that city.

Frederic Goodwin, director of the Columbia educational department, was one of the invited guests at the national convention of Superintendents of Schools held in Cincinnati last week.

WANTED—Salesman calling on the talking machine trade to sell our

DUSTER SUPREME AND OTHER RECORD CLEANERS

Liberal Commission.
E. T. Gilbert Mfg. Co. Rochester, N. Y.

EXPERIENCED MANAGER

Wideawake talking machine manager contemplates change after April 1. Thoroughly versed in all phases of the retail industry. Will go anywhere. Address Box 502, care The Talking Machine World, 373 Fourth avenue, New York.

MANAGER WANTED

An experienced talking machine man to take charge of established retail store in either Houston, San Antonio or Dallas. Owner will sell either working or controlling interest to right man. Give full particulars and state amount you could invest. S. T. Brannan, Investments, P. O. Box 1604, Dallas, Texas.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE. DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT. 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

AMERICAN GRAPHOPHONE CO. SUES AEOLIAN CO.

Files Two Bills of Complaint Charging Infringement of Six Patents in All—Seeks Injunction and Accounting—E. R. Perkins, General Manager of Aeolian Co., Makes Reply.

The American Graphophone Co. late last month issued the following announcement:

"The American Graphophone Co. on February 20, 1915, filed a bill of complaint in the United States District Court for the Southern District of New York charging that the Aeolian Co.'s talking machines infringe five patents owned by the Graphophone Co. One of these patents covers the upright style of Aeolian machine in its entirety; two others cover the sound reproducing mechanism used in all Aeolian talking machines; the fourth relates to the tone modulating devices in the defendant's machines, and the fifth to the needle box.

"On February 26, 1915, the Graphophone Co. filed in the same court a second bill against the Aeolian Co. charging infringement of a sixth patent, which covers the remaining style of Aeolian talking machine in its entirety.

"It is understood the Graphophone Co. will institute additional litigation against the Aeolian Co. upon certain pending applications that have been allowed but not yet formally granted by the patent office.

"These bills seek injunction and an accounting for damages and profits, with costs. The defendant's answers are due within a short time; the cases will then be placed on the calendar and take their regular course, and will probably be reached for trial after the summer vacation."

E. R. Perkins' Statement.

In regard to the foregoing suit E. R. Perkins, vice-president and general manager of the Aeolian Co., has issued the following statement:

"The patents on which the Aeolian Co. has been sued by the American Graphophone Co. are in every instance mere detail patents and not in the least basic or fundamental. Any intended implication to the contrary by the American Graphophone Co. that one of these patents covers the 'upright style of Aeolian Co. machine in its entirety' and another patent the 'remaining style of Aeolian talking machine in its entirety,' and any implication that any of these patents covers the 'Graduola' device, is therefore grossly misleading.

"Besides purporting to cover only mere details not embodied in our instruments, it is hardly necessary to state that the Aeolian Co. has long known of these and all other patents in the art and has carefully avoided infringing any valid claim in any patent.

"We have done this first as a matter of principle, because we respect and uphold rights, whether patent rights or otherwise. Furthermore, we entered the phonograph field with the fixed intention and ideal of creating a superior instrument along new lines. We had no idea of trailing after others or of resting content with an instrument made along their lines and therefore only merely as good as theirs. Naturally, this ideal led us into new, essentially different and non-infringing ways, and the public acclaim with which our instruments have been received attests their decided novelty in every way, including tone, tone production and tone control, even to the cabinets of our instruments and their finish; in short, attests that we have succeeded in making good our ideal.

"We expected, of course, to be attacked by those already in the field for advertising and intimidation purposes, if for no other. But as far as the merits are concerned, we await with entire confidence the results of these and any other suits that may be brought against us."

SALES HELPS FOR VICTOR DEALERS

Contained in the Monthly Service Sheet Issued by the New York Talking Machine Co.—A Valuable Guide for the Dealer in Placing Record Orders—Number Strips Great Helps.

The monthly service sheet issued this month by the New York Talking Machine Co., 81 Chambers street, New York, Victor distributers, contains a number of valuable helps for the company's dealers which were perfected after much consideration. This service sheet was issued for the purpose of aiding the company's trade in every possible way, and the March sheet is of practical assistance in adding to the Victor dealer's profits and enhancing the efficiency of his establishment.

Among the features of the March service bulletin are a record revision sheet which acts as a guide to the dealer in placing his order for the month's new records, a book of gummed numbers for the whole Victor domestic record catalog for use on the record stock envelopes, and two attractive feature cards exploiting the new Victor records, "A Medley of Airs from Aida" and the new Hawaiian record (instrumental).

In connection with the record revision sheet it is interesting to note that last month the averages picked by the company were correct in every instance, the winners being gauged absolutely. The figures on these revision sheets are based on the averages obtained from the dealers' orders in hand when the sheet is issued, and the order suggested is subject, of course, to multiplication or division to suit the dealer's individual and local needs.

The book of gummed numbers is issued in response to requests from dealers throughout the country, as the gummed number strips for the monthly supplements which have been issued by the New York Talking Machine Co. for some time have proven very popular. These monthly strips will be issued the same as heretofore, and the use of the book with these supplement numbers will enable the dealer to keep his entire record stock numbered in an orderly and legible way.

OCCUPY LARGER QUARTERS.

The Junction Phonograph Co., Jersey City, N. J., has moved to new and much larger quarters at 724 Bergen avenue, that city. The new store is equipped with a number of sound-proof booths for the demonstration of Victor and Edison talking machines and records.

BEE CROFT

"The Vicover" Cloth Talking Machine Cover

"Perfection" Record Holder

Fits Victrolas X and XI
Retails for 50c.

Cabinets

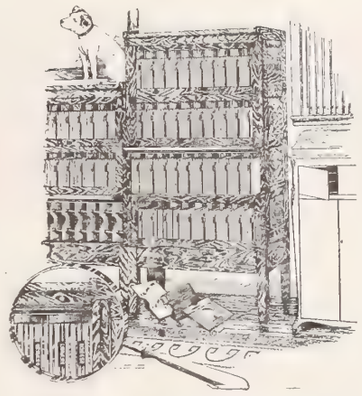
Record Envelopes

Needles

Write for PRICES

Clement Beecroft

309 W. Susquehanna Avenue
PHILADELPHIA



"Double Our Order"

We recently shipped an order of the

OGDEN

Sectional Record and Filing System

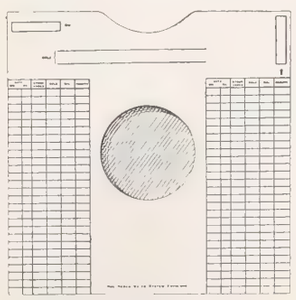
to a large dealer. Upon receipt of the goods he wired:

"Duplicate finish, double our order, ship quick"

Another dealer says:

"Sectional cabinet is clever and filing system is the best yet."

If you want to make more money, save time and cut out your dead stock of records, investigate the OGDEN SECTIONAL RECORD and FILING SYSTEM—and do it quick!



This sales system envelope keeps track of what you sell and what you need—a perfect and automatic inventory, showing profitable and slow sellers. Envelopes arranged for upright and flat filing and will fit any system.

Write for catalog and sample envelope.

J. B. OGDEN

LYNCHBURG, VA.

The NECESSARY POWER
for You, Mr. Victor Dealer.

You can rely on our

SERVICE

STOCK

CO-OPERATION

Our plant is centrally located and fully equipped.

THE TALKING MACHINE CO.

Victor Distributors

12 NORTH MICHIGAN AVENUE -:- -:- CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—The talking machine business of Chicago and the Middle West, for the most part, continues to show the prosperity that has made it the distinctive industry of the nation in a period of depression. Jobbers are a unit in saying that business is keeping up in a fashion that leaves nothing to be desired, and dealers, too, say that considering the season of the year and the conditions of general trade they are glad that they are in such a calling and glad that their only complaint is that they cannot get enough records. One hears this complaint on record shortage very often during the course of a round of visits to the dealers, and some of them wax very wroth when started upon the subject.

Van De Mark's Is Incorporated.

Incorporation papers have been issued to Van De Mark's, 305 East Forty-third street. The incorporators are: E. T. Van De Mark, M. Van De Mark, Edward Van De Mark, W. K. Shadburne and T. B. Henderson. The capital stock is placed at $15,000.

It is interesting to note that this incorporation follows long years of hard work and is the crowning achievement of business that was started in 1902 upon a very small capital.

"It is a fact," said Mr. Van De Mark, "that when I started this business I had about fifty cents, but I had a fairly good reputation, and with the help of C. F. Baer I got started. I had to work very hard at first and there were many dark days, but that is all over long ago. The only thing I have to complain of to-day is a scarcity of records. For instance, last month I could have done some $600 or $700 worth of additional business had I been able to secure all the records I needed. It seems to me that this scarcity of records is a serious thing to lots of the small dealers and steps should be taken by the manufacturers to correct it. If the small dealer buys all his records from one jobber who does not get nearly as many as he needs, and if he goes shopping around to other jobbers, they won't pay any attention to him because they are not getting all of his business."

After making these little remarks, Mr. Van De Mark told the really important news of the day. It concerns the birth of a daughter, February 18. She is named Lenora Emma, and together with her mother is doing very nicely.

Special Train Plans Maturing.

Although definite plans have not yet been made in regard to the special train that will carry members of the National Association of Talking Machine Jobbers to the annual convention, it was announced by L. C. Wiswell, chairman of the traffic committee, that plans are now rapidly maturing and that the announcement will soon be made. In all probability the train will travel over a Southern route, at least from Kansas City west. The special will leave for Chicago July 15, stopping for a half day or a day at Kansas City, where it will be joined by St. Louis, Minneapolis and Kansas City contingents, and will then proceed to San Francisco, arriving about July 21. The convention is scheduled for July 22, 23 and 24, thus making it possible for members who are interested to stay without delay for the piano men's convention, which will be held July 26 and 27.

Cheney Developments.

Steady progress is being made in the development of the business of the Cheney Talking Machine Co. Vice-president and general manager L. K. Scotford announces the completion of seven styles of machines, which are to be retailed at $65, $75, $100, $150, $200, $300 and $800. All of these styles are to be shown in the comprehensive new catalog that is being compiled and which will be ready for distribution in a few days. In addition to illustrations and descriptions of these various styles the catalog will contain a short history of the development of the machine and a sketch of the life of its inventor, Forrest Cheney.

One of the $800 machines has been placed on display in the Cheney concert room in the talking machine department of Marshall Field & Co., where it has attracted great attention, not only because of its volume and tonal qualities, but also because of its rich and artistic construction. It is built along Georgian lines and is an unusually fine specimen of the wood-carver's art.

This machine is being used in connection with the daily concert given in the Cheney concert room wherein some ten numbers—mostly operatic—are regularly presented to the audience. An interesting feature of the retail business of Marshall Field & Co. is in the fact that out of some 500 or 600 Columbia records that are sold every day, over 50 per cent. have been of an operatic nature.

Word received from G. H. Bent and M. L. Willard, who are in charge of the Cheney exhibition at the San Francisco Exposition, conveys the news that the Cheney machine is making a decided impression upon visitors to the big fair. An $800 machine, which is finished in Louis XVI design, is the center of attraction at the Cheney exhibit.

Adds Talking Machine Department.

The Schumann Piano Co., at present located on the tenth floor of the Republic building, has established a talking machine department and contracted for a complete line of Columbia machines and records. The department will be greatly enlarged after May 1, when the concern will remove to more commodious quarters on the third floor of the North American building at the corner of State and Monroe streets. The new quarters will look directly on State street, and advantage will be taken of the passing throng in advertising the Columbia Grafonola and the Schumann piano. Miss A. M. Sherman will be in charge.

A Tribute to the Pathephone.

Valerie Bell, who is well known in operatic circles, who at one time coached Mary Garden and later acted as manager of Carolina White, was a recent visitor to the Pathé-Pathephone Shop, which by the way is the new name adopted by Richard O'Neill and R. R. Rundell, owners of the Pathé Shop, located in the Shops building.

Miss Bell spent most of the afternoon in hearing the various stars who are to be heard on the Pathé records and as each record was played she talked very interestingly of the artists, almost every one of which she knew intimately. The morning following her visit a note was received by Mr. O'Neill at the shop which is as follows:

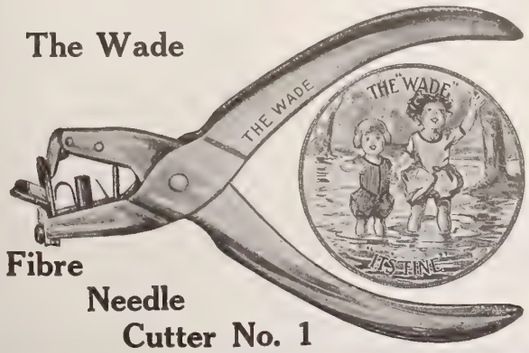
"Just a little line, my dear Mr. O'Neill, to say 'thank you' as pretty as I know how for the delightful entertainment of this afternoon. The Pathé machine is superb—the records are marvelous—success is yours."

New Talker Agency Here.

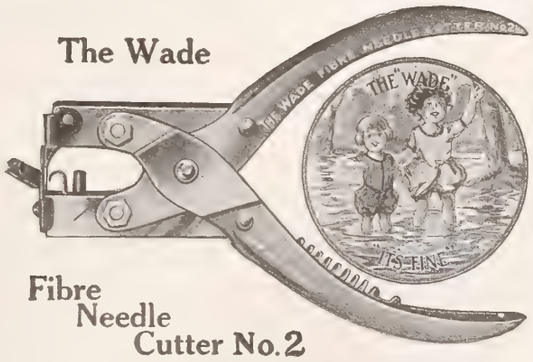
One of the latest talking machine agencies to make its appearance in Chicago is that of the Colonial Talking Machine Co., which opened offices recently on the ninth floor of the Steger building. The offices are in charge of J. G. Brown, who is the Western representative. Mr. Brown has placed on display two styles of machines which are both electrically driven models and sell retail for $125 and $175 respectively. The larger, or style A, stands some 46½ inches high, 20½ inches wide

(*Continued on page 43.*)

THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade


Fibre
Needle
Cutter No. 1

The Wade


Fibre
Needle
Cutter No. 2

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO

Something Every Talking Machine Dealer Ought to Display—

FRONT VIEW

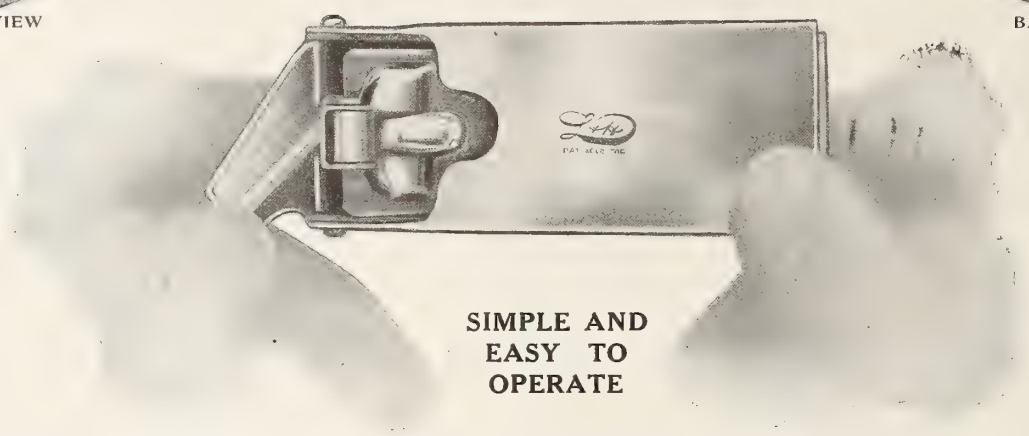
1—Lyon & Healy Fibre Needle Cutter

2—The Dustless Record Cleaner

(Invaluable Talking Machine Equipments)

STANDARD SIZE

BACK VIEW



SIMPLE AND EASY TO OPERATE

THE LYON & HEALY FIBRE NEEDLE CUTTER is the result

of four years exhaustive experiments and fifty thousand satisfied users make us feel safe to assert that NONE BETTER CAN BE MADE.

A FEW FACTS ABOUT THE LYON & HEALY FIBRE NEEDLE CUTTER:

1—The blades are made of the finest grade of tool steel, properly tempered; the upper blade pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

2—The cutter has a self-acting stop, which prevents cutting away more than enough, so a pin may be played from twelve to fifteen times before becoming too short.

3—The cutter is easy to operate, and with ordinary usage, should last indefinitely without sharpening.

Do not delay writing for our liberal terms of discount and at least a small supply of these CUTTERS.

OUR ABSOLUTE GUARANTEE is given with every Lyon & Healy Fibre Needle Cutter Sold. SOLD AT RETAIL FOR $1.50.

THE EVERLASTING DUSTLESS RECORD CLEANER prolongs the life of records.

Will not scratch the records,—polishes and brightens and makes them look like new.

Made from carefully selected Wool Skin with the Wool cut short.

SOLD AT RETAIL FOR 15 CENTS

LIBERAL DISCOUNT TO THE TRADE

Lyon & Healy

CHICAGO

DON'T WAIT SEND US YOUR ORDER TO-DAY

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 41).

and 20½ inches deep and is finished in mahogany and oak. The electric motor with which this model is fitted will run on any commercial current and is remarkably silent in its operation. Another feature of the machine is an electrically operated automatic stop which does not depend on the sidewise pressure of the needle on the sound groove of the record but which brings the machine to a stop when the selection has been completed.

The headquarters of the concern are in Rochester, N. Y., where the machine is made complete. Eyvind Finsen is president and general manager of the concern, Henry R. Howard is vice-president and James L. Phillips is secretary and treasurer.

Each End Triple-Pointed.

A. H. Rintelman, maker of the three-point noiseless needle, has announced that he has succeeded in making three points at either end of the needle, so that a total of six points is offered the buyer. The retail price of the new product will be $5. Mr. Rintelman announces that he has succeeded in materially increasing the output of these needles and will shortly be able to take care of all orders.

Wade Plant Works Fourteen-Hour Day.

No let-up in the talker business is indicated by the business of Wade & Wade, and a visitor to the factory at 3807 Lake Park avenue is told that fourteen hours is the daily amount of work that is being maintained in order to supply the demand for fibre needle cutters.

Robert Johns Dead.

Robert Johns, who for the past fourteen years has figured very prominently in the premium business as applied to talking machines, died February 22, from a complication of diseases. He leaves a widow and three daughters. The business will be continued along the same lines as laid down by the deceased. E. R. Alderson, general manager of the concern, will be in charge, at least temporarily.

Six Best Sellers.

The twelve best Edison sellers of the month are: "Teenie, Eenie, Weenie," "In My Dream of You," "The Rosary," "A Dream," "Panama Exposition Overture," "Italian Fantasia," intermezzo, "Cavalleria Rusticana"; Barcarole, "Tales of Hoffman"; "My Lady of the Telephone," "Chin-Chin," "After the Roses Have Faded Away," "When You Wore a Tulip and I Wore a Big Red Rose."

The six Columbia sellers are: "Tipperary," "Chin-Chin," "Sister Susie's Sewing Shirts for Soldiers," "When You Wore a Tulip and I Wore a Big Red Rose," "When You're a Long, Long Way from Home," and "Millicent" dance record and their reverse sides.

Six Victor sellers are: "Ave Maria," "Carry Me Back to Old Virginny," "I Didn't Raise My Boy to Be a Soldier," "On the 5:15," "Tipperary" and "Chin-Chin" and the reverse selections.

New Manager at Kennedy's.

Herman Caplan has been appointed manager of the newly established talking machine department of the Kennedy Furniture Co. Mr. Caplan is an experienced talking machine man and was formerly with the talking machine department of Siegel, Cooper & Co.

Not to Handle Ten Centers.

A talking machine department was planned for Ted Snyder's Busy Corner Music Store at State and Monroe streets, as previously announced in The World, but according to latest reports the idea has been abandoned. One of the employes of the store told a reporter of The World that the idea of handling the Little Wonder records and ten-dollar machines has been given up permanently "because they cannot make the records fast enough." The greater part of about $250 worth of sign painting has thus been wasted, for the entire front and sides of the store call attention to the Little Wonder ten-cent record.

Across the street, however, in the Woolworth ten-cent store, the public can buy these records in abundance. The signs on the window announce that a "big shipment of Little Wonder records has just been received." Then follows a list of some 33 popular selections. Upstairs a girl is handing out the records as fast as she can to a crowd two deep, shuffling the records about like playing cards, occasionally stopping to put a new record on the small machine that is constantly playing but never bothering to change the needle.

Notable Columbia Visitors.

President, E. D. Easton, General Manager John Cromelin and Vice-president E. N. Burns, of the Columbia Graphophone Co., were recent visitors at the local offices. Messrs. Cromelin and Burns arrived on Friday, February 26, for a several days' conference with District Manager W. C. Fuhri regarding conditions in the extensive Southern and Western territory under his jurisdiction. On Monday the visitors were joined by President E. D. Easton, who came direct from San Francisco, where he had witnessed the opening of the Panama Exposition. The three officials left Monday night for the East.

Prof. Frederick Goodwin, manager of the educational department of the Columbia Graphophone Co., ran up to Chicago for a day last week from Cincinnati, where he made an address at an important educational convention which convened there.

The only complaint around the Columbia quarters here is the difficulty in getting goods. The volume of orders during February, it is stated, was considerably ahead of last year. Everything that was received from the factory was immediately sent out on back orders. However, relief is in sight, according to C. F. Baer, manager of the local office. The record stock is now gradually getting in better condition, and word from the factory indicates that there are good prospects of the machine shortage being remedied to a great extent toward the latter part of the month.

The Columbia Co. has recently entered into an extensive advertising campaign. On one day of each week space occupying from 600 to 800 lines will be used in both the American and the News. Arrangements have been made for the publication of the advertisements of various Columbia dealers in connection therewith. The first Columbia announcement will be devoted to the March records.

Retail Manager J. A. Boland has just made an addition to his sales force in the person of Harry Schoenwald, a young man of long experience as a piano traveler for the Bush & Gerts Piano Co. Mr. Schumann became enamored with the talking machine business during his contact with the trade, and took the first opportunity of identifying himself with it.

Change in Columbia Distributer.

A. H. Armstrong, one of the wealthiest business men of Lincoln, Nebr., has purchased the Grafanola Co. of that city, and will continue to operate it under the same name. The company has the Columbia jobbing agency for Nebraska and western Iowa. Extensive improvements will be made which will result in one of the handsomest stores in the talking machine line in that section of the country. Under the new regime F. F. Dawson, a talking machine man of wide experience, has been installed as manager.

Get Victor Agency.

The Witzel Bros. Piano Co., 3051 Lincoln avenue, city, has taken over the Victor agency formerly held by the Bennett Music Co., in the same block. It has installed a well equipped Victrola department and is going after the business in a manner which will assure it success in this new department. Mr. Bennett is completing his plans to move out to California, where he has other interests.

Dealers Using Special Ads.

In conformity with the reports of big business in the talking machine industry come many indications that dealers are taking advantage of the unique commercial situation by advertising as they never did before.

Mr. Young, of the Abbott-Young-Adair Co., 542 South Dearborn street, Chicago, in a recent talk with The World, said: "If the demand for special advertising matter is as great as our business would indicate, then every talking machine dealer in the country, from the biggest fellows down to the small town jeweler who carries but a couple of machines in stock, is doing a lot of good publicity work.

"The demand for our supplement covers has been most satisfactory and we are sending out an immense quantity of them."

Personals and Visitors.

George W. Davidson, of the Talking Machine Shop, returned last week from a month's visit to California. Mr. Davidson was a frequent visitor to the San Francisco Exposition, and speaks very enthusiastically of the Victor exhibit in the Palace of Liberal Arts. The local man says that the Victor display stands out from the others like a cameo. Mr. Davidson also spoke of the remarkably beautiful lighting effects to be seen at the exposition, and said that they reminded him of some of the dreams of his kid days.

To Make Automatic Stop.

A. J. Turek, piano and talking machine dealer of this city, is interested with other gentlemen in

(*Continued on page* 44.)

Style No. 2. List, $150.00. Double Spring Motor. 12-inch Turntable. Tone Modifier. DIMENSIONS: 50 ins. high, 21½ ins. wide, 23½ ins. deep. Finish, Oak or Mahogany.

The VITANOLA—

BIG PROFITS TO DEALERS

Our net price on this machine will surprise you. Watch this space in next issue for our latest model. ENTIRELY DIFFERENT in design from any cabinet machine on the market.

We predict A BIG DEMAND for this model.

TWO BIG FEATURES

The Vitanola plays any make of disc record—Victor, Columbia, Edison or Pathé.

Regulator plays loud, soft or medium tones without changing needles or closing any doors or shutters.

Wide-Awake Dealers!

IT WILL PAY YOU TO KEEP IN TOUCH WITH US

VITANOLA

Talking Machine Company

17 N. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

a newly invented automatic stop. The new stop can be used on any disc machine and is operated in connection with the tone arm. At the present time considerable work is being done in improving the product, and Mr. Turek and his associates plan within the near future to incorporate the company and start manufacturing and dealing direct to the trade.

Open New Talker Store.

R. Frectman has opened a talking machine and sheet music store at 39 West Monroe street, where the Columbia line is being featured. The present department is comparatively small, but will be enlarged in the near future.

Vitanola Progress.

Considerable progress is manifested by the Vitanola Talking Machine Co., and the new offices at 17 North Wabash avenue are being kept very busy with the big volume of business that is being transacted. Despite this, however, arrangements are being rapidly made, and President H. T. Schiff says that another month will see everything going along in the best of shape and orders being taken care of as rapidly as they are received.

Personals and Visitors.

Philip W. Harcourt, formerly assistant manager of the talking machine department of Famous & Barr, of St. Louis, is now a resident of Chicago. Mr. Harcourt is a young man of long experience, and while he has as yet made no definite connections he is considering several positions offered.

Among the visiting dealers to the local trade recently were: Mrs. Rice, Lafayette, Ind.; Messrs. Emerson and Hiltbrunner, Cedar Rapids, Ia.; A. Chattle, Darlington, Wis.; F. H. Storms, Michigan City, Ind., and A. D. Kunde, Milwaukee, Wis.

L. C. Wiswell was a recent visitor to Peoria, Ill., where he went following the disastrous fire which occurred in that city recently. Fortunately, the wind changed before the flames reached the Lyon & Healy store and there was no damage. The store of Alonzo Wookey, however, was reported by Mr. Wiswell to be badly damaged.

W. C. Griffith, the capable floor man of the Talking Machine Co., just returned from Indianapolis, where he attended the wedding of one of the members of his family. Some of Bill's college friends and former football players were also at the wedding.

Theodore J. Miller, of Theodore J. Miller & Sons, and Mrs. Reis, of the Val Reis Piano Co., of St. Louis, were recent visitors to the local trade.

W. E. Erickson, of Evanston, has sold out his business to the North Shore Talking Machine Co. The new incorporators are making very elaborate plans for carrying on the business in the fertile field for talking machine business along the entire North Shore of Chicago.

L. C. Parker, the able manager of the talking machine department of Gimbel Bros., Milwaukee, Wis., was a recent Chicago visitor. He was accompanied by his assistant, Mr. Sandee, and they are making plans for a new department which they are going to open, which will be one of the best equipped in the West. They report a continual increase in their business.

R. W. Morey, general manager of the New York Talking Machine Co., New York City, is on a trip among the Victor dealers and distributers in Detroit, Toledo, Cleveland, Chicago and other points. Mr. Morey only recently assumed his responsible position, and is simply in the West on the hunt for business pointers.

Roy J. Keith, of the Talking Machine Co., reports that there is no sign of let-up in the unusual demand that continues to exist for all classes of Victor goods.

"While we have been receiving larger shipments than ever before, we still are having great difficulty in securing enough goods to keep up anywhere near with the demand of the dealers," said Mr. Keith, in a chat with The World. "We have worked out a very effective manner of handling record orders during this shortage by getting the dealers to let their orders remain on file, and we are thus able to make very substantial shipments to them of records which they would otherwise not get, as when a shipment of certain records is received from the factory they may last only a few days, and then it may be quite a long while before the factory is able to make another shipment of the same selections.

"It is a great satisfaction to us to receive almost in every mail indorsements of the satisfactory service we have been giving dealers in this exigency."

O. A. Lovejoy, of the Southern California Music Co., Los Angeles, was a recent Chicago visitor and renewed his acquaintance with his many friends here after his return from an interesting and profitable trip through the East.

Mr. Butler, of the Butler Music Co., Marion, Ind., was also a recent visitor, on his way to an extended trip through California.

Handling the Victor Line.

The Cable Piano Company has added the Victor list in its stores in Kankakee, Elgin and Aurora. It is installing good equipment to take care of the business in the efficient manner that characterizes the Cable Company in everything it does.

The Most Perfect Talking Machine Needle Made

Hundreds of Records Can Be Played with One Tusko Needle, Tusko Needles Will Fit the Victor, Columbia or Any Machine.

Absolutely Fool Proof

Perfect in Every Respect

PATENTED APR. 15, 1913.

The Metallic Sound and Scratching Noise Are Entirely Eliminated.

Tusko Needles are a wonderful innovation. As they are indestructible, they never wear out. A piece can be played hundreds of times with a Tusko needle without injuring the record. The Tusko Needles are made of a natural substance the same temper of a record. This Needle renders better music and clearer tones.

With Tusko Needles you get the soft low natural tones so much desired and also the perfect reproduction of records where volume is desired.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

SOUTHERN CLASSIFICATION COMMITTEE LOWERS RATES.

Reduces Classification on Talking Machine Records from Double First Class to One and One-Half First Class Making New Rate $1.57 1-2 Per 100 Pounds as Compared to Former Rate of $2.10—Result of Recent Protest—Jobbers Want Still Lower Rates.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—L. C. Wiswell, chairman of the traffic committee of the Talking Machine Jobbers' Association, announces that the Southern Classification Committee issued a decision about two weeks ago relative to the rates on talking machine records that reduced the present rate of double first class to one and one-half first class, or $1.57½ per 100 pounds. The rates were originally based on first-class tariff, but were doubled some time ago making the rate $2.10 per hundred. A number of the talking machine men appeared before the committee and delivered first class arguments why the original rate should be maintained. This victory for lower rates, however, does not satisfy the jobbers and it is the consensus of opinion that they will never rest until first-class rates are restored.

Mr. Wiswell announces that the traffic committee has again petitioned the Southern classification committee upon the same subject and arguments will be heard by the classification committee at Atlantic City in July.

A meeting was called in Philadelphia last Thursday by W. B. Fulghum, of the Victor Co., for action on this matter. It was attended by George E. Mikel, president of the jobbers' association; Ed. Rauth, secretary; L. C. Wiswell, traffic manager, and E. Upshawl, of the Elyea-Austell Co., of Atlanta, Ga. A meeting was called to consider action to be taken in the matter of reduced rates and was later adjourned to the Columbia office in New York, where on Friday the meeting was resumed with the added attendance of J. Rogers, traffic manager of the Edison Co., and R. L. French, traffic manager of the Columbia Co. The matter was again discussed and it was at this meeting it was decided to again petition the Southern classification committee to give the first-class rate.

"We hope to be successful," said Mr. Wiswell, to The World, "but if perchance we are not, the trade can rest assured that the matter will be carried further."

SONORA BRANCH IN CHICAGO.

Sonora Phonograph Corporation of New York, Opens Wholesale Headquarters for the Middle West at 339 South Wabash Avenue, with W. F. Martin in Charge—Samples Shown.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 9.—The past month witnessed the opening in Chicago of the Middle Western branch office of the Sonora Phonograph Corporation. This latest addition to the Chicago wholesale trade is to be situated in room 308, 339 South Wabash avenue, in charge of W. F. Martin, and here will be found the entire Sonora line, comprising eight styles priced at $25, $35, $50, $75, $100, $135, $150 and $200.

"During the short time I have been located here," said Mr. Martin to The World representative, "I have met with a remarkable display of interest on the part of dealers from all over the Middle West and requests for enlightening literature and prices have been received in almost every mail. All of these dealers have heard a good deal about the Sonora line and are actually interested

(*Continued on page* 45.)

in seeing the machine. The Sonora is characterized by a number of individual features as to mechanism and as for the tone, I simply let it speak for itself. Those dealers who have heard it are very enthusiastic and have given me substantial orders which is really the best proof of their interest. The Sonora possesses another big point in the fact that it will play any record using Edison and Pathé selections by a quick change of the tone arm."

Mr. Martin has enjoyed considerable experience in the talking machine business and previously traveled in the South for the Herzog Art Furniture Co., of Saginaw, Mich., makers of music and talking machine cabinets.

Mr. Martin is at the present time on a trip through Minnesota and Wisconsin, which together with Illinois and a part of Indiana comprises his territory.

TUSKO NEEDLES MAKING PROGRESS.

Facilities of the Factory in Chicago Increased to Take Care of Growing Demands—Some Interesting Features of the Needle.

(Special to The Talking Machine World.)

CHICAGO, ILL., March 10.—Tusko talking machine needles, which have been on the market for several years, are now coming through the factory at 5513 Kenwood avenue, of this city, in a more satisfactory manner than ever before due to improved equipment and manufacturing processes.

The Tusko needle is a natural product, the application of which as a medium of tone reproduction was developed by R. H. Jones, president of the Tusko Manufacturing Co., after long experimentation and is thoroughly covered by United States patents. The Tusko needle is put up in dozen lots on attractive cards which protect the needle perfectly when not in use. By resharpening the needles on the slip of every paper attached to each card, it is said that they can be used indefinitely with excellent results. Mr. Jones has hundreds of letters on his files both from dealers and users testifying to the excellence of the Tusko needles.

Mr. Jones has patents pending on a very simple and inexpensive attachment for disc machines by which the Tusko needle can be used for playing hill and dale disc records on machines designed for playing lateral cut records. He is now ready to supply this device to the trade.

EDWARD D. EASTON RETURNS.

Edward D. Easton, president of the Columbia Graphophone Co., accompanied by Mrs. Easton, returned to New York last week after a month's Western trip, which included a short stay on the coast. Mortimer D. Easton, manager of Dictaphone advertising, who accompanied President Easton on this Western trip, is still on the coast and will remain in San Francisco for the next ten months in charge of the Columbia booth at the Panama-Pacific Exposition.

420 LEADING BUSINESS MEN SEE BIG YEAR AHEAD.

Members of New York Stock Exchange Receive Many Messages of Optimism Following Letters of Inquiry Regarding Conditions and the Outlook Sent to All Parts of the Country—Pertinent Questions That Are of Interest to Business Men in All Lines.

"The Present and the Future of American Business" is the title of a report which has been issued by Harris, Winthrop & Co., members of the Stock Exchange of New York. This report is issued in book form and contains the opinions of 700 American business men.

Early in the year a letter was addressed to about 2,000 men of affairs in the United States. These men were asked to answer a set of questions describing the conditions of trade in which they were directly interested. The questions and the answers, tabulated were as follows:

"1. Have jobbers and distributers in your section large or small stocks of goods at present? Fifty answered large. Six hundred and forty answered small.

"2. Are those who are able to save investing their savings or allowing them to accumulate in the banks? Two hundred and sixty answered investing. Four hundred and forty-one answered not investing.

"3. Is the unemployment of labor in your section unusually large for the season? One hundred and twenty-nine answered unusually small. One hundred and thirty-seven answered about as usual Four hundred and thirty-five answered unusually large.

"4. Do the higher freight rates which the railroads are now permitted to charge impose an appreciable burden on domestic trade? Six hundred and eighty answered that the increased cost of freight is not appreciable. Twenty answered that it had checked business.

"5. We have heard it said that 'while money is cheap, credit is subnormal.' Is this true of your section or can the average borrower obtain the money he requires with the usual facility? Three hundred and ninety-three answered that credit is closely scrutinized. Three hundred and seventeen answered that facilities were about as usual. Fifty-eight answered that accommodations were unusually abundant.

"6. Are people generally disposed to economize, and if so, is this economy caused by reduced earning power or increased thriftiness and sobriety of thought and living? Four hundred and fifty-eight answered, 'Economy general from necessity.' One hundred and eighty-four answered, 'Economy general from choice.' One hundred and four answered, 'No unusual economy noticeable.'

"7. What in your opinion is the outlook for American business during the year 1915? Discouraging answers were received from 160; 121 answered, 'Normal,' and 420 'Encouraging.'"

From these answers the compilers of the pamphlet find that jobbers and distributers generally have small stocks of goods on hand and need supplies; that of such persons as are able to save the majority are not investing; that unemployment is unusually large; that the 5 per cent. increase in railroad rates has not effected business adversely; that the supply of money is normal, but credit is closely scrutinized; that economy is becoming general, both from choice and necessity, and that the general outlook is encouraging.

Those who answered these questions include bank presidents, railroad presidents, heads of iron and steel mills, farmers, lumber merchants, paper makers, publishers, miners, wholesale grocers, glove manufacturers, heads of insurance companies, lawyers, retired capitalists, makers of sewing machines, firearms, stoves, pulleys, agricultural implements, pianos, breakfast foods, rope, twine, pulleys, carriages, automobiles, furniture, flour electric cranes, pharmaceutical preparations; heads of telegraph and telephone companies, sugar mills, distilleries, breweries, woolen mills, cotton mills, cottonseed mills, gas plants, electric light and power companies, dealers in lumber, coke, pig iron, general merchandise, sand and gravel, valves, varnishes, drills, stationery, cement, plate glass, ink, asphalt, leather, railroad experts, consulting engineers, land agents, physicians, sugar planters, hotel owners, car manufacturers and wholesale druggists.

CREDIT CONDITIONS EAST AND WEST.

D. A. Creed Says the Victor Dealer in Middle West Closes Greater Proportion of Business in Cash Than His Eastern Associate.

Daniel A. Creed, credit manager of the Talking Machine Co., Chicago, Victor distributer, was a visitor to New York recently, spending some time in conference with Arthur D. Geissler, general manager of the Talking Machine Co., and vice-president of the New York Talking Machine Co. Mr. Creed, who is an acknowledged authority on all matters pertaining to the credit end of the Victor industry, remarked on the fact that the average Victor dealer in the Middle West seems to pay more attention to the matter of favorable terms on the merchandise he sells than the Victor dealer in the East. The Victor dealer in the West closes a greater proportion of his business in cash than the Eastern dealer, and makes a special effort to terminate his instalment sales in the shortest possible period of time.

TO HANDLE TALKING MACHINES.

C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, announced this week that the company had arranged to open a Victor department in the Shartenberg-Robinson Co., New Haven, Conn. The manager of the new department, which will be opened in the very near future, will be announced later.

ATTENTION, VICTROLA DEALERS!!

A PRACTICAL DEVICE FOR MAILING YOUR MONTHLY RECORD SUPPLEMENT

No. 1. The cover is sent to you in this manner. No. 2. Crease cover in center of gum strip. No. 3. Draw the back edge of supplement over moist sponge. No. 4. Insert supplement in gum strip. No. 5. Fold in the return post card first. No. 6. Fasten with clip. No. 7. Ready for mailing, goes out for one cent.

Carries four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while perusing the supplement.

You simply cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least $100 to procure thru ordinary channels.

But one dealer in a city can use this service. We prefer that it be the largest dealer in each city. Your territory on this efficient and economical service is open. Shall we assign it to you?

PRACTICABILITY—These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

Write today for Sample Cover and Price List

ABBOTT - YOUNG - ADAIR - CO.
542 SOUTH DEARBORN STREET
CHICAGO, ILLINOIS

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

THE TRADE IN NEW YORK CITY AND VICINITY

Although business for the month of February with the local talking machine distributers and dealers was very satisfactory and on the whole showed a substantial gain over last year, this encouraging fact was almost lost sight of by reason of the unusual shortage of goods. Dealers in all sections of the local territory are complaining strenuously that the factories are filling considerably less than half of their orders, and that their troubles are augmented by the fact that the new records issued are of such a desirable nature that even the demand in this direction is far in excess of the factories' capacity production.

The shortage is not confined to any particular class of machine or record, but is general and absolute. As a matter of fact the machine shortage is more pronounced at the present time than it was before the holiday season, with very little immediate relief in sight. It is almost impossible to secure a $75 or $100 machine without visiting from six to ten stores, and even then delivery is promised in a few days, not immediately. The record situation is quite as troubling, although by comparison it is showing some improvement. The dealers have become accustomed to record shortages since the advent of the dance craze with its consequent phenomenal record demand, but the shortage in machines was not very noticeable in previous spring seasons.

Increased Appreciation by the Public.

There is no doubt that the tremendous call for talking machines and records is caused by a steady and natural growth of the industry as a whole and not brought about artificially. During the past year the leading manufacturers have not introduced any new inventions of very marked importance which would warrant the present remarkable increase in machine sales. The production of records has been along the same lines as in the past, the only difference being in the improved quality of the records issued and the splendid character of the selections recorded. The growth of the talking machine business may therefore be attributed to a recognition on the part of the public of the true value of the talking machine as a musical instrument, an entertainer and a force in educational development.

With the shortage of goods, there has, of course, been a falling off in the amount of newspaper advertising used by the local trade the past month. The dealers argue and quite logically maintain that there is hardly any need for direct newspaper advertising when only a small percentage of the returns from this publicity can be turned into actual sales. Should the shortage be diminished in the near future there will doubtless be a return to the large volume of advertising which the dealers started to use the first of the year until the scarcity of goods made such advertising impracticable and negative in its value.

Records of Classical Music Popular.

"Judging from present indications, we will have no stock left in our establishment to move uptown later in the month," said V. W. Moody, sales manager of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributer. "February business has been phenomenal, and in common with other members of the trade the extent of our business has only been limited by the scarcity of Victrolas and Victor records of all types and classes." When asked regarding the sales of dance records as compared with the demand for standard Victor records, Mr. Moody made the following interesting response: "Last week I had occasion to work up some special statistics in connection with our record business and I found that Alma Gluck's biggest selling number, 'My Laddie,' No. 64183, appeared in the June supplement, 1911, and that in the five months following its appearance we sold 625 of this number. John McCormack's most popular number, 'I Hear You Calling Me,' appeared in the June list, 1910, and in the seven months following its announcement we sold 795 of it. We ordered 3,000 of Alma Gluck's 'Carry Me Back to Old Virginie,' listed in the March, 1914, supplement, in which she is accompanied by a male quartet, and in five days' time we sold the whole 3,000 and several hundred more that we received on a supplementary order placed before the record went on sale. In working up this data we find that the dance record is not selling as strong as it did one year ago, and that the sales of standard or semi-classical numbers are increasing in leaps and bounds that is to say the least most startling."

Closed Good February Business.

"February was a corking good month," was the terse and emphatic statement of R. F. Bolton, New York district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street. "We passed the figures of last February about the middle of the month, notwithstanding the shortage of goods, and the fact that we were very badly handicapped by our removal to this new store. Our present quarters are a vast improvement over our old home, as we have more space available for laying out our offices and have far better facilities for handling our trade. Although our business the past few weeks has included our whole line, the demand has leaned decidedly in the direction of the higher-priced machines, ranging from $75 upward. The demand for records is actually so great that we were obliged to discontinue our local newspaper advertising campaign which we instituted some few weeks ago, although we will resume it as soon as we catch up with back orders."

Albert Spalding to Play at Edison Shop.

According to present plans, Albert Spalding, the famous violinist, whose Edison disc records have

(*Continued on page* 48.)

Quality Service

Service to the Dealer Only

The kind you want
The kind you should have
The kind we supply

We have many loyal customers throughout the country who understand and therefore appreciate the benefits to them in this policy of ours.

Won't you be one of them?

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines *Musical Instruments*

351-353 Fourth Ave. New York

THESE would sell fast enough if you could convince passersby they were genuine.

Silver Dollars at 49¢

But you would have a hard time convincing them.

Our mere statement of Superior Service doesn't convince you but you keep sending us those orders and you will be convinced

THE NEW YORK TALKING MACHINE CO.
81 CHAMBERS STREET - - - - - - - NEW YORK

THE TRADE IN NEW YORK CITY.

(Continued from page 46.)

met with remarkable success, will personally appear at the Edison Shop, 473 Fifth avenue, later in the month and give an informal recital of his own records. Mr. Spalding's recital will be along the same lines as that given by Christine Miller at the Edison Shop last month, at which hundreds of music lovers were unable to obtain admission, although two auditoriums were utilized for the concert. Referring to current conditions, L. S. McCormick, manager of the Edison Shop, which is conducted by the Phonograph Corporation of Manhattan, remarked: "Both our wholesale and retail trade is splendid, and we now have pending a number of important deals for Edison disc representation in local territory. At our warerooms the call for the $250 type of instrument continues to be a source of much gratification. In one day last week we sold five of these instruments, one of them being ordered for delivery to the Philippine Islands."

Higher Priced Machines in Demand.

The Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributer, reports the closing of a very fine February business, in the face of an all-round shortage in Victor machines and records. J. Newcomb Blackman, president of the company, comments on the fact that the machine trade is decidedly in favor of the better machines, indicating a growing appreciation of the musical qualities of the Victrola. This tendency is also noticeable in the record orders the company is receiving from its dealers, as the call for the standard selections is showing a greater gain than the popular and dance records.

Columbia Line with Montalvo.

The local wholesale branch of the Columbia Graphophone Co. closed a deal this week whereby the Columbia line will be represented in the new store of R. Montalvo, Jr., at Perth Amboy, N. J. Mr. Montalvo, who is one of the best-known talking machine dealers in local circles, conducts a successful store at New Brunswick, N. J., and his profitable experience with the Columbia line in this store prompted him to increase his stock materially at New Brunswick and arrange for Columbia machines and records at Perth Amboy.

Eclipse Phonograph Co.'s Expanding Business.

"The phonograph and record situation as far as Edison disc products are concerned is steadily improving," said A. W. Toennies, of the Eclipse Phonograph Co., 203 Washington street, Hoboken, N. J., exclusive Edison distributer. "The new records for the Edison disc library are being received regularly each week from the factory, and phonograph deliveries are growing better day by day. General business conditions are very pleasing in this territory, and during the past month we have closed a number of new accounts for Edison disc representation. The musical value of the new Edison diamond disc phonograph is undoubtedly the reason for the success of this line, as the phonographs and records are perfect musically."

Landay Bros. Settled in New Quarters.

Landay Bros., 563 Fifth avenue, New York, Victor distributers, are now established in their new executive offices on the third floor of the building at this address, where increased facilities are materially aiding the efficiency of the establishment. The new Landay motor truck with its Victrola shaped doors is in process of manufacture, and will probably be ready for a visit to the Victor factory the end of the month. Max Landay is well pleased with the general business outlook, although he states that the Landay business would be far ahead of its present gains over last year if it was possible to secure sufficient goods to keep pace with the growing demands of their business.

DANCING EXHIBITIONS PAY.

Prove Most Effective in Convincing the Public of the Usefulness of the Talking Machine for Supplying the Necessary Music—What the Early Music House Is Doing in Des Moines.

Talking machine dealers who have any doubts regarding the vogue of the modern dances or the effectiveness of dancing exhibitions in attracting the attention of the public to the fact that the talking machine supplies the most desirable musical accompaniment for those dances, will be interested in the accompanying illustration of the crowd in front of the store of the Early Music House, Fort Dodge, Ia., watching the dancing of the Tyrells, of Australia. The Tyrells are recognized experts in their line and their engagement by the Early Music House was widely advertised. Unusual attention was attracted by the fact that the dancing exhibition was held in the show windows and was thus brought to the attention of many who would not have entered the store for that purpose. The use of the Victrola and the Edison disc phonograph for furnishing the necesary music was, of course, strongly emphasized and actually resulted in the sale of a number of machines and many records.

Live talking machine dealers in other parts of the country have also tried out the experiment of having dancing exhibitions in their show windows, and with results the success of which approximated that of the Early house.

The Early Music House was so impressed with the success of the window exhibition that it contemplates renting one of the local theaters and giving a free dancing matinee.

Crowd in Front of Early Music House Looking at the Dancers.

SOME NEW LEXTON SPECIALTIES

Ready for the Market Soon Following the Success of the Lexton Attachment for Playing "Hill-and-Dale" Type Records on Victrolas.

The Lexton Specialty Co., 216 West Ninety-ninth street, New York, which has for some time past been manufacturing and marketing Lexton attachments for playing the "hill-and-dale" type of records on Victor machines, has met with sufficient success in that particular to encourage A. G. Ostermoor, the inventor of the present attachment, to experiment in other directions. As a result there will be other Lexton attachments announced in the very near future, among them an attachment for playing "hill-and-dale" cut records on Columbia machines.

Arrangements have also been made for having the special Lexton sapphire needle manufactured in the United States, which will put an end to the delays caused in the past through having to import the needles from Europe under war conditions.

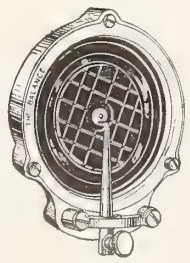
The Lexton Co. is preparing to market its attachment in a much larger way than formerly, and is negotiating with a number of prominent concerns to take the exclusive agency for the Lexton attachments in their prescribed territory.

INNOVATION IN EXHIBITS.

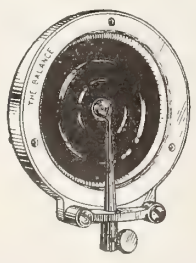
The Providence, R. I., Journal recently contained the following notice: "An innovation in exhibits was tried out yesterday at the Park Museum in Roger Williams Park. It was declared to be an unqualified success by those familiar with the subject. The song of a nightingale was reproduced on a talking machine loaned to the museum by the Outlet Co., and many of the visitors to the museum, of whom there were 1,854 during the afternoon, heard the song for the first time. Such an exhibit has never before been tried out in a museum, according to the knowledge of Curator Harold L. Madison. The idea has been suggested several times, the last time being in a recent issue of Science. The difficulty in securing good records has kept many from trying the proposition."

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.



No. 1
RETAIL PRICES
N. P. - - $3.00
OX - - - 3.00
G. P. - - - 4.00



No. 2
RETAIL PRICES
N. P. - - $4.00
OX - - - 4.00
Gold - - - 5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

REMARKABLE TRIBUTE TO THE TALKING MACHINE.

The Editor of The Canton Daily News Writes of Its Wonderful Influence as an Educational Factor in Stimulating Musical Knowledge and Appreciation—An Editorial That Is Out of the Ordinary—"Have You a Talking Machine?" the Editor Asks.

(Special to The Talking Machine World.)

CANTON, O., March 8.—There was recently published in the Canton Daily News an editorial entitled "The Talking Machine," which, in the opinion of prominent musical authorities and educators, is one of the finest tributes to the talking machine that has ever appeared in the editorial columns of any American newspaper. The Canton Daily News, it may be noted, has more than a local standing, and is recognized throughout this State and even in the adjoining States as one of the most progressive and thoroughly high-grade newspapers published. Its recognition of the wonderful strides being achieved by the talking machine well indicates the attention it is paying this important field.

The editorial in question, which is decidedly unusual in its handling of the subject in a broad and friendly way, follows:

The Talking Machine.

"About a score of years ago men used to go around to village churches and city school rooms with a magical instrument which reproduced the sounds of the human voice. One such man came to Canton. He went to the superintendent of schools. 'I have here,' he said, 'a wonderful invention, the product of the ingenious brain of a man named Thomas Edison—perhaps you have heard of him—a machine which will talk. Think of it! This machine of wood and iron and steel will talk.'

"The superintendent of schools had heard of this marvelous invention and he was half disposed at the start to grant the desired permission to exhibit the instrument for a small fee before the pupils of the high school. What entirely won him over was this: 'Here! You talk into this machine and then I will give your oration back to you,' said the demonstrator of the magic box which could talk. The superintendent did so, and sure enough he heard his own voice repeating his favorite sentences.

"So he said to the man who was trying to interest the American public in Edison's invention: 'All right. You may take this machine into the school rooms and show the pupils how man has been able to invent an apparatus which will talk and sing.'

"The man did so, and some of the pupils of Canton's schools heard for the first time the wonderful Edison 'talking machine.' So it was in the village churches and in the crossroads stores. And Thomas Edison was to the imagination of America the most captivating personality of that day.

"All that was back in the nineties. The boys and girls who then heard for the first time the tone-reproducing machine which America's greatest genius had constructed are now men and women with boys and girls of their own.

"That crude talking machine which they all remember—a little box with rubber tubes and pieces which you put into your ears has vanished. In its place are the new Edison machine, the Victrola, the Grafonola, and their accomplished tribe. The old early days of whiney, scratchy music, the old early days when the ravings of John McCulloch, great tragedian unfortunately gone mad, made up the favorite record, have passed away.

"To-day it is not a little oblong box, with projecting rubber tubes, from which issues this mysterious speech and more mysterious melody. To-day the great artists of the world step forth from a beautiful cabinet and are almost in actual person present.

"Have you a 'talking machine?' They come in all sorts of designs and at all sorts of prices—from $25 up to hundreds of dollars. One hundred dollars will buy a good tone-reproducing instrument and bring to your fireside the musical genius of the world.

"This is not an advertisement of the Victrola or the new Edison or the Grafonola or any other 'ola.' Merchants pay for the publication of big type elsewhere in this newspaper of the merits of their respective wares. And mention in this column they cannot buy with all the wealth of the Indies, with all the gold the 'forty-niners' won from creeks on the sunset slope of our land. This is just a heart-to-heart inquiry. Have you a 'talking machine?' Perhaps you cannot afford one. If so—and many of us are in that plight—do not buy one. But if you can 'raise the wind' it will blow you sweeter melodies and greater surcease from care than any other similar expenditure. Surcease from care! It is what we are all after.

"And all this little time-wasting talk grows out of the fact that one of the boys in the office—in our office, the Daily News office—bought a talking machine as a Christmas present to his family. He has children—three dandy youngsters—and the present writer has been interested in watching the contribution of that 'talking machine' to the home of its purchaser.

"What has been the result? Why, little Doris Ann goes around the house now humming what? Not 'High-lee, high-low,' but such melodies as Traumerei, and the Sextet from Lucia and Massenet's Elegy—the best of the old and the best of the new operating numbers. When she grows up, if that 'talking machine' does not break down, this little Doris Ann is going to have quite a musical education.

"The other day the machine was out of adjustment. For one whole long twenty-four hours they waited for it to be put into shape. And there was quite a bit of silent gloom thereabouts—quite a bit of homesickness for this latest visitor to their home.

"Have you a talking machine? Perhaps you cannot afford one. If so do not buy one. But if you have the money there is no better way in which to spend it. The 'talking machine' has done more to spread the knowledge of good music and an interest in good music among the homes of the average Americans than any other agency. For a few cents per appearance you can have with you the great artist whom to hear in person costs you a $2 bill—oh, rare commodity!

"You want your children to like music, and you want them to like good music. How often have you or they a chance to hear the latter? Almost never, save through this wonderful 'talking machine,' which demonstrators exhibited before high school pupils a score of years and more ago. A musical education for your whole family for a couple of hundreds of dollars at the most! It is worth thinking about."

CLEVER NEEDLE HOLDER

Arranged for Use in Small Machines, Such as Victor IV and Victor VI, Put on the Market by Bristol & Barber, of New York.

One of the new talking machine specialties for the month is the B. & B. needle holder for use on such machines as the Victor IV and Victor VI and other small machines, which is manufactured by Bristol & Barber, 115 East Fourteenth street, New York.

This little specialty is made of metal, heavily nickeled, and consists of a metal ring which is screwed onto the tone arm. From the metal ring are suspended three metal boxes, one for used needles (this has several cross pieces at the top to prevent getting the fingers in), while the other two are for different styles of needles. It is made to retail for $1, with liberal discounts to the trade.

The company also handles a line of khaki and canvas moving covers, for use in the shipping of talking machines, as well as a line of covers made of light material for covering phonographs while in the warerooms.

ARE you using the old-fashioned method of delivering phonographs wrapped with paper?

If you are, let me show you how you can cut this expense into a tenth of what it is now costing, to say nothing of a better delivery service.

Why should you waste all this paper and twine, when for $6 you can get a Lansing Khaki Moving Cover (complete with No. 3 strap) and can use it for 15 years for wrapping your machines. The same amount of paper and twine would cost nearly $100.

Send your $6 today, on the money back unless O K basis, and make a test with the Lansing Cover.

Lansing Khaki Covers are made of Government Khaki interlined with cotton, heavily padded and quilted, furnished complete with No. 3 strap.

E. H. LANSING, MFR.

611 Washington Street · Boston

LANSING KHAKI VICTROLA COVER

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., March 9.—The talking machine business in Philadelphia during the month of February surpassed all expectations. The same marvelous increase in the business has surprised even the most optimistic, and it is safe to say that the dealers in Philadelphia have gained over the same month of last year at least twenty-five per cent, and there is nothing that would indicate that there was going to be any difference in the months to come.

The only difficulty that there might be is the scarcity of goods to militate against the same increase of business during the other months of the year. There is a tinge of disappointment even in the largely increased business of February, in that the Victor dealers recognize that they would have been able to make it much larger had they been able to get the goods.

Within the past week the Victor Co. has been very much more generous than during February in the delivery, not only of machines but also of records, and at the present time there seem to be enough machines being delivered to supply immediate demands.

There has been, in January, no especial change in the talking machine business in Philadelphia. No new Victor dealers have entered the field, nor any new Edison dealers. The Cunningham Co. has taken on the Columbia line. Mr. Cunningham believes that he is going to do very well with the Columbia and has installed a number of these machines, taking a full line of them, as well as an extensive musical library. Clarence Hopkins continues in charge of the Cunningham talking machine department.

The Pennsylvania Talking Machine Co., the headquarters of the Columbia in Philadelphia, reports that it had a tremendous business in February. The firm has added several offices on the first floor and made a considerable extension of its bookkeeping department sufficient to accommodate three different girls. February was the biggest month the firm has ever had, with the exception of December last. The company has added to its already long list a number of new contracts, but it has been compelled to turn down a number of others because it has been unable to get goods fast enough to fill additional orders. On Thursday morning of last week five wagon loads of new instruments arrived at the shipping entrance to the Pennsylvania, and within twenty-four hours the firm had reshipped all of these instruments, with the exception of ten.

The Dictaphone department of the Pennsylvania Co. has also had a most active February; in fact, the biggest month it has ever had. It received a most satisfactory letter from the factory as to the Philadelphia work, starting: "Congratulations and some more congratulations. You have put Philadelphia on the map, an achievement you can well be proud of."

Manager J. D. Westervelt states that an especial source of satisfaction to him is the fact that their total business was not aided by any one large sale, but by a very large number of little sales, showing that all classes are being used to see the advantage of the dictating machine. Among some of the firms, of the many, in which they have placed machines, they note the following: Bureau of Commercial Economics, Bayuk Bros., the cigar manufacturers; S. L. Allen, dealer in frame implements; the Philadelphia Seed Co., W. Atlee Burpee Co., the Electro Dental Manufacturing Co., the Evans Dental Institute of the University of Pennsylvania, as well as with a number of professors of that institution; Gillander & Sons, N. W. Halsey, bankers and brokers; V. G. Vogt, the Main Belting Co., Board of Foreign Missions, the Insurance Co. of North America, the Block Go-cart Co., the American Slicer Machine Co. and a number of others.

Mr. Westervelt says that his dealers throughout the territory are feeling very optimistic regarding the future of their business, and especially good reports come from the men at York, Lancaster, Allentown and Reading. The Harrisburg man has just placed the fortieth machine in operation in the State Capitol, and the man at Wilmington has taken the sixty-fifth order for a Dictaphone from the Du Pont Powder Mill Co.

Louis Buehn & Co. report that their business continues to show an increase, February running ahead of last year about 20 per cent. Their sales would have been very much better except for the fact that during the last two weeks of February they had no machines from the factory, which, of course, cut down their figures. The situation just now is slightly improved, the Victor Co. having begun this week to make shipments and promise better deliveries from now on. There has also been a slight betterment in the record delivery within the week. The Buehn business for the past month in dictating machines has also been very satisfactory, and the outlook for the business in this line for the spring is most encouraging.

Mr. and Mrs. Buehn recently spent two weeks in Florida, going by way of Savannah, Jacksonville and St. Augustine. Most of the time they were at Palm Beach.

Manager Butler, of the talking machine department at Strawbridge & Clothier's, reports that their business has been very heavy of late, and they have been having an especially active sale for the Al Jolson records on account of the popularity of the engagement of that comedian in this city. They

"Pen your orders to Penn."

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies. We specialize upon Victor machines and records, offering a quick service in both.

PENN PHONOGRAPH CO.
17 South 9th Street
PHILADELPHIA

Buehn Record Service

There are many reasons why you should place your orders with us, but most important of all is our careful service.

Your absolute satisfaction —nothing else will satisfy *Buehn.*

If you are not a "*Buehn Dealer*" get busy—and find out what real Victor Record Service is.

The Louis Buehn Co.
825 Arch Street Philadelphia

have not only had a big business in Victrolas but also in Grafonolas.

The Edison campaign will be kept up in this city for a month longer, and all dealers report that it has been most successful. At first the New York force that were sent over had to fight their way into the clubs and other places where they desired to exhibit, but conditions have changed and now there are a number of requests on file for their demonstration from a number of the best organizations in this city, and they will be unable to fill them all. Individual concerts have not been given at the local Edison stores, but when the educational campaign is over they will start up.

DEATH OF JOSHUA R. JONES.

President of the National Publishing Co. Passes Away Unexpectedly in Florida—His Death Greatly Regretted—Man of Fine Character Who Had a Host of Friends.

(Special to The Talking Machine World.)

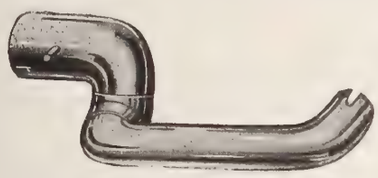
PHILADELPHIA, PA., March 5.—Men prominent in the business and financial worlds in Philadelphia, New York and Chicago were numbered among the mourners at the funeral recently of Joshua R. Jones, president of the National Publishing Co., the prominent manufacturers of bibles, religious books, record albums and other specialties at 235 South America street, in this city.

Mr. Jones died suddenly at Ormonde Beach, Fla., February 13, while on his way back to Philadelphia after a sojourn in the South. He was a man of sterling, upright character whom everybody loved and esteemed. His broad humanity, kindly nature and his generosity to all deserving citizens and causes stamped him as a man out of the ordinary, therefore his passing is the more lamented. The funeral services were conducted at his home, 2051 Walnut street, and the honorary pallbearers included the Mayor of Philadelphia, as well as men widely prominent in commercial and fraternal circles.

Mr. Jones was about seventy-five years old, and is survived by his widow, Mr. and Mrs. Lawrence, a daughter and son-in-law; Mr. and Mrs. F. B. Hampson, a daughter and son-in-law; Mrs. M. J. Howell, a daughter, and J. Zophar Howell, a grandson.

Mr. Jones was one of the oldest members of the Union League Club and was a member of a number of other clubs in the city, as well as prominent in the Masonic fraternity.

"Kent" Attachments



Patent Allowed.

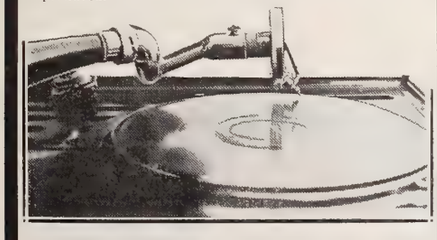
Attachment for Edison Disc Phonographs for playing Victor and Columbia records.

Attachment for Edison to play Pathe records with Pathe Reproducer.

Attachment for Victor to play Edison Disc and Pathe records

SPECIAL DISCOUNT TO JOBBERS

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.



If your jobber does not handle these, order from

F. C. KENT CO., 81 Columbia Ave., Newark, N.J.

RECITALS AS TRADE PROMOTERS.

Good Work Done by the Talking Machine Co. of Minneapolis—Talking Machine Men Lead Prosperity Band—L. H. Lucker Is Optimistic Over Outlook—Satisfactory Business Reported by All Concerns—News of the Month.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., March 8.—Stereopticon views with talking machine numbers have been the feature of the regular recitals given by the Talking Machine Co., of Minneapolis. The combination has been wonderfully effective in drawing audiences and will be continued as part of the program for the entire series. Archie Matheis, manager of the business, reports that trade has been good and entirely satisfactory since the holidays. The prospects for his concern he classes as excellent.

There is abundant evidence that the talking machine concerns have led all the other retail business houses in prosperity. There are probably few retail concerns in St. Paul or Minneapolis which will declare that the volume of their sales for the first two months of 1915 surpassed that of the corresponding period of 1914. On the other hand, there is not a talking machine house or department that does not boast that its business has been distinctly greater this year than a year ago. Allowance often may be made for the optimism prevailing in musical circles when dealing with the individual, but when the same tale is related by all the dealers a neutral observer must fain believe it.

There is only one complaint and that is the hackneyed one that goods are hard to get. W. J. Dyer, while in the East, had a long conference with the Victor officials to learn if the shipments could not be increased. The house does the big jobbing business for the Northwest and the failure to supply goods as ordered is a very serious matter. Mr. Dyer felt that there must be some relief some way, somewhere, but he is satisfied now that the Victor Co. is making every possible effort to keep up with the demand, that the output is distributed as impartially as possible, and that there will be a steady increase from now on.

Laurence H. Lucker, president of the Minnesota Phonograph Co., has just returned from a conference with the officers of the Edison Co. The shops are now running to their maximum capacity; delays caused by the great fire are disappearing and, as far as the Minnesota territory is concerned, he was assured that the instruments and records would be forthcoming at nearly normal proportions.

Manager C. P. Herdman of the Columbia store in St. Paul finds that the public retains its appreciation of the Grafonola line and the Columbia records. The business has been satisfactory all along, is improving for the present and looks better for the spring opening.

"TALKERS" FOR BOOTBLACKS.

Kansas City Shoe Polishers Use Machines In Their Parlors to Entertain Customers.

(Special to The Talking Machine World.)

KANSAS CITY, MO., March 9.—A talking machine occupies an important place in nearly every shoe shining parlor in the city. These parlors spring up like mushrooms in the night and blossom forth in the morning with the music of a talking machine. And the feature of this is that the shine emporiums are not buying the cheap machines; they seldom have one in the stores that cost less than $200. Supplying machines to just this one industry has been a good business for the talking machine men, for there are more than a hundred shining parlors in the city. They have not yet generally found a place in the saloons, although cheap nickel pianos still play in some of them and a few have talking machines in which one can make a selection and have it played for a nickel, the machine working automatically. There are only a few of these and only in certain saloons. Several years ago an ordinance was passed that the saloons must do away with the music.

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

At Your Service

Landay BROS INC

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue
NEW YORK

No wonder!—we have the right instruments and the right range of price; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SOUTHERN OUTING ENJOYED.

J. Newcomb Blackman and Louis Buehn Had Enjoyable Time in Florida—Entertained by Robt. L. Gibson at Anastasia Island.

In order to forget the trials and tribulations of the present "shortage" season in the Victor business, J. Newcomb Blackman, Victor distributer at 97 Chambers street, New York, and Louis Buehn, Victor distributer of Philadelphia, Pa., accompanied by Mrs. Blackman and Mrs. Buehn, spent a few weeks recently in the Sunny South. The picture illustrated is fairly representative of the freedom from business affairs which these Victor enthusiasts enjoyed in the South, although Mr. Blackman maintains that even the scarcity of goods in the Victor industry is not quite as trying to the nerves as an attempt to secure suitable accommodations at the Palm Beach hotels at this time of the year.

Mr. and Mrs. Buehn and Mr. and Mrs. Blackman in Florida.

Savannah, Ga., was the first stop of Messrs. Blackman and Buehn, and from there the party proceeded to Jacksonville, Fla., where a visit was paid to the Florida Talking Machine Co., Victor distributers in that city. St. Augustine, the oldest city in the country, was the next stop scheduled, where the party was met by Robert L. Gibson, inventor of the Gibson soundbox for Victor machines, who has a very attractive home at Anastasia Island, across the river from St. Augustine. Daytona and Sea Breeze, Fla., were next visited, where a day's sail on the Indian River was part of the schedule. At Rock Ledge several days were spent in orange picking, and from that city the party left for Palm Beach, the stopping place of pleasure seekers from coast to coast. Jacksonville was visited on the return trip, with New York the next destination. The trip home was a very rough one, but by this time all the members of the party were experienced sailors and rather enjoyed the unsettled seas—at least, the travelers say so.

FOR SYNCHRONOUS OPERATION.

Patent Secured by Aeolian Co. Covers Mechanism Whereby the Player and Talking Machine May Be Operated in Unison and Controlled by Common Perforated Sheet.

(Special to The Talking Machine World.)

WASHINGTON, D. C., March 8.—The Aeolian Co., New York, are the owners through assignment by Samuel S. Waters, Washington, D. C., of Patent No. 1,128,923, for a means for Synchronously Operating Musical Instruments, which relates to combined automatic musical instruments, and more particularly to means for securing the synchronous operation of two or more such instruments.

Broadly considered, the present invention comprises a combined musical instrument embodying a self-playing mechanism, such, for instance, as an automatic piano controlled by a moving record having note formations, as, for instance, perforations representing collectively a given musical composition or selection, or an accompaniment to such composition or selection; and a mechanism for reproducing recorded sounds, such, for instance, as a phonograph or graphophone controlled by a record differing in kind from the musical instrument record, said latter record having formations complementary to the formations in the first-named record and representing collectively a given selection, and means forming part of the combined instrument for causing the two records to move simultaneously and at speeds bearing a fixed relation to each other, whereby the two different but combined instruments will be caused to play the selections represented by the companion records in musical harmony and thus produce a novel and pleasing effect.

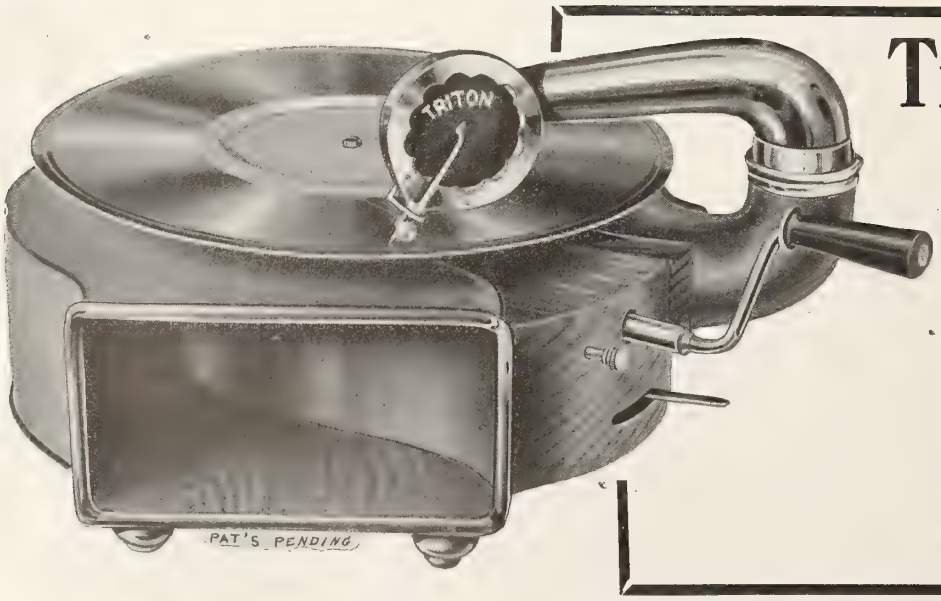
More specifically, this invention relates to mechanism whereby a graphophone or similar instrument may be operated in unison with a self-playing piano or the like, both of said instruments being controlled by a common perforated music sheet.

The primary object of this invention is to provide mechanism whereby the two instruments may be started and stopped together, and preserved in perfect synchronism during the performance of any given selection.

The further object of this invention is to provide mechanism for accomplishing the above results, which may be attached to automatic piano players now in use without material alteration.

INCREASE CAPITAL STOCK.

The Vanophone Co. of New York, has certified to an increase of capital stock from $250,000 to $375,000. This company manufactures talking machines.



Triton Phonograph

Retails for $10.00

The most portable phonograph on the market. Weighs but 6 pounds. Ideal for picnics, boating parties, camping, traveling and bungalows. Take it with you!

Be the first in your town to cash in on this remarkable profit maker

The Triton Phonograph is guaranteed to play all makes of needle disc records **as perfectly** as the highest priced machines. This new talking machine is having enormous sales all over the country because of its unusually perfect reproductions of the best music, because it is sturdy and not easily broken, because it plays all the popular makes of needle disc records and because the price is **RIGHT—$10.00 Retail.**

The TRITON PHONOGRAPH CO.
41 Union Square NEW YORK
WRITE FOR FULL PARTICULARS

SHIP IMMEDIATELY—RUSH—TO-DAY SURE Every wire or special we receive demanding a quick shipment is a test of our efficiency as Victor Distributors. We receive thousands of them in the course of a year's business. Our response earns us each year a big increase. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

THE OLDEST VICTOR DISTRIBUTORS IN THE SOUTHWEST — Schmelzer Arms Co. — 1214-16-18 GRAND AVENUE KANSAS CITY, MO.

TALKING MACHINE BUSINESS IN WISCONSIN ACTIVE

In Contradistinction to Other Lines of Trade—Piano Houses Taking on Talking Machines Find Them a Profitable Adjunct—New Gimbel Quarters—Electric Machines in Demand—Records That Are in Demand—Victrola as School Memorial—News of Month.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., March 9.—Although the piano business and some other lines of trade are only fair at the present time, the talking machine business in Milwaukee seems to be unusually active. Practically all the local houses, no matter what line carried, are meeting with good sales, and the outlook for a continued good business could hardly be brighter.

"It would seem that the two lines of business which are holding up exceptionally well, despite the depression in some lines, are automobile and talking machine lines," said a prominent Milwaukee piano man recently. "It seems to me that the piano man should be able to read the handwriting on the wall and give all the attention that he can to the talking machine business. There is no question but that there is a wonderful future in the talking machine field. I think that the piano dealer who does not carry a talking machine line is making a big mistake, but that the dealer who already carries both lines and is not giving the attention to the talking machine phase of the business that it requires, is making a still greater mistake."

Milwaukee jobbers, representing all the leading lines of talking machines, say that they are still having trouble securing enough machines to meet the demands of the dealers. Some of the retail houses have been getting in touch with Chicago jobbers in the effort to secure machines, but the shortage has not been relieved to any extent.

Several of the Milwaukee piano houses which do not already carry a talking machine line are making plans for taking up the agency for some well-known line. The Milwaukee branch of the Story & Clark Piano Co., George H. Eucker, manager, has closed the deal for handling the Edison machines, records and supplies.

The Winter Piano Co., 375 Grove street, one of the enterprising piano houses on the Milwaukee south side, is considering the plan of taking on a new talking machine line, according to William R. Winter, president of the company.

The Edmund Gram Piano House, the J. B. Bradford Piano Co., Gimbel Bros., the Gensch-Smith Co., the Hoeffler Piano Manufacturing Co., and the Edward Schuster & Co., carrying the Victor line, as well as pianos; the Flanner-Hafsoos Music House, handling the Edison; the Smith Piano Co., selling the Columbia, and the Billings & Sons Piano Co., featuring the Pathephone, are all meeting with a brisk talking machine business, and all are unanimous that any piano house which does not carry a talking machine line is making a big mistake.

The H. C. Block Co., 445 Milwaukee street, featuring the Dictaphone line in Milwaukee, has incorporated with a capital stock of $20,000. The incorporators are Ida Block, Hugo H. Block and Sallie J. Block. The company has been meeting with much success in handling the Dictaphone line.

L. C. Parker, manager of the Gimbel Bros. piano and Victor departments, expects to be located in the new quarters which are being provided, by April 15. The Victor department will be given many times more space than is now available, and every modern facility will be provided. The Victor business has been good during the past month, despite the disturbance created by the workmen in arranging quarters in the new addition adjoining the present department.

The George H. Eichholz Co., 542 Twelfth street, has been aiding in making the Sunday afternoon concerts arranged at the county jail by Sheriff Melms, a decided success, by loaning a Victrola for the occasions. Interesting and varied musical programs have been presented for the inmates every other Sunday, and the Victrola has been much appreciated by the prisoners.

The Knickel-Straub Co., of Campbellsport, Wis., has secured the agency for the Victor line, and is meeting with success in handling these instruments. Saturday afternoon concerts are being given at the firm's store.

The senior class of the high school at Stanley, Wis., believes in doing something original in the way of giving a memorial to the school, and presented a handsome Victrola to be left as a reminder after they have graduated. Arthur Gaffney, of the class of 1915, made the presentation speech, and there were several selections played by the Victrola. Senior classes in many high schools might be induced to leave such a memorial if enterprising dealers would offer a timely suggestion to this effect.

Officials of the Badger Talking Machine Co., jobber in this territory for the Victor line, are hopeful that the Victor Co. will be able to make larger shipments of its machines by April. H. A. Goldsmith, secretary of the company, says that dealers all over the State are in the market for goods, but that it is next to impossible to meet the demands of the trade. Mr. Goldsmith, who has just returned from a business trip to Chicago, says that the shortage of machines is even more serious in that progressive talking machine center than it is in Milwaukee.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., is recovering from his recent serious illness, and will go to French Lick Springs soon for a rest.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wisconsin for the Edison line, says that his company is receiving fairly large shipments of disc records as well as consignments of the $80 disc machine, and he is hopeful that the Edison Co. will soon be able to resume shipments on all its goods. The jobbing concern is taking care of its dealers to the best of its ability.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., has sold several of the new Style XVI electric Victrolas, and has prospects in hand who expect to buy several more. Mr. Becker gave a highly successful Victrola concert recently to several hundred members of the Order of Hibernians in Alhambra Hall. The hit of the program rendered was McCormack's record, "It's a Long, Long Way to Tipperary," although strange as it may seem, considering the nationality of the audience, "Die Wacht Am Rhine" was so well received that several encores were called for. Record sales at the Hoeffler store have been climbing to a new high mark of late, and Mr. Becker has had some trouble in keeping his stock up to the point where he can meet the demands of the trade.

GROUP OF VICTOR ARTISTS.

The Victor Talking Machine Co. sent out recently one of the most beautifully colored supplements that has ever been issued in the talking machine trade. It took the form of a group portrait of some of the famous artists who record for the Victor Co., and its delicate coloring represented the pinnacle of perfection in the lithographic art.

The Victor Co. suggested that its representatives frame this supplement and display it prominently in their stores. A numbered key to the artists is furnished at the bottom of the supplement, accompanied by a list of the artists who are internationally famous: Caruso, Schumann-Heink, Clement, Amato, Calve, Dalmores, Tetrazzini, Martinelli, Homer, Destinn, Alda, Hempel, Gadski, Witherspoon, Eames, Sembrich, Goritz, Bori, Ruffo, Sammarco, Gluck, Farrar, McCormack, Scotti, Journet, Melba.

LONG CABINETS

D 70

Mahogany, Golden Oak, F. O. and W. O.
Finished all around.
Sliding Record Shelf.
For IX Victrolas.
Capacity, 196 12-inch Records.

Well made
Elegantly finished
Best value for money

Write for illustrated folder and prices

The George A. Long Cabinet Co.
Hanover, Pa.

Address **Clement Beecroft,** Sales Manager
309 W. Susquehanna Avenue, Philadelphia

VICTOR-KNABE DEAL IN NEW YORK.

Famous Piano House to Open One of the Finest Victor Showrooms in the Country, with G. A. Stanley in Charge—To Have Twenty Booths.

William Knabe & Co. have closed arrangements whereby they will handle the complete line of the Victor Talking Machine Co., in their warerooms at 437 Fifth avenue, New York. Negotiations toward this end had been pending for some time and the consummation of this important deal insures the exploitation of Victor products on Piano Row in a high-grade manner thoroughly in accord with the prestige and standing of the two houses involved.

According to present plans, the Victor department in the Knabe store will be one of the finest Victor showrooms in the industry, and will have more than twenty booths, tastefully decorated and furnished, with a large recital hall for concert purposes. There will be constructed a number of booths for the Victor department on the main floor of the Knabe store, which will conform architecturally to the general arrangement of the Knabe warerooms. From the main floor there will be a grand stairway leading to the lower floor, where the greater number of demonstration booths will be located. The construction and decoration of the booths will follow the Empire period of design, and the fact that the plans for the new department are in the hands of Cass Gilbert, one of this country's most famous architects indicates the enthusiasm which William Knabe & Co. are evincing in their new department.

George A. Stanley, a former member of Stanley & Pearsall, Victor distributers, and one of the best-known members of the talking machine trade, has been appointed manager of the Victor department in the Knabe warerooms, and has already assumed active charge. Mr. Stanley's lengthy experience in the Victor field has admirably equipped him for this important post.

SONORA GRAND WINDOW DISPLAY.

The Sonora Phonograph Corporation, 57 Reade street, New York, is securing unusual publicity for its popular $200 model, the Sonora "Grand," by displaying it in the centre of a very large show window of a vacant store at 1198 Broadway, corner of Twenty-ninth street. The machine is placed in such a way that it cannot fail to attract the attention of passersby from all sides, and the use of a dignified display card briefly referring to the Sonora "Grand" serves to inform those interested regarding the machine's most distinctive features.

RETIREMENT OF VETERAN JOBBER.

E. Percy Ashton, Proprietor of the American Phonograph Co., Will Discontinue Business and Enjoy a Well Earned Rest.

E. Percy Ashton, proprietor of the American Phonograph Co., Detroit, Mich., has long been identified in a prominent way with the talking machine business, and his voluntary retirement from business will cause regret to his many friends throughout the country.

The American Phonograph Co., of which Mr. Ashton is the proprietor, has for many years jobbed the Edison product in Michigan and has also retailed the Victor line from the Woodward avenue store.

Mr. Ashton was the first president of the National Jobbers' Association and ranks as one of the oldest jobbers in the United States. He also has been very prominent in the Masonic world.

E. Percy Ashton.

It is his intention in the early spring, accompanied by his family, to visit California, where he will remain for a period of six to eight months. It may be that he will decide to remain out of active business altogether.

He has some extensive real estate holdings and stock in two or three good-sized corporations, so that if the business fever gets in his blood he can immediately swing into the harness again.

Mr. Ashton will carry with him in his retirement the best wishes of many friends in every section of the country.

CONCERT AT THE EDISON SHOP.

Four Noted Artists Give Recital in Conjunction with Their Individual Records—Attracts Enormous Crowd of Music Lovers.

A very interesting concert was given Wednesday, February 17, at the Edison Shop, 473 Fifth avenue, New York, conducted by the Phonograph Corporation of Manhattan, when four well-known artists who record for the Edison disc record library appeared personally at the warerooms and gave a recital in conjunction with their individual records. These four artists were Christine Miller, the famous contralto, assisted by Elizabeth Spencer, soprano; John Young, tenor, and Donald Chalmers, basso.

Owing to the unexpectedly large crowd which appeared February 17 to hear these popular artists and their records, it was decided to give the recital on the fourth floor of the building, where several hundred chairs were provided for visitors and in addition it was found necessary to use the concert hall on the ground floor of the Edison Shop to accommodate the overflow crowd. The concert had been advertised in the Wednesday morning newspapers, and the fact that Miss Miller gave a very successful recital the preceding day at Aeolian Hall contributed to the interest evoked by her appearance at the Edison shop.

The individual artists sang several of the most popular selections in their respective repertoires, and their Edison disc records were then reproduced on an Edison diamond disc phonograph. This was followed by the artists' accompanying their own selections on the phonograph, subsequent to which there was ensemble singing. The concert scored a signal success, and each member was enthusiastically applauded. In fact, the event received such an ovation that it is quite likely that a second recital along similar lines will be given at the Edison Shop in the near future.

NOT MAKING 10 CENT RECORDS.

The Victor Talking Machine Co., through Louis F. Geissler, general manager, has sent out a letter in which it states in part: "The Victor Co. has been erroneously quoted in the Chicago Musical Times, the Boston News Bureau and, as a consequence, in a few other papers as manufacturing ten cent records. We have not yet been reduced to the necessity of manufacturing goods for the ten-cent stores. Our capacity is not sufficient to supply the demand for our regular catalog line."

HEADS J. N. ADAM CO. DEPARTMENT.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 6.—W. R. Gardner, for some time associated with the J. N. Adam Co. piano department, of which W. H. Poling is manager, has been placed in complete charge of the store's talking machine department.

DISSOLVE PARTNERSHIP.

The firm of Connor & O'Neill, talking machine dealers of Philadelphia, Pa., has been dissolved and Chas. H. Connor has retired. Daniel D. O'Neill will continue the business alone.

The new Edison diamond disc phonograph and Edison disc records are on display at the "Made in America" Exposition now being held at the Grand Central Palace, New York, where they have been attracting general attention and praise from the thousands of visitors.

The J. C. Baxter Piano Co. has opened a talking machine store at 309 Eighteenth street, Rock Island, Ill.

B & B Phonograph COVERS

(for all machines)

for moving and shipping

B & B Covers are made in two grades for ALL phonographs. Grade No. 1, with felt lining, complete with strap and patented buckle, sells for $8. Grade No. 2, with heavy cotton quilted lining, complete with strap and patented buckle, S6. Covers are made of EITHER KHAKI or CANVAS.

SPECIAL.—Dust Covers for Wareroom Use. Made out of light material—just the thing for keeping the polish on your machines and the dust away. A sample cover costs $1.

Now you have the complete story about B & B Covers as far as prices are concerned. We guarantee each cover to be of the finest quality and to give durable satisfaction. Let us send you one of each—just write us a letter and we will attend to the details. Then you can make your own tests.

Bristol & Barber, 115 E. 14th St., New York, N. Y.

Sold for only 25 cents the Columbia Advertising Record is not only about the most effective advertising you can do, but the cheapest.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUSINESS SHOWING STEADY GAIN IN CLEVELAND.

Chief Trouble of the Talking Machine Men Is to Get the Goods Fast Enough—New Dance Records and the Red Seal Quality Very Popular—Crowding Some Previous Trade Records—Larger and More Adequate Quarters for May Co.—Other News of Interest.

(Special to The Talking Machine World.)

CLEVELAND, O., March 8.—Dealers generally declare that the talking machine business continues to exhibit some signs of dormancy, owing to the inability to procure sufficient machines or records to supply the demand. The stocks in most of the stores have been almost depleted and the dealers are clamoring for supplies. However, the outlook for the future is very encouraging, and it is expected that things will take a decided turn for the better within the next few weeks.

Victor dealers speak in high praise of the entire list of March records, and especially of the "Chin Chin" selections. The educational and Red Seal records also are good sellers.

The wholesale department of the Eclipse Musical Co. is busy supplying such orders as it can. Mr. Towell says he is still seriously handicapped by a shortage of both machines and records. Conditions in the retail department are more encouraging.

O. E. Kellogg, secretary of the H. E. McMillin & Son Co., returned to the city a few days ago after spending some time in the East. He called on a number of Victrola jobbers with the idea of purchasing as many machines as possible, but was surprised to learn of the shortage of Victrolas in the East. He stated that conditions in New York and Boston were even worse than that of the Middle Western cities. Both the jobbers and dealers interviewed complained about the difficulty of securing the more popular styles. But he said he was hopeful of obtaining some shipments from the factories in Camden soon. He is much enthused over the outlook for business in Cleveland.

Conditions with the Phonograph Co., exclusive Edison distributer, are constantly improving and very satisfactory. L. N. Bloom, secretary, said: "We were very much pleased with the amount of business, both wholesale and retail, transacted during the past month. Conditions at the Edison factory are getting better and better every day. Machines and records are coming through now in generous quantities, and we expect by the first of April things will again be quite normal. They are working day and night at the factory to better conditions. I spent ten days at the factory the early part of this month and was much surprised at the progress made, and indications point to a larger Edison plant than ever."

The Grafonola Co. reports that the shortage of goods has very seriously affected the volume of business, especially in the popular priced instruments. "The record trade," said Mr. Routh, "during the past month has been exceedingly good, which is accounted for by the excellent February and March lists issued by the Columbia Graphophone Co. There is an increasing record demand."

W. H. Hug, for a number of years Ohio traveling representative for Thos. A. Edison, Inc., now connected with the retail department of the Story & Clark Co., Edison dealers, advises that business has been and continues very satisfactory. The demand for Edison records and machines, he said, shows a steady increase.

The Pathé Frères Phonograph Co. is represented in Cleveland by the Fischer Co., distributer, and the Story & Clark Piano Co., and both report satisfactory business and good prospects.

Judging from the number of customers and the general busy appearance at the Brainard Piano Co. establishment business should be satisfactory. Mr. Morton, manager of the Columbia department, while finishing one customer and waiting on another, said: "I am highly pleased with our business for February, which was about a third more than we expected. Our record has been good and now, with a stock of machines which we expect in a few days, I will have something pleasant to say about the March business. I am satisfied that it will be a corking good month. Our organization has been changed some, which will boost the volume of trade. Jas. M. Ervin, well known local talking machine salesman, is with us, I am pleased to say. Mr. Ervin comes with the reputation of a big salesman, and I know he will live up to it here. Mr. Sefing, formerly with Geo. Koch & Sons, is another new salesman."

Quite a change has been made in the phonograph department of the May Co. It has been moved to much larger and more adequate quarters on the same floor with the piano department. Miss Volk said business in both machines and records was excellent and exceeding the same period last year.

The Harmony Music Shoppe Co. is pleased with the patronage it is receiving since taking over the Hart Piano Co.'s talking machine department.

No dealers in the city are making more strenuous efforts in pushing the Victor business than the Caldwell Piano Co. Mr. Schirring, manager of the department, stated business, considering the shortage, was very satisfactory. He said there is an excellent and growing demand for records.

Several of the talking machine dealers are exhibiting the automatic dancing doll, "Ragtime Rastus." It makes an attractive display, as the crowds about the windows daily make manifest.

Mr. Madson, manager of the Columbia store, is optimistic regarding future business conditions. He said: "Our business is away ahead of February, 1914, notwithstanding the shortage of machines and records. We are able to get only about one-half enough to supply the demand."

In fact, every talking machine dealer visited in Cleveland this week tells the same story, namely, that they could do twice the business they have done were they able to get machines and records enough to supply the demand. This is the report made by Philip Dorn, of the Collister & Sayle Co.; Wm. G. Bowie, manager of the Victrola department of the B. Dreher's Sons Co.; T. A. Davies, manager of the Victor section of Wm. Taylor Son & Co., who handle Victor and Columbia machines; Mr. Friedlander, director of the talking machine department of the Bailey Co., who handle Co.; L. Meier & Sons, and the Leopold Co., Victor the Victor and Edison lines; W. H. Buescher Sons dealers, and others.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with
THE Heise SYSTEM
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - NEW YORK

THE VALUE OF TALKING MACHINES IN SCHOOLS.

By FREDERIC GOODWIN, Director Educational Department, Columbia Graphophone Co.

In no way is the old saying, "Seeing is believing," more strongly emphasized than in the fact that four years ago there was hardly a single talking machine in any one of the 500,000 schoolrooms of the United States and its dependencies; and today, speaking of one company's product alone, there are over 200 Grafonolas in the New York City schools—there are Columbia machines in Alaskan schools, Philippine schools, Hawaiian schools, and in the schools of every large American city.

Four years ago, remember, hardly a single machine within the walls of a schoolhouse, and today, with all that has been accomplished by the large talking machine companies maintaining educational departments, the gross results are marvelous, yet the threshold of the school business is but scratched.

Schools that have purchased talking machines have for the most part purchased single machines for a building. In a few more years a single machine in a school building will be superseded by a machine in each room as an aid to the individual About one in ten thousand can. Teachers aim to the material value of a school appliance when that appliance can do things th teacher cannot do, and help the teacher in the things she can do.

How the Teacher Is Helped.

Can a teacher play a march correctly, or a folk dance, an overture or a symphonic selection? About one in ten thousand can. Teachers are to make use of anything that helps them become more efficient in their profession. Some teachers can sing. *Some!* But a Nordica, a Glück, a Metzger or a Homer sings daily in some schools! To be personal, Mr. Dealer, if you have children, do you wish some children to enjoy such a daily privilege and your children not? These little, simple thoughts glimpse the fundamental facts why talking machines are going into schoolrooms. Nothing can keep them without.

The talking machine is the most amazing art product of our time. Its impress upon our life is almost beyond realization, for no statistics have been collected, no research articles have been printed. Here and there a great mind makes the statement, or rather generalizes upon the modern progress of music as an art and the part the talking machine is playing in its development, simply because he or she has come in touch with some salient demonstration near at hand; but the product committees and the record committees of the great producing companies are computing records in millions, not hundreds, not even thousands. These great pioneers, artisans, humans, have been taught deep things of import by the insistent demands made by the great public for this selection, or that artist, till they themselves have become artists through administering their trust.

The wisdom of John Ruskin has been forced, literally forced, into their minds by the overwhelming combination of business and art combined. "Life without industry is Guilt; industry without Art is brutality." A few thoughts of master minds about the educational value of the talking machine are not out of place at this point. Will Earhart, director of music, Pittsburgh public schools, in his excellent bulletin, "Music in the Public Schools," issued by the United States Bureau of Education, writes: "The order of popularity with school authorities is, first, music history; second, harmony; third, appreciation. There is manifest desire to make high school music something more than the chorus singing. No report of the use of player-pianos and talking machines has been asked for by the national committee, but the place given them in schools is so important that their number was voluntarily reported. The value of these instruments in musical history is not to be overestimated. The operas should not be studied less, but the great instrumental forms should without question be studied more."

Thomas Tapper, Litt. D., lecturer in the Institute of Music, city of New York, in his book just published ("The Education of the Music Teacher"), writes of mechanical musical instruments as follows:

"The advent of the mechanism capable of reproducing music with some degree of merit immediately raised the question, 'Will they decrease the study of music?' We have had these various mechanisms with us long enough to know, first, if they have come to stay; second, if some of them are capable of artistic reproduction of music; third, that they are carrying the message of music to thousands of homes that before were entirely without it; fourth, that the music propaganda being accomplished by this means is actually increasing our national interest in music, and is therefore to a certain music study favorable; that is, to increase it. Many companies maintain expensive laboratories in which nothing else is attempted except the improvement of the product. These mechanisms are not enemies or serious rivals of music teachers. They are allies in many ways. No child of coming generations will be without fairly definite evidence of the reproductive art of Caruso, Bonci, Ysaye, Kreisler, Hofmann, Sembrich and all the great company of the present-day artists. No one can deny the estimable value of this. The day will come when a teacher will say, 'Let us see how great artists have interpreted this selection.' The advent of music mechanism in schools is already proving of practical utility. They are being used for listening lessons, studies in appreciation and interpretation, for marching and for folk dancing."

One fact should be noted before we leave this subject: Practically no great artist has ever refused one or another of these instruments to perpetuate his art. We have pointed out the great historical value of this to future generations. To the present generation it is a testimony of the comparative excellence of the means.

Can't Pass by the Truth.

Truly, as we say in our booklet, "School Room Music," "the tuning fork has gone, and the graphophone has taken its place." The live talking machine dealer is not passing by the truth. He is recognizing that the strenuous endeavors made to put the work of the educational department strongly before the dealer and the public school teachers is not an advertising scheme, but spells permanency for the business and higher artistic values in the product. He realizes that attention to the subject and attention to the musical quality of records must be pronounced in educational records.

He is fully alive to the effect of this upon the general trade. We who are on the inside know how difficult it is to find artists who meet requirements. When you stop to think of the difficulties encountered it is obvious that only the best of artists must make school records in the future. Those having greater vocal control, more refined expression, better articulation and diction, more careful phrasing, a keener appreciation for the subtleties of rhythm, and so on. The teachers demand this, are disappointed that they cannot always obtain it, and we must not forget that they are the leaders in culture in our country. The pupils of to-day are the home-makers of tomorrow. Thus it is evident why we are doing elaborate work and careful planning in our educational department.

"Show me how" is one of the most human desires, expressed by children even. Yet, if we study men and their successes, we are impressed that those persons who frankly say, "Show me how," are just the ones who become authorities on a subject, and we can refer to many humble minds that have become leading merchants because they were not ashamed to ask the "how." These are the ones who study and ponder over problems until they master them; until the knowledge becomes theirs, to be used for their advantage and their profit.

A study of the principles of school teaching shows how the minds of the young are led, step upon step, line upon line, in the pathway of knowledge. Business men realize this fundamental need as much as teachers need business knowledge. In "School Room Music" we definitely show how the Grafonola is essential to the well-being of children. We accomplish this by showing *how teachers are using the Grafonola in their schools,* explaining its value and demonstrating that it does contribute to the physical, mental and cultural uplift of boys and girls.

The talking machine dealer, after reading this book carefully, knows for the first time how to go after the business, and *how* to get it. One of the great commercial institutions of this great country of ours, the Chase National Bank of New York, recently sent abroad a patriotic creed. We quote the first paragraph:

"We believe in our country—United States of America. We believe in her Constitution, her laws, her institutions and the principles for which she stands—the past is secure. We believe in her vast resources; her great possibilities—yes, more, her wonderful certainties."

The talking machine is one of the commercial certainties of the United States. It is going into her institutions. Some of the principles for which our great country stands have been etched on the surfaces of educational talking machine records.

Lucky the dealer (yea, far-sighted) who becomes the talking machine trading center of the schools of his territory. The teachers belong to him; the pupils belong to him; and, if he is alive to the possibilities, it is a direct avenue into the homes of the pupils' parents.

EDISON BLUE AMBEROL RECORDS.

FOR MONTH OF MARCH—THE LATEST ISSUED.

2546 (a) Ah! 'Tis a Dream (Lassan); (b) I Dream of a Garden of Sunshine (Löhr) Baritone Solos, orch. accomp. ..... Thomas Chalmers
2543 Benediction of the Poignards—Huguenots (Meyerbeer) ..... Edison Concert Band
2559 Carnival One-step (Muriel Pollock) For dancing. Jaudas' Society Orchestra
2552 Castle Valse Classique (adapted from Dvorak's "Humoreske") For dancing..... Jaudas' Society Orchestra
2545 Cecile—Waltz Hesitation (Frank W. McKee) For dancing ..... National Promenade Band
2548 Good-Bye, Girls, I'm Through from "Chin-Chin" (Ivan Caryll) Baritone Solo with chorus of Girls and orch. accomp..... Owen J. McCormack
2550 It's Too Late Now (A. Von Tilzer) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan
2551 Let By-Gones be By-Gones (Bert Grant) Contralto and Baritone Duet, orch. accomp..... Helen Clark and Vernon Archibald
2558 Let Us Have Peace (Ernest R. Ball) Baritone Solo, orch. accomp..... Philip H. Wolfram
2553 Little Bit of Heaven—The Heart of Paddy Whack (Ernest R. Ball) Baritone Solo, orch. accomp. Frank X. Doyle
2556 The Little Ford Rambled Right Along (Byron Gay) Tenor Solo, orch. accomp..... Billy Murray
2541 Loreley Paraphrase (Jos. Nesvadba) ..... American Standard Orchestra
2536 My Lady of the Telephone—Dancing Around (New York Winter Garden) (Jean Gilbert) Baritone Solo, orch. accomp..... Joseph H. Phillips and Chorus
2542 My Melancholy Baby (Ernie Burnet) Tenor Solo, orch accomp..... Walter Van Brunt
2554 My Orchard is Short of a Peach Like You (A. Von Tilzer). Comic Song, orch. accomp..... Arthur Collins and Byron G. Harlan
2538 Operatic Rag (Julius Lenzberg) ..... National Promenade Band
2539 Out to Old Aunt Mary's (James Whitcomb Riley) Recitation..... Harry E. Humphrey
2537 Panama Exposition Overture (Frosini) Accordeon Solo..... P. J. Frosini
2549 Paprika—Lu Lu-Fado (Camille Nelms) For dancing ..... National Promenade Band
2560 Sorrows of Death—Hymn of Praise (Mendelssohn) Tenor Solo, orch. accomp..... Wm. H. Pagdin
2540 Teenie, Eenie, Weenie—Suzi (Paul Lincke). Contralto and Baritone Duet, orch. accomp.... Helen Clark and Joseph A. Phillips
2557 There's a Bungalow in Dixieland (Harold Freeman) Baritone Solo, orch. accomp..... Morton Harvey and Chorus
2555 Tip-Top Tipperary Mary (Harry Carroll) Baritone Solo, orch. accomp..... Joseph A. Phillips and Chorus
2544 Way Down on Tampa Bay (Egbert Van Alstyne) (introducing Helen Clark in refrain) Baritone Solo, orch. accomp. ..... Owen J. McCormack
2547 When You Wore a Tulip and I Wore a Big Red Rose (Percy Wenrich) Tenor Solo, orch. accomp..... Walter Van Brunt and Chorus

It's easier to write a "Slogan of Success" than it is to practice.

NEWS FROM SOUTHERN CALIFORNIA.

Sonora Talking Machine Makes Its First Appearance in That Section—Looking for Early Shipments to Relieve Stock Shortage—New Dealers Enter the Field—New Electric Victrola Pleases Great Number of Customers.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., March 5.—The Wiley B. Allen Co. has had a very attractive window during the last week, featuring the new popular song, "On the 5.15." The scene would delight the heart of any commuter. This window is attracting a great deal of attention, and a good advertisement for its talking machine department.

The dancing rage has had an additional boost here since the extensive advertising by the Columbia Phonograph Co., wholesale, in that line. The new dance instruction records are becoming quite popular, and several machines have been sold through this method of publicity.

Harry Clubb, formerly manager of the Pathephone department for the Curtis-Colyear Co., has resigned and is now connected with the small goods department at the Holmes Music Co.

C. S. Ruggles, of Sherman, Clay & Co., wholesale, is expecting two or three carloads of goods from the Victor factory in the near future. Mr. Ruggles expects these to relieve the shortage in machines and records to some extent. Mr. Ruggles reports two new agencies, the Meyer Furniture Co., of El Centro, associated with the Imperial Valley Hardware Co., which has a line of Victor stores all through the Imperial Valley district, and E. F. Sanguinetti, of Yuma, Ariz., has lately put in a line of Victor goods.

The Sonora Phonograph Co. has finally arrived in our midst, and is now permanently located. E. M. Bonnell has charge of the new concern, and has a complete line of goods now on display. This company does not handle records, but Mr. Bonnell reports business as being very good. He also expects to establish several other agencies in southern California.

G. W. Davidson, proprietor of the Talking Machine Shop, in Chicago, Ill., is making a short stay in our city. He spent several days in San Diego taking in the fair, and expects to go home by the way of San Francisco.

The Southern California Music Co. is opening up a branch store in Pasadena, where it will carry a complete line of pianos and all lines of talking machines. B. R. Meginity is manager.

P. T. Gardner, proprietor of the Gardner Music Co., reports a flourishing business since the first of the year, and is already contemplating enlarging his store.

O. A. Lovejoy, manager of the talking machine department of the Southern California Music Co., wholesale, has just returned from an Eastern trip, and reports conditions as being very fine at the Edison factory, considering the disastrous fire. Several large shipments of machines and records are on the road for this house.

Irving Kauffman, one of the Victor Co.'s popular artists appearing with the Aron Comedy Four at the Orpheum, called at the Victor department of the Geo. J. Birkel Music Co., and gave a demonstration of his natural voice, compared with its reproduction on records. The result was very astounding, it being almost impossible to tell one from the other.

The Birkel Music Co. has had splendid success with the new electric Victrola, and has found it to be a great favorite with their high-class trade.

While singing with the National Grand Opera Co., during its recent engagement in this city, Senor Constantinople made a call at the talking machine department of the Birkel Music Co. and had his picture taken while listening to the reproduction of his voice on the Victrola.

NEW DEPARTMENT IN BUFFALO.

Elaborate Victrola Department Opened in the Retail Piano Store of C. Kurtzmann & Co., That City—Victrolas Also to Be Handled by Rochester Store of the Company.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 8.—The new Victrola department in the piano store of C. Kurtzmann & Co., 783 Main street, this city, was formally opened to the public this morning and measured up to the predictions made that it would be one of the finest departments of its kind in this section of the country. The company also opened a similar department in its big store in Rochester to-day.

J. A. Owenhouse, manager of the Kurtzmann store, is in general charge of the new department, and will be assisted by C. F. Casper, formerly with the talking machine department of the J. N. Adam store, and Leon C. Putnam, formerly with Neal, Clark & Neal, this city. It is stated that over $30,000 worth of Victrolas and records have been ordered for the Buffalo and Rochester departments of Kurtzmann & Co.

A large section of the warerooms has been given over to the new department and has been equipped with elaborate sound-proof demonstration booths and record stockrooms. Representatives of the Victor factory were present in Buffalo for some days before the opening, giving expert advice regarding the selection of stock and the arrangement of showrooms. The record stock is said to be the largest in the city.

The prestige enjoyed by C. Kurtzmann & Co. as a result of their many years of piano manufacturing and retailing in this city should serve to insure the success of the new department.

TO GIVE "CANNED" SERMONS.

(Special to The Talking Machine World.)

WATERTOWN, WIS., March 9.—According to H. I. Davis, of this city, "syndicate" sermons are to be a feature in the future. It is possible that they will be used in conjunction with instruments of the phonograph type, which will deliver the text in "canned" form with moving pictures on a screen to illustrate them.

Mr. Davis says some of the most noted divines in the country will write "syndicate" sermons for the company he represents. They will be edited to answer the needs of all creeds and released on certain dates.

FLEXIBLE The FLEXIBLE

Flexible Four Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

In Attractive Packages of 200 Points.
Increase Your Profit.
Send for **Samples** and **Prices** today.
Two Sources of Supply.

Flexible Needles are guaranteed to play the Longest Records Perfectly.
Flexible Needles are guaranteed to save the record from wear.
Flexible Needles are guaranteed to eliminate the scratch.
Flexible Needles make old records sound like new.
Flexible Needles are better because they do more.
Flexible Needles are made from the best steel obtainable.
Flexible Needles are the best for any record because they bring out all that is in the record.

WRITE TO
JOHN M. DEAN, Inc.
FLEXIBLE PUTNAM, CONN. FLEXIBLE

John M. Dean Corp.
PUTNAM, CONN.

TALKING MACHINE
Needle
MANUFACTURERS

Quality
and Quantity
—the ideal combination for good needles at the right prices.

THANKS TO THE RECUPERATIVE GENIUS OF MR. EDISON

An Obliging and Businesslike Talking Machine Concern in Philadelphia, Supported by the Ability to "Come Back" Exercised by a Great Manufacturing Organization, Made a Much-Discussed Dance a Glorious Success—A True Tale, Not a Romance.

Prelude.

Over my bacon and eggs this morning I removed the wrapper from the February number of The Talking Machine World and perused, with a great deal of satisfaction, "An Edison Message to Edison Jobbers and Dealers," displayed in the form of a double page advertisement upon pages 12 and 13, respectively, of that instructive and interesting trade journal.

As I am using the gist of that message as a theme for the story which is to follow, I suppose I had better quote from a portion of it verbatim:

"We desire to express our deep appreciation of the great consideration and courteous patience of our jobbers and dealers during the past two months. It has made the task of rebuilding and reconstruction more pleasant to know that we have had the sincere sympathy of our friends in the trade, and to know that they were so willing to cheerfully assume the loss that the shortage of goods has caused them."

If one Philadelphia firm dealing in the Edison product may be taken as a criterion, Thomas A. Edison, Inc., should rest assured that its message is both timely and appropriate.

We Call Upon Mr. Blake.

Let us turn back the pages of time for one month—to the day when Anna desired to give a party—a real swell dance, you know, with all the trimmings. She had been to the charity ball at the academy the night before and contracted the fever in its most milignant form.

"Well, why not?" said I when asked about it.

"It is easy enough to talk," pouted Anna very prettily, "but it just can't be done. I want real dance music played by a big string orchestra, and arias and vocal numbers by good artists between dances. Tell me, sir," commanded the now highly indignant maid, "how I can afford to have that sort of thing in my own home on *my* income. You are nice, but you are foolish too," chided Anna by way of closing the matter.

"It is a lovely morning, Milady," I remarked mysteriously, "and if you will do me the honor to stroll downtown with me, I will promise you a party with all the fuss and frills your heart desires. Furthermore, I guarantee that the cost shall be within your means, my dear. Will you call upon Mr. Blake with me?"

The sunshine of renewed hope swept away the storm clouds of disappointment and two dimples came and went amid the pink flush of great expectations.

"I'll be ready in a minute," cried Anna, dashing through the reception room enroute to the stairway. Then pausing at the top to lean over and throw a kiss to me, she remarked with penitence, "You're not foolish—I take it back—you're a duck."

Well, we called upon Mr. Blake at the southwest corner of Eleventh and Walnut streets, and, as I had anticipated, we were most courteously received. After the introductions were over, I explained that the lady wished to give a great big party at a modest financial outlay, and asked him whether or not he was in a position to take the contract so far as supplying the music was concerned. I might add in passing, that I made my plea as eloquent as lay within my power, for the great conflagration at Orange, N. J., was fresh in my mind, and I realized only too well the tremendous difficulties that must be surmounted in order that he might speak the words to make Anna the happiest girl in all Philadelphia.

He did not hesitate a moment, God bless him!

The Phonograph at the Party.

but assured us then and there that he would, by some means or other, have an Edison disc phonograph, with a repertoire of dance records on hand for the prospective celebration. In addition to this, he promised to send enough overtures and vocal selections of the better class to make the intermissions between dances a series of delights.

Of course, I was jubilant, and in the fullness of my heart I feelingly embraced Mr. Blake—figuratively, you understand—then turned to Anna for congratulations Ye Gods! the fickleness of woman. In place of the anticipated joyous light in the dark eyes, I encountered two tears instead.

"I do not like talking machines," sobbed Anna. Now what do you think of that?

NYOIL

For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FINEST OIL MADE. It absolutely *prevents rust*. NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c.

WM. F. NYE, New Bedford, Mass.

NYOIL

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

Mr. Blake did not seem at all discouraged; in fact, he smiled. "I'll play a record for you; then we shall see," he said. He chose by chance a song of which she was very fond, "Ah, Moon of My Delight—In a Persian Garden, Lehmann; tenor solo in English by Reed Miller," and the tears departed.

"My goodness! it is wonderful," exclaimed Milady; it is hard to believe that a talking machine can produce such melody. We have one in the attic at home, but ugh! it squeaks."

I had heard the Berliner's first triumph with its small tin horn to which she referred, and I did not blame her for her repugnance. It squeaked all right, there was no gainsaying that, and as I thought about it, I grinned. Mr. Blake smiled again also, and placed a disc containing "La Bella Argentina, tango, Roberto, brass orchestra," upon the turntable, and the conquest was complete.

Anna's Party.

Was the party a success? You should have been passed at 1913 North Twentieth Street on the evening and early in the morning of January 30th and 31st, respectively, for then you would not have to ask the question. That Edison disc phonograph had an ordinary dance orchestra beaten to a pulp. For volume, tone and choice selections, it was supreme.

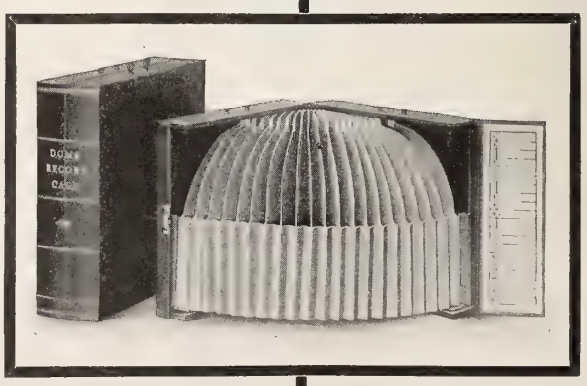
I do not dance myself, but I was there just the same with pumps on. Further than that, I made it a point to get the individual opinion of each guest, their name being legion, and they remarked unanimously and enthusiastically that as an instrument par excellence for the dance, the talking machine was the thing.

The fact that it was possible to stroll with Thomas Chalmers "On the Road to Mandalay," and with the assistance of Marcus Kellermann and chorus, to hang "Danny Deever in the Morning," between dances, raised this marvelous instrument far above

Business is good—There's a reason. A trial order will show you. WHY? The goods and the service is the answer.

VICTOR and EDISON Distributor

DOME RECORD CASES



should be in your stock. Holds 20 records. Made in 10" and 12" sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style of finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

W. D. Andrews - Buffalo, N. Y.

"A Short History of the Talking-Machine Industry and Its Creator, the American Graphophone Company"—a booklet we shall be glad to send to any talking-machine dealer who is looking for facts and information.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

even the big and superlatively expensive orchestra. What musical organization, pray, no matter how efficient or successful, could carry such a galaxy of vocal stars as does the Edison disc record catalog? The carrying out of this idea of introducing vocal numbers between dances at Anna's party proved exceedingly popular, and, I would suggest, therefore, that this excellent method be carefully considered by all dealers, and the same suggested to their customers. There is nothing like getting all the pleasure and money possible out of the "talker," Mr. Dealer. That is the goal for which we are all aiming, is it not? I doubt very much whether it is necessary to discuss the party further. I might say, however, before entering upon my conclusion, that even the supper in the Dutch room at the end of the dance was made much more enjoyable through the medium of appropriate airs upon the phonograph. Something else too I wish to bring out that proves how persistently the "talker" held the center of the stage throughout the entire evening, is the fact that there was a piano in splendid tune and a vocalist in excellent voice at the celebration, but neither were called upon to perform. I wonder why. Ask Anna; she'll tell you.

Conclusion.

I will now, by way of bringing my tale to a speedy ending, explain to you just why Herbert E. Blake, of Blake & Burkart, was able to deliver so promptly the type of disc phonograph which has been most in demand, and, therefore, the scarcest since the **Orange fire.**

He was sitting at the breakfast table on the morning of December 10th when his eye caught the headlines, "Edison Plant at Orange, N. J., Wiped Out By $7,000,000 Fire, etc., etc." Racing to the telephone, he put himself in immediate communication with the Girard Phonograph Co., Edison jobbers, for Philadelphia, and placed with them as large an order as he dared in accordance with his ideas of fair business principles under the distressing circumstances. The Girard Co. filled the order. Nuf sed!

Mr. Dealer, it does not pay to dally along the pathway of trade in these times of rush and success to the swiftest. Mr. Blake used his head and his heels at the psychological moment, and my hat is off to him—so is Anna's.

Until this moment I have refrained from writing about the dance. This was not because of any skepticism on my part, nor was it for the reason that "everybody's doing it."

I simply decided to wait until the opportunity came for me to make an exhaustive first hand investigation of a talking machine in action at a big affair, and then judge accordingly.

I wish to state here and now that there is no instrument, or number of instruments, played individually or collectively, so appropriate for the dance under any circumstances as the peerless melody producer—the talking machine.

HOWARD TAYLOR MIDDLETON

RECORD EXCHANGE IN NORFOLK, VA.

The Norfolk Record Exchange, Inc., Norfolk, Va., has been incorporated with capital stock of $12,500 for the purpose of selling talking machines. George C. Roper is president of the company.

NEW MOTOR DRIVEN PHONOGRAPH

Invented and Patented by Albert F. Madden and Which Includes a Number of Features of Great Interest to the Trade—Mr. Madden's Wide Experience in Solving Talking Machine Problem, Makes Him an Authority.

Albert F. Madden, well known in Newark, N. J., has received patent papers covering patent 1,127,056, for a motor-driven phonograph. His first patent was taken out in 1885 and during all these years Mr. Madden has invented a number of improvements in the manufacture of such devices as printing presses, storage batteries, shade rollers, automobile parts and others. Naturally he is gratified that the most recent example of his skill relates to phonographs. To let Mr. Madden talk, he will tell just exactly what his motor-driven phonograph can accomplish:

Albert F. Madden.

"The invention has a series of features that have overcome all previous efforts to operate a phonograph by electric current and the difficulties which were encountered, and which until now prevented successful results in that direction. It does away with the necessity of winding the spring which operates the disc on phonographs after the playing of each record, automatically raises and lowers the arm which carries the needle that rests upon the disc and causes the reproduction of the record contained thereon, and is provided with a device which permits the machine to repeat the same vocal or instrumental reproduction over and over again just as long as the current is kept turned on and without need for any person to go near it.

"By the specially made governor, which is one of the important features of the invention, the passage of the electric current which operates the phonograph is regulated to such a nicety that the music, whatever it may be, is reproduced with an evenness of speed, volume and tone that is remarkable and which would be utterly impossible but for the device which controls or governs the flow of electricity. Fitted with my patent, a phonograph can be 'plugged in' on any ordinary electric lighting or power line or system. On an average house lighting system there is a variance of several degrees in the power of the current at different times, often the range being from ten to fifteen volts on the same line. This difference would prevent the use of electricity as the motive power of a phonograph except for the governor with which the mechanism invented by me has been equipped. This governor so regulates the current between the intake and outlet that when it reaches the point of driving the phonograph into action it is always of the same strength or power, no matter whether it enters the machine at ten or fifteen-volt strength.

"In this way is the speed of the revolving disc of the phonograph kept always the same and the difficulties in line voltage variation, which have always been encountered in applying an electric motor-drive to phonographs, have been done away with. The pitch of the tones reproduced is under the direct influence of the speed at which the record is driven and the slightest perceptible variation interferes with the quality of the reproduction. Knowledge of that fact resulted in the invention of my governor."

In the next issue of The Talking Machine World a technical description of Mr. Madden's patent, with illustrations from the patent papers, will be published in the "Patent Department."

EUREKA, CAL., DEALER A BUSY MAN.

Although in His Seventieth Year, James E. Mathews Handles Victrolas, Pianos, and Other Goods with Much Success and Also Publishes a Weekly Paper in That City.

(Special to The Talking Machine World.)

EUREKA, CAL., March 6.—A man who can conduct a successful talking machine business and at the same time act as publisher and editor of a weekly paper is worthy of more than passing consideration. Such a man exists in this city in the person of James E. Mathews, who conducts a "Pioneer Piano House" at 423 F street. In addition to pianos and sewing machines, Mr. Mathews is also an enthusiastic exploiter of the Victrola, and in the Humboldt Advertiser, which he publishes weekly, he recently issued a special "Victor-Victrola Edition." This edition contains considerable musical news of interest, in addition to the usual announcements of Mr. Mathews' business.

Mr. Mathews, who celebrated his seventieth birthday anniversary on February 22, has had a most interesting and varied career. He was born in New York City and began life as a newsboy and continued to sell papers until the opening of the Civil War. During the war he was employed on coastwise steamers and after the war came to the Pacific Coast, where he again worked on various steamers. He came to Eureka in 1871 and opened a little general shop called "The Little Store Around the Corner." This title he later changed to "The Old Curiosity Shop" and still later to "The Home of Music, Song and Story." To-day he handles a most successful business, which is still on the increase.

JOINS TRAVELING STAFF.

W. D. Marbourg has been added to the traveling staff of the New York Talking Machine Co., 81 Chambers street, New York, Victor distributer. Mr. Marbourg, who has been connected with several successful business enterprises in Canada for the past five years, has not had any previous experience in the talking-machine industry, but his entire business training has been along the lines of extending co-operation and helpful assistance to retail dealers, constituting an experience which admirably equips him for his new post.

"It is generally the man who doesn't know any better who does the thing that can't be done. You see the bloomin' idiot doesn't know it can't be done, so he goes ahead and does it."

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

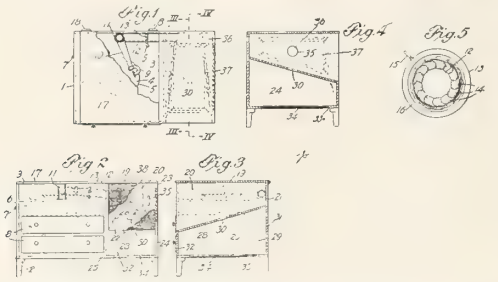
WASHINGTON, D. C., March 8.—TALKING MACHINE CABINET. Armin Borzsony, New York, assignor by mesne assignment to the Victor Talking Machine Co., Comden, N. J. Patent No. 1,122,679.

This invention relates to an improvement in cabinets for sound reproducing machines commonly known as talking machines. An object of the invention is to improve the quality of the tones reproduced by the machine and to provide for the ready regulation of the loudness of a reproduction.

Further objects are to simplify and cheapen the construction of a cabinet containing the sound reproducing mechanism and sound amplifying and discharging mechanism.

To the above ends a sound amplifier is combined with the cabinet and with one or more resonating chambers so arranged as to affect the quality of the tones emanating from the sound reproducing mechanism.

Fig. 1 is a plan view of the cabinet showing contained parts, part of cover being broken away; Fig. 2 is a front elevation of the structure shown in Fig. 1, with a part of the protecting screen for



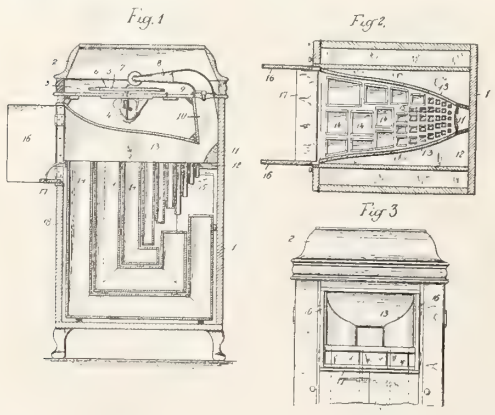
the horn broken away; Fig. 3 is a vertical section through line III—III of Fig. 1 looking in the direction of the arrows; Fig. 4 is a vertical section through line IV—IV of Fig. 1, which corresponds with line III—III, and looking in the direction of the arrows, and Fig. 5 is a detail view of the iris regulating valve for the sound conduit.

TALKING MACHINE. Alexander H. Welker, Berlin, Ontario, Canada. Patent No. 1,123,446.

This invention has reference particularly to the sound-reproducing and amplifying devices employed in such machines.

The object is to effect certain improvements in the construction of talking machines whereby a more faithful reproduction of the recorded sounds is obtained. To this end the machine is so constructed that the reproduced sounds are sweeter, more mellow and to a greater extent free from foreign sounds than is the case with machines of the constructions heretofore commonly employed.

The invention involves the use of a plurality of pipes or resonance chambers arranged in co-operation with the sound-conveying and amplifying passage of the machine so that the sound waves pass



over or into the open ends of these pipes. The pipes or resonance tubes vary in construction as to their cross-sectional dimensions and as to their length; also, some of the pipes preferably have their ends distant from the sound-conveying passage closed, while others have their distant ends open. Preferably the resonance tubes are so arranged that they increase in cross-section toward the exit end of the sound-conveying passage. With resonance tubes so arranged, it is found in practice that results are obtained which are far superior to those commonly obtained heretofore, the superiority being in the sweetness and purity of the reproduced sounds and also in their increased volume.

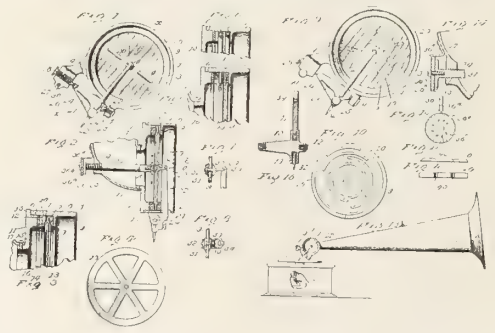
The invention is preferably employed in a talking machine of the type now commonly known as a "hornless" machine, in which the sound-conveying passage is formed within the cabinet of the machine. In machines of this type, it has been common heretofore to make the turns in the sound-conveying passage curved so that the sound waves will pass the more readily therethrough. In this improved machine, instead of providing such curves throughout the sound-conveying passage, there is employed at one of the turns in the passage a reflector for sound waves upon which those waves impinge and by which they are deflected in the desired direction. With such a reflector the sound waves may be readily directed in such manner that they will enter the open ends of the resonance tubes at the desired angle.

Fig. 1 is a central section of a machine embodying the invention, Fig. 2 is a horizontal section through the sound-conveying passage above the ends of the resonance tubes and Fig. 3 is a front view of the upper portion of the machine.

SOUND-BOX. Henry C. Miller, Waterford, N. Y. Patent No. 1,124,636.

This invention relates to improvements in sound-boxes for talking machines of the type shown in patent No. 793,012, dated June 20, 1905.

It is the purpose of the inventor to improve the sound-box by using a wooden diaphragm, applying a tuning or modifying element, employing a stylus lever and bar of hard rubber or like non-conducting material, and means for adjusting and regulat-



ing the diaphragm. By these various details of construction a diaphragm of larger area than commonly used may be employed; the desired pitch may be obtained; range of power and compass increased and the quality of sound improved, so that the several musical instruments and voices recorded on a record can be distinguished.

It is also found that a sound-box of the general structure indicated prevents interference of sound, and in a large measure harsh sounds are obviated.

The diaphragm adjustment also permits an operator to regulate the diaphragm to suit individual taste, according to the special characteristics of a selected piece being reproduced.

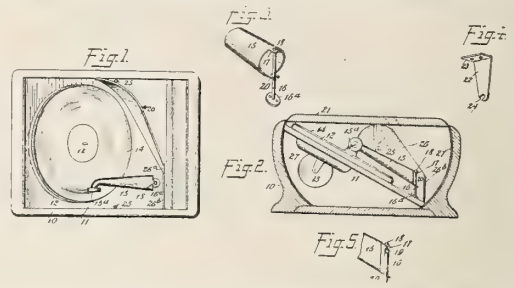
In the drawings Fig. 1 is a side elevation of the improved sound-box, parts being shown in section. Fig. 2 is an enlarged vertical transverse section on the line *x*—*x* of Fig. 1. Fig. 3 is an enlarged detail vertical transverse section of the sound-box. Fig. 4 is a detail view of a spider. Fig. 5 is a view similar to Fig. 3, but showing the washers compressed. Fig. 6 is a detail view of a slight modification. Figs. 7 and 8 are detail views of means for securing the stylus lever to the diaphragm. Fig. 9 is a face view of the sound-box showing a different arrangement of attaching the modifying elements thereto. Fig. 10 is a face view of the diaphragm showing modifying elements of different formation. Figs. 11 and 12 are detail views of a special form of modifying element. Fig. 13 is a view showing the invention in connection with a horn. Fig. 14 is a detail sectional view of the means employed for altering the pitch of the diaphragm. Fig. 15 is a detail elevation of the same. Fig. 16 is a detail view of a slight modification.

GRAPHOPHONE CABINET. Lewis F. Clawson, Jr., Merchantville, N. J. Patent No. 1,129,790.

This invention relates particularly to a cabinet for disc graphophones, and comprises a cover or lid so combined with the cabinet body and other elements as to be adjustable to form in effect, a horn or sound intensifier in which the tone volume may be governed by the lid to take the place of shutters, doors and the like, which frequently are employed to control the volume.

The invention provides also a construction and arrangement to permit of the changing of the needle without the necessity of turning the reproducer relatively to the tone tube.

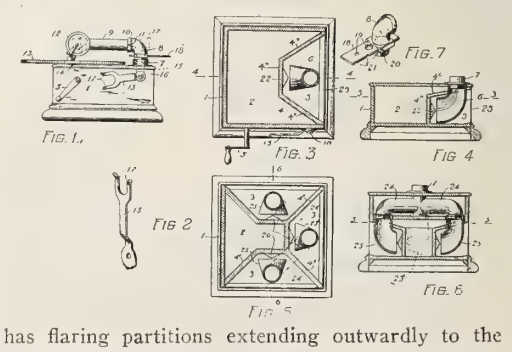
Fig. 1 is a plan view of improved cabinet, the lid being removed and the disc and reproducer being indicated; Fig. 2 is a longitudinal vertical section, with the cover in its normal position forming a closure for the cabinet; Fig. 3 is a fragmentary



perspective view of the rear end of the tone-tube of the reproducer and its pivot post; Fig. 4 is a perspective view of one form of pivot device that may be employed for mounting the cover, and Fig. 5 is a fragmentary side elevation, partly in section, of a portion of the tone-tube of the reproducer and its pivot post.

PHONOGRAPH. Otto B. Cole, Boston, Mass. Assignor to Arion Manufacturing Co., Portland, Me. Patent No. 1,129,792.

This invention relates to phonographs of the class known as hornless phonographs. Such phonographs are not in fact hornless, but have the horn or sound amplifier inclosed in a suitable cabinet or casing within the machine. The objectionable scratching noise produced by roughnesses in the record groove and the harsh metallic effects given out by the moving parts of the machine are familiar characteristics of phonographs of this class, and, in fact, of nearly all phonographs, and tend to largely detract from the quality and timber of the original tone. To the end therefore of completely reproducing the quality and sweetness of the original tone without the presence of these extraneous mechanical vibrations the present invention has been devised. In it the cabinet is open on one side and a sound board is located vertically within the cabinet and parallel to the open side. The sound waves are delivered from the reproducer directly against this sound board by a sound conductor having an inwardly directed end entering the cabinet. The sound board



has flaring partitions extending outwardly to the lateral edges of the open side of the cabinet and these partitions with the sounding board provide a sound amplifier whereby to direct the sound waves outwardly with increased volume and fidelity of tone. The volume of the reproduced sound is regulated and modulated by a sliding damper arranged in controlling relation within the sound conducting tube. Means are also provided for positively locking the swiveled reproducer arm when said arm is

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

swung away from the record out toward the side of the cabinet.

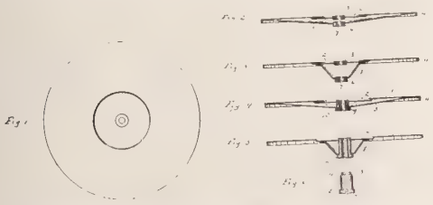
Fig. 1 is an elevation of a phonograph in accordance with the invention, illustrating in full and dotted lines the two positions of the lock for the reproducer arm, Fig. 2 is a detail of the lock detached, Fig. 3 is a plan section of one form of phonograph taken on the line 3—3 of Fig. 4, Fig. 4 is a vertical section on the line 4—4 of Fig. 3, Fig. 5 is a plan section of a modified form of phonograph taken on the line 5—5 of Fig. 6, Fig. 6 is a vertical section on the line 6—6 of Fig. 5, and Fig. 7 is a detail of the tone modulating damper.

TABLET SUPPORT FOR TALKING MACHINES. Pliny Catucci, Newark, N. J. Assignor to Meisselbach & Bro., same place. Patent No. 1,128,756.

This invention relates to tablet supports or turntables for disc talking machines, and has for its principal object the material lessening in the weight of the structure while at the same time the requisite strength and stability of the support is preserved.

It has been the custom of manufacturers to construct the tablet support of comparatively heavy sheet metal for retaining the support in its original shape. The making of the support of such heavy sheet metal not only necessitates a higher cost for the material because of excessive thickness, but also a higher cost for presses and dies, for the reason that they must be of heavier and stronger material in order to stamp out and press into the desired shape the material of which the support is made. The upkeep of presses and dies amounts to a considerable sum when large quantities of the supports are required to be turned out, and the punches and dies must frequently be repaired and replaced with new ones because of excessive wear upon them.

It has been proposed by some manufacturers to use a lighter material for the tablet support, and during the process of stamping the same into desired shape, to provide the tablet support with a series of radial corrugations. This method has been found objectionable, and particularly because of the wear upon and necessity for frequent renewal of the tools and dies used in their manufacture. It has been found not only from practical experiment but from experience, that a very much lighter material may be utilized in the making of tablet supports and thereby use not only lighter and less expensive presses, but lighter and less expensive punches and dies, and at the same time the wear upon the punches and dies is very materially lessened, thereby giving them longer life and permitting longer use without repair or renewal, while at the same time the resulting product has all of the elements of strength and rigidity and when packed for shipment in quantities is much lighter and costs less for freight or expressage. There is also a tendency among the manufacturers of phonographs and talk-

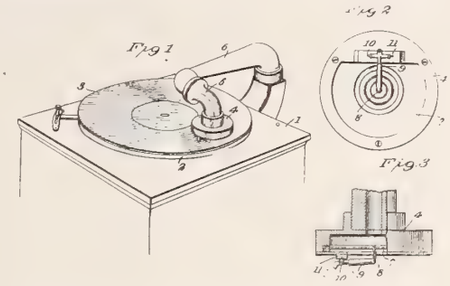


ing machines toward cheapness in material and the reduction of weight and a consequent reduction in the cost of product. These conditions make it necessary and even imperative for manufacturers to seek ways and means to reduce the cost of construction and weight of material.

Fig. 1 is a plan view of a turntable. Fig. 2 is a diametrical section of one form of turntable made in accordance with the improvement. Fig. 3 is a similar section of another form. Fig. 4 is a section similar to Fig 2, showing the central bearing thimble as an integral piece of metal. Fig. 5 is a section similar to Fig. 3, with the central bearing thimble shown as an integral piece of metal. Fig. 6 is a detached view of the bearing thimble before assembly with the other parts.

SOUND REPRODUCER. James J. Harrison and Theodore H. Hupfer, St. Louis, Mo. Patent No. 1,127,765.

Be it known that we, James J. Harrison and Theodore H. Hupfer, citizens of the United States, residing at the city of St. Louis, State of Missouri, have invented a certain new and useful improvement in sound-reproducers, of which the following is a full, clear and exact description, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, forming part of this specification, in which Fig. 1 is a view illustrating

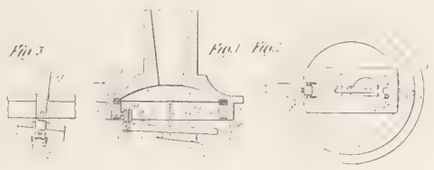


our improved sound reproducer in operative position, Fig. 2 is a bottom plan view of the same and Fig. 3 is a vertical sectional view.

PHONOGRAPH REPRODUCER. Frank L. Dyer, Montclair, N. J. Assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,127,873.

This invention relates to phonograph reproducers, and the object is to provide an effective and novel means for mounting a pair of reproducing styli connected to the diaphragm of the reproducer in such a manner that either may be simply and effectively adjusted into position to co-operate with a record groove of a distinctive character, so that, for example, a stylus adapted to co-operate with a record having 100 threads per inch and stylus adapted to co-operate with a record having 200 threads per inch may be mounted in the same reproducer.

In carrying out the invention the styli is mounted on one end of a pivotally supported stylus lever, the



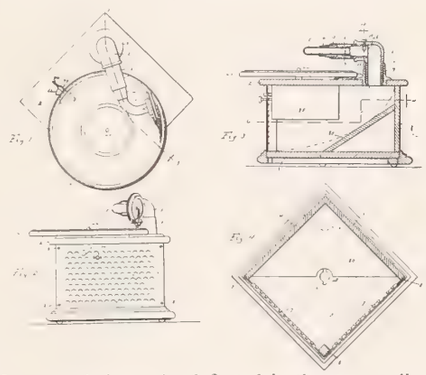
styli being disposed on opposite sides of the center line of said lever, and provide means for swinging said lever through an arc about an axis approximately parallel to the center line of said lever for the purpose of lowering either stylus into operative position, while raising the other out of such position.

Fig. 1 represents a vertical section through a reproducer embodying this invention, certain parts thereof being shown in elevation; Fig. 2 is a bottom plan view of the same, and Fig. 3 is a fragmentary end view of the reproducer shown in Fig. 1 looking in the direction of the arrow shown in connection therewith.

PHONOGRAPH. Pliny Catucci, Newark, N. J. Assignor to A. F. Meisselbach & Bro. Patent No. 1,126,703.

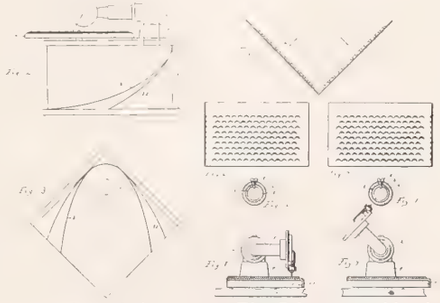
The prime object of this invention is to so construct the case of a phonograph as to provide in itself sound amplifying means without special adaptation of the sound conductor or so-called horn.

In phonographs of the disc type, as at the present day constructed, it is the practice either to lead a sound conductor or tube from the reproducer to an external sound amplifying horn or lead such tube to the upper face of the case, and thence construct within the case a more or less distorted funnel shaped sound amplifier, the degree of distortion depending, of course, upon the space within this case after the motor and other operating parts have been provided for. After a series of exhaustive experiments it has been found that the case itself, without material modification, might be utilized as a sound amplifying device so that the distorted amplifier, above referred to, may be wholly dispensed with and a simple deflector of metal, wood fibre, or rather suitable material may be located adjacent to the exit of the sound waves from the conductor when substantially the same results and even in some cases better results have been obtained than by the old form of structure. It has been discovered that the use of reflectors, constructed upon the mathematical principle of the conic section, gives far better results than it is possible to obtain by means of the old form of horn, either of the external or internal type. These conic section reflectors may be semi-elliptical, parabolic, or hyperbolic, or in some cases they may be semi-spherical, depending, of course, upon the degree of concentration and directness with which the sound waves should be delivered from the machine. Of course, it is to be understood that with the conic section form of sound reflector, the sound from the conductor must be delivered at the focus of the reflector whence it may radiate to the face of the re-



flector and thence be deflected in the proper direction in accordance with the particular form of reflector used.

Fig. 1 is a plan view of the complete phonograph. Fig. 2 is a side elevation of the same. Fig. 3 is a vertical section on line 3—3 of Fig. 1. Fig. 4 is a horizontal section through line 4—4 of Fig. 3. Fig. 5 is a detached plan view of the perforated side cover of the case. Fig. 6 is an inside elevation of



one section of the cover. Fig. 7 is an outside elevation of the same. Fig. 8 is an end view of the sound box and conductor in playing position. Fig. 9 is a similar section view, but with the sound box reversed or elevated for the purpose of replacing the stylus needle. Figs. 10 and 11 are vertical cross sections on line 10, 11 of Fig. 3, showing the two positions of the sound box tube. Figs. 12 and 13 show diagrammatically curved deflectors.

EXPLANATORY INSTRUCTIONS.

A brief explanation of the mechanical details of the new Victrola XVI Electric was sent out to Victor dealers recently by the Victor Co. These explanatory instructions clearly set forth just how the new Electric should be set-up and placed in perfect running order.

CHEMISCHE FABRIK **E. SAUERLANDT** FLURSTEDT bei Apolda i. Th., Germany
The largest manufacturing plant in the world devoted exclusively to the manufacture of Master-Waxes and Master-Blanks for
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RECORD BULLETINS FOR APRIL, 1915.

VICTOR TALKING MACHINE CO.

APRIL DANCE RECORDS

No. Size.

17727 Pigeon Walk Fox Trot (Jas. V. Monaco)..... Victor Military Band 10
Watch Your Step—Medley One-step (Berlin-Goetz) .....Victor Military Band 10
17733 Aloha Oe—Hawaiian Medley Waltz, for Hesitation, etc.....Victor Military Band 10
Home, Sweet Home—Medley Waltz, for Hesitation, etc. (R. E. Hildreth) (Patrick Conway, director ..... Conway's Band 10
35435 By Heck Fox Trot (S. R. Henry)..... Victor Dance Orchestra 12
Ticking Love Taps Fox Trot, from the operetta "Suzi" .....Victor Dance Orchestra 12
35436 Illusion Valse—Hesitation (Carlos Neve)..... Victor Dance Orchestra 12
The Only Girl Waltz Hesitation, from "The Only Girl" (Victor Herbert) Victor Dance Orchestra 12

Two Beautiful Instrumental Numbers.

17720 Love's Dream After the Ball (A. Czibulka, Op. 356) Violin, 'cello and harp....Venetian Trio 10
Dream Visions—Intermezzo (Traumgeister Walzer) (Carl Stix, Op. 138) Violin, flute, 'cello and harp with bells.....Florentine Quartet 10

POPULAR SONG HITS FOR APRIL.

17722 In the Shadow of the Sycamore (Leo Bennet.) Edna Brown-James F. Harrison 10
Calling Me Home (Augustus Barratt)..... Edna Brown-James F. Harrison 10
17723 Sweet Kentucky Lady (Dry Your Eyes) (Wm. Jerome-Louis A. Hirsch)..Harry Macdonough 10
Vinrginia Lee (Jeff Branen-Arthur Lange)..... Peerless Quartet 10
17728 Doodle-oodle Dee, means "Won't You Marry Me?" (Arthur Fields-Theo. Morse)..... Collins and Harlan 10
Ruff Johnson's Harmony Band (Shelton Brooks-Maurice Abrahams).....Will Halley 10
17732 The Little House Upon the Hill (Macdonald-Goodwin-Puck)...James Reed-Jas. F. Harrison 10
When My Ship Comes in (Bryan-H. Von Tilzer) Campbell and Burr 10
17734 Lucille Love (Schuyler Greene-Otto Motzan).. Peerless Quartet 10
Zudora (J. R. Shannon)....Harry Macdonough 10

COMPLETION OF JUPITER SYMPHONY.

35430 Jupiter Symphony—Andante Cantabile (2d movement of the Symphony in C Major) (Mozart) Victor Concert Orchestra 12
Jupiter Symphony—Molto Allegro (4th movement of the Symphony in C Major) (Mozart) Victor Concert Orchestra 12

OPERA COMPANY GIVES "TRAVIATA."

35433 Gems from "Traviata"—Part I (Verdi) Chorus, "Drinking Song;" Duet, "The One of Whom I Dreamed" (Ah, fors' è lui); Solo, "Thy Home in Fair Provence" (Di Provenza); Solo, "I'll Fulfill the Round of Pleasure" (Sempre libera); Chorus of Matadors..Victor Opera Co. 12
Gems from "Traviata"—Part II (Verdi) "Chorus of Matadors"; Duet, "May He be Spared the Anguish" (Cono sca il Sacrifizio); Solo, "Farewell to the Bright Visions (Addio); Duet, "Far from Gay Paris" (Parigi o cara); Chorus, "Finale."..... Victor Opera Co. 12

TWO NEW PIETRO MEDLEYS.

17709 Tip-Top Medley Fox Trot (Accordeon Solo).... Pietro Deiro 10
Crackerjack Medley Fox Trot (Accordeon Solo) Pietro Deiro 10

PURPLE LABEL RECORDS.

60132 A Little Bit of Heaven ("Shure, They Call It Ireland") from Olcott's "The Heart of Paddy Whack" (Brennan-Ball)..Baritone Solo..... George MacFarlane 10
60133 The Grey Dove, from the Musical Comedy "Chin-Chin." (Caldwell-Caryll) Soprano Solo..... Margaret Romaine 10

RED SEAL RECORDS.

88514 Requiem Mass—Ingemisco (Sadly Groaning) (Verdi) Tenor Solo in Latin....Enrico Caruso 12
88515 Die Wacht am Rhein (The Watch on the Rhine) (Schneckenburger-Wilhelm) Soprano Solo in German .....Johanna Gadski 12
74423 Oh Sleep! Why Dost Thou Leave Me? from "Semele" (Handel) Soprano Solo in English.. Alma Gluck 12
89072 Alla Capanna Andiamo (We'll Go and Seek) (F. Campana) Soprano and Contralto Duet in Italian....Geraldine Farrar and Louise Homer 12
74425 I'll Take You Home Again, Kathleen (Thos. P. Westendorf) Baritone Solo in English..... Clarence Whitehill 12
74422 'Mong the Green Irish Hills (Nettie I. Freese) Baritone Solo in English....Emilio de Gogorza 12

NEW EDUCATIONAL RECORDS.

17719 1—Jack in the Pulpit, 2—In the Belfry (with Chimes), 3—Corn Soldiers, 4—Naming the Trees, 5—The Squirrel, 6—The Windmill ("New Song Book") (Fullerton & Gray) With piano. .....Olive Kline 10
7—Riggety Jig, 2—The Singing School, 3—Dancing Song, 4—Dancing in May, 5—Mother Goose Lullaby ("New Song Book") (Fullerton & Gray) With piano.....Olive Kline 10

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

Records by Pablo Casals, the World's Greatest 'Cellist, under Exclusive Contract with Columbia Co.

No. Size.

A5649 Largo (Handel). Orch. accomp'....Pablo Casals 12
Melody in F (Rubinstein) Orch accomp..... Pablo Casals 12
A5650 The Swan (Le Cygne) (Saint-Saëns). Chas. Albert Baker at the Piano .....Pablo Casals 12
Serenade (Popper) Spanish Dance No. 2. Chas. Albert Baker at the piano.....Pablo Casals 12
A5653 Carmen (Bizet) "Chanson Bohême." (Gypsy Song). Mezzo-soprano Solo in Italian with orch. accomp.....Mme. de Cisneros 12
La Favorita (Donizetti) "O Mio Fernando" (Oh, My Ferdinand). Mezzo-soprano Solo in Italian with orch. accomp.....Mme. de Cisneros 12
A5651 Martha (Flotow) Drinking Song. Bass Solo in English, with orch.....Henri Scott 12
Bedouin Love Song (Pinsuti) Bass Solo in English, with orch.....Henri Scott 12

New Ballads by Morgan Kingston.

A5652 When Shadows Gather (Marshall). Tenor Solo in English, with orch. accomp..M. Kingston.. 12
Make New Friends, but Keep the Old (Parry). Tenor Solo, in English, with orch accomp... Morgan Kingston 12

SYMPHONY SINGLE-DISC RECORDS.

Violin Recordings by Eugene Ysaye.

36523 Rondino, Op, 32 (Vieuxtemps) Violin Solo..... Eugene Ysaye 12
36524 Hungarian Dance in G, No. 5 (Brahms) Violin Solo .....Eugene Ysaye 12
36525 Caprice Viennois, Op. 2 (Kreisler). Violin Solo. Eugene Ysaye 12
36519 Berceuse (Lullaby) (Faure). Violin Solo..... Eugene Ysaye 12
36521 Mazurkas: (a) Obertass. (b) Menetrier (Wieniawski) Violin Solo.....Eugene Ysaye 12
36520 Concerto in E Minor (Mendelssohn).—Finale. Violin Solo.....Eugene Ysaye 12
36514 Scherzo Valse (Chabrier.) Violin Solo..... Eugene Ysaye 12
36526 Albumblatt (Wagner). Violin Solo..... Eugene Ysaye 12
36516 Lointain Passe (Ysaye). Muzurka, Violin Solo. Eugene Ysaye 12
36513 Die Meistersinger (Wagner)—Prize song. Violin Solo.....Engene Ysaye, 12
36908 Humoreske (Dvorak). Violin Solo.....E. Ysaye 12
36907 Ave Maria (Schubert). Violin Solo..... Eugene Ysaye 12

DOUBLE-DISC RECORDS.

Complete Opera of Aida in Italian.

The following seventeen Double-Disc Records, bearing thirty-four selections, comprise the entire opera. All vocal selections have orchestra accompaniment.

E1934 1. Overture .....Milan Orchestra 10
2. Romance (Radames): Celeste Aida (Radiant Aida) Tenor Solo.....Giuseppe Armanini 10
E1935 3. Duet (Amneris and Radames): Quale insolita gioia (In thy visage I trace a joy) Mezzo-soprano and Tenor Duet..... A. Beinat and G. Tommasini 10
4. Trio (Aida, Amneris, Radames). Vieni, o diletta appressati (Come hither thou I dearly prize). Soprano, Mezzo-sprano and Tenor Trio..L. Remondini, A. Beinat, G. Tommasini 10
E1936 5. Concerted number: Su del Nilo (The Nile). Soprano, mezzo-soprano, tenor, baritone, bass quintet, with chorus.....L. Remondini, A. Beinat, G. Tommasini, L. Baldassare and V. Bettoni 10
6. Aria (Aida): Ritnora vincitor (Return with victory crowned). Soprano Solo..... E. Toninello 10
E1937 7. Aria (Aida): I sacri nomi (These sacred names). Soprano Solo.....E. Toninello 10
8. Consecration scene: Possente Phtha (Hail, Phtha) Soprano and Bass Duet with Chorus. E. Toninello and V. Bettoni 10
E1938 9. Dance of Priestesses. .....Milan Orchestra 10
10. Finale: Nume, custode e vindice (Guard now our sacred land). Soprano, Tenor, Bass Trio with Chorus..... L. Remondini, G. Tommasini and V. Bettoni 10
E1988 11. Scene (Amneris and Chorus): Vieni sul crin ti piovani (Come bind thy flowing tresses round). Mezzo-soprano Solo with Chorus.....E. Lopez-Nunes 10
12. Dance of the Moorish Slaves..... Milan Orchestra 10
E1989 13. Duet (Amneris and Aida): Fu la sorte dell-'armi ('Neath the chances of battle). Soprano and Mezzo-soprano Duet..... L. Remondini and A. Beinat 10
14. Duet (Amneris and Aida): Ebben qual nuovo fremito (Nay, tell me then what new fledged love). Soprano and Mezzo-soprano Duet. .....L. Remondini, and A. Beinat 10
E1990 15. Duet (Amneris and Aida): Piet ati prenda (On all my anguish). Soprano and Mezzo-soprano duet.....L. Remondini and A. Beinat 10
16. Duet (Amneris and Aida): Alla pompa che si apperesta (In the pageant now preparing). Soprano and Mezzo-soprano Duet..... L. Remondini and A. Beinat 10
E1991 17. Grand March .....Milan Orchestra 10
18. Air (Amonasro): Quest assisa ch'io vesta (This my habit has told you). Baritone Solo. C. Formichi 10
E1992 19. Finale: Ma tuo re (Thou, O king). Soprano, Mezzo-soprano, Tenor, Baritone, Bass Quintet with chorus. ....L. Moglia, D. Frau, E. Cunego, C. Formichi, and G. Martino 10
20. Finale: Gloria ell'egitto (Glory to Egypt). Soprano, Mezzo-soprano, Tenor, Baritone, Bass Quintet with chorus.....L. Moglia, D. Frau, E. Cunego, C. Formichi and G. Martino 10
E2025 21. Prayer: O tu che sei d'Osiride (O thou who to Orisis art). Mezzo-soprano and Pass Duet with Chorus.....E. Lopez-Nunes, V. Bettoni 10
22. Romance (Aida): O cieli azzurri (O skies of blue). Soprano Solo.....L. Remondini 10
E2026 23. Duet (Amonasro and Aida): Revedrai le foreste imbalsamate (Once again). Soprano and Baritone Duet....T. Chelotti-C. Formichi 10
24. Duet (Amonasro and Aida): In armi ora si desto il popol nostro (Our people, armed are panting for the signal). Soprano and Baritone Duet..T. Chelotti and C. Formichi 10
E2027 25. Duet (Aida and Radames): Pur ti rigeggo (I see thee again). Soprano and Tenor Duet. De Perez and E. Cunego 10
26. Duet (Aida and Radames): Fuggiamo gli ardori inospiti (Fly from these burning skies). Soprano and Tenor Duet..... L. Remondini and G. Tommasini 10
E2028 27. Duet (Aida and Radames): Si, fuggiam da'queste mura (Yes, we'll fly these walls now hated). Soprano and Tenor Duet. ..... L. Remondini and G. Tommasini 10
28. Finale: Di napata le gole (Oh, Napata, 'tis well then). Soprano, Tenor and Baritone Trio. L. Moglia, E. Cunego and C. Formichi 10
E2095 29. Duet (Amneris and Radames): Gia i sacerdoti adunansi (The priests to judgment now proceed). Mezzo-soprano and Tenor Duet... F. Anitua and E. Cunego 10
30. Duet (Amneris and Radames): Misero appien mi festi (With sadness thou hast oppressed me). Mezzo-soprano and Tenor Duet. F. Anitua and E. Cunego 10
E2096 31. Judgment scene: Spirto del Nume (Heavenly Spirit). Mezzo-soprano and Bass Duet, with Chorus.....A. Beinat and V. Bettoni 10
32. Judgment scene: E diciso il tuo fato (Thy fate decided). Mezzo-soprano and Bass Duet, with Chorus. .....A. Beinat and V. Bettoni 10
E2097 33. Romance: Morir, si pura e bella (To perish, so pure and lovely). Tenor Solo..G. Armanini 10
34. O terra addio (Farewell, oh earth). Soprano and Tenor Duet. L. Remondini, G. Tommasini 10

BLUE-LABEL DOUBLE-DISC RECORDS.

A1686 Whispering Hope (Hawthorne). Soprano and Contralto Duet, orch accomp. ..... Grace Kerns and Mildred Potter 10
Somewhere a Voice is Calling (Tate). Soprano and Baritone Duet, orch. accomp..... Grace Kerns and Herbert Stuart 10
A1690 Nancy Lee (Adams). Baritone Solo with Chorus and orch. accomp...Albert Wiederhold 10
The Drummer Boy (Edw. German). Baritone Solo, orch. accomp.....Albert Wiederhold 10

Popular Piano Solos by Manolito Funes.

A5648 Caprice Valse, Op. 1 (Castro) Piano Solo..... Manolito Funes 12
Hungarian Rhapsody No. 11 (Liszt). Piano Solo. Manolito Funes 12

DOUBLE-DISC RECORDS.

Vaudeville Sketches by Billy Williams.

A1691 Where Does Daddy Go When He Goes Out? Comic Sketch, orch. accomp....Billy Williams 10
When Father Papered the Parlor. Comic Sketch with Orch. accomp.....Billy Williams 10

An Irish Bagpipe Double.

A1692 March, Faughaballagh. Bagpipe Solo..... Pipe Major J. Starck 10
Rakes of Mallow and Wearin' o' the Green. Bagpipe Solo .....Pipe Major J. Starck 10

A Fascinating Novelty Two Celesta Solos.

A1689 How Can I Leave Thee (Thuringian Folk-Song). Celesta Solos.....Charles Adams 10
Ye Banks and Braes of Bonnie Doon—Old Scotch Melody. Celesta Solos..Charles Adams 10

Xylonphone and Bell Solos.

A1687 The Secret (Hazel). Xylophone Solo, orch. accomp. .....Howard Kopp 10
Blue Bells of Scotland. Bell Solo, orch accomp. Howard Kopp 10

An Entertaining Band Medley.

A1688 Tangled Tunes—Part I.....Columbia Orchestra 10
Tangled Tunes—Part II....Columbia Orchestra 10

"Traviata" Preludes by Orchestra.

E5065 La Traviata (Verdi) Prelude—Act I..... Grand Orchestra 12
La Traviata (Verdi) Prelude—Act III..... Grand Orchestra 12

Dance Records for April.

A5646 I Didn't Raise My Boy to be a Soldier (Piantadosi)—One-step .....Prince's Band 12
When You're a Long, Long Way From Home (Meyer)—One-step.....Prince's Band 12
A5647 Back to the Carolina You Love (Schwartz)—One-step .....Prince's Band 12
Polka Populaire (Penn).....Prince's Band 12
A5645 At the Mississippi Cabaret (Gumble)—One-step. Prince's Band 12
Oh, My (Van Alstyne)—One-step..... Prince's Band 12
A5643 Sugar Lump (Bryan)—Fox-trot...Prince's Band 12
By Heck (Henry)—Fox-trot.....Prince's Band 12
A5644 Suzi (Renyi). "Fascinating Night"—Waltz..... Prince's Band 12
A Perfect Day, introducing "Dear Old Girl," (Carrie Jacobs-Bond and Theo. Morse)—Waltz.....Don Richardson Orchestra 12

Song Hits for April.

A1693 At the Mississippi Cabaret (Brown and Gumble). Tenor Solo, orch. accomp...George O'Connor 10
Roaming Around (H. Von Tilzer). Tenor Solo, orch. accomp.....George O'Connor 10
A1696 He Comes Up Smiling (Clark and Bayha). Baritone Solo, orch. accomp....Arthur Fields 10
Cows May Come, Cows May Go, But the Bull Goes On Forever (H. Von Tilzer) With orch. accomp. .....Peerless Quartet 10
A1695 There's a little Spark of Love Still Burning (Fischer). Counter-tenor and Baritone Solo, orch. accomp..... Frank Combes and Ernest Aldwell 10
Somebody Knows (H. Von Tilzer). With orch. accomp. .....Peerless Quartet 10
A1694 She Used to be the Slowest Girl in Town (Walker). Soprano and Tenor Duet, orch. accomp. .....Ada Jones and W. C. Robbins 10
Wrap Me in a Bundle (Van Alstyne). Soprano and Tenor Duet, orch. accomp..... Ada Jones and Will C. Robbins 10
A1697 I Didn't Raise My Boy to be a Soldier (Piantadosi). With orch accomp..... Peerless Quartet 10
Good-bye, Virginia (Clark and Schwartz). Tenor Solo with Quartet and orch. accomp..... Sam Ash 10
A1698 When My Ship Comes In (H. Von Tilzer). Soprano and Tenor Duet, orch. accomp..... Frances Fischer and Henry Burr 10
What'll You Do? (Meyer). Soprano and Tenor Duet, orch. accomp..... Frances Fisher and Henry Burr 10
A1699 Come Over to Dover (Botsford). Tenor Duet, orch. accomp....A. Campbell and Henry Burr 10
San Francisco (At that San-Fran-Pan-American Fair) (Meyer). Baritone Solo, orch. accomp. Arthur Fields 10
A1700 The Little House Upon the Hill (McDonald, Goodwin and Puck) Tenor and Baritone Duet, orch. accomp...Jas. Reed and Jas. F. Harrison 10
Settle Down in a One-Horse Town (Berlin). Soprano and Tenor Duet, orch. accomp..... Frances Fisher and Irving Gillette 10
A1701 I'm Not Ashamed of You, Molly (Leslie, Young and Stern). Tenor Solo, orch. accomp..... Sam Ash 10
Sweetheart of Mine (Friedman and Daniels). Orch. accomp. .....Columbia Stellar Quartet 10

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There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, April 15, 1915

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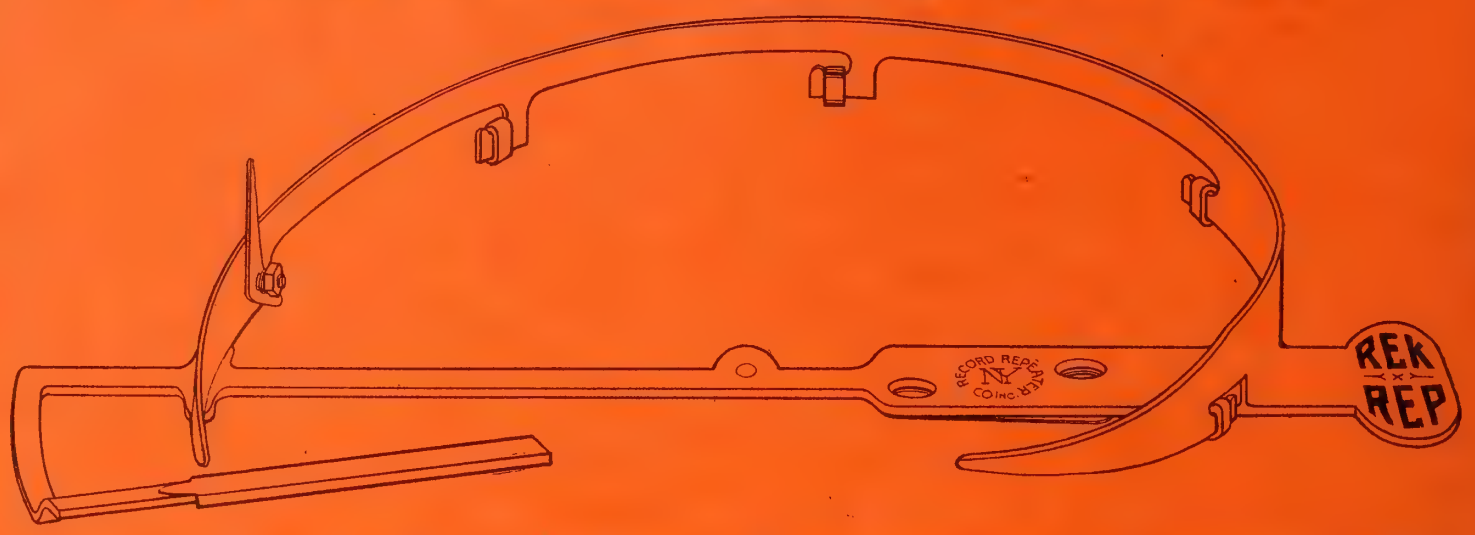

Make Money on this Great Phonographic Success—The Rek-Rep Record Repeater

The Rek-Rep Record Repeater was an instantaneous success the moment it was put on the market. Constant reorders from all over the country prove the wonderful success of the Rek-Rep and the enormous demand that exists for it. We have doubled our output and our factory is taxed to the utmost to fill orders.

Orders for the Rek-Rep to be used on Victor machines are now being filled promptly.

Every Home in Which There is a Phonograph Should Have a Rek-Rep Record Repeater

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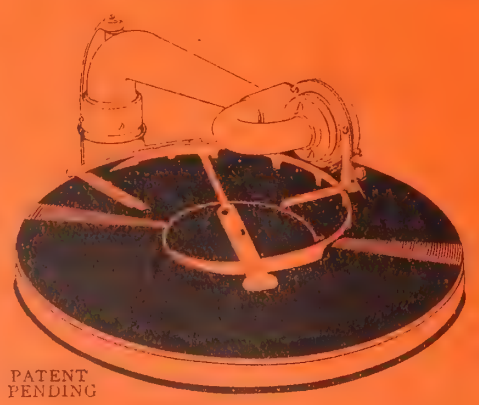

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432 FOURTH AVE. NEW YORK

The Talking Machine World

Vol. 11. No. 4. New York, April 15, 1915. Price Ten Cents

LOWER FREIGHT RATES ON TALKING MACHINE RECORDS.

Demanded by the Traffic Committee of the National Association of Talking Machine Jobbers from Southern Classification Committee—Letter Sent Out by L. C. Wiswell.

L. C. Wiswell, chairman of the traffic committee of the National Association of Talking Machine Jobbers, has sent the following important letter to the members of that organization regarding the fight being made for a reduction of freight rates on talking machine records in the jurisdiction of the Southern Classification Committee and the progress that has been made in that particular. The letter reads, in part:

A year ago last July, the Southern Classification Committee, which has the jurisdiction over the making of freight rates on railroads east of the Mississippi and south of the Ohio, increased the freight classification on Victor records from first class to double first class, from $1.05 to $2.10 per hundred.

If this rate were allowed to stand it would act as a precedent for other freight classification committees, namely, official and Western, to change their classification, with the result that the entire talking machine trade would be forced to suffer 100 per cent. increase in freight rates on records throughout the entire United States.

Your committee, upon hearing of the action taken by the Southern Classification Committee, immediately got in touch with the traffic managers of the three talking machine manufacturers, namely: Victor, Edison and Columbia, and called a meeting, which was held in New York, July last.

At this meeting it was decided to petition the Southern Classification Committee for a reduction on the classification or return to the old rating.

On February 1, the Southern Classification Committee met at Atlanta, Ga., and your traffic committee, the writer as chairman, together with Mr. Rauth, secretary of the association; Mr. Upshaw, of Atlanta, Ga.; Mr. Randall, of Lyon & Healy; Messrs. Fulghum and Schenk, of the Victor Co.; Rogers, of the Edison Co., and French of the Columbia Co., appeared and argued in behalf of our petition.

A few weeks ago we were advised that our efforts were in part successful, in that the rating had been reduced from double first class to one and one-half first class, *which rating we are not satisfied with.*

A meeting to consider further plans of action was held in Philadelphia on the 4th inst., and adjourned to New York on the 5th. At this meeting George Mickel, president, and E. C. Rauth, secretary, of the association, were present; it was decided to again petition the Southern Classification Committee, asking a reduction from one and one-half first class to first class rating on talking machine records.

Their next meeting is docketed to be held in Atlantic City on July 6. If we do not get what we petition for at this meeting, it will be necessary that the matter be taken up higher.

It goes without saying that we want to present as strong a case as possible, therefore, we must have arguments backed up by facts, statistics that are authentic. In order to obtain these, we must have your co-operation.

The points in our favor are the condensity of packing, weight per cubic measurement and the absence of claims for breakage. The latter is an important point, one which must be brought out forcibly.

A poll taken some time ago among the distributers in the Southern district affected by this increase, showed that during a period of five years, only two claims for breakage had been filed. Now this is an admirable record and was one of the arguments that had much weight at the last meeting. If your committee can show that the claims for breakage on records shipped via freight throughout the entire United States are so insignificant—so small—that they should not be considered, then we have a point on which to argue that is worth while.

This matter means dollars and cents to you. It has been estimated that if the present freight rate on talking machine records was doubled throughout the United States, as it has been in Southern territory, from first to double first class, it would mean an increase expenditure by the talking machine trade at large, of approximately $500,000 per year, which amount must come out of the pockets of those engaged in the business.

The letter is accompanied by a blank upon which the jobbers are requested to fill in details regarding the claims made for damages to record shipment during the past five years and other facts calculated to show that record shipments are excellent risks for the carriers.

TALKERS AS AID TO MUSIC.

Praised by Concert Manager—Largely Responsible for the Growing Appreciation by General Public of Music of the Better Class.

(Special to The Talking Machine World.)

CLEVELAND, O., April 9.—Ubert Urquhart, personal representative of George Copeland, pianist, who gave a piano recital here last night, in an interview pointed out some of the conditions created by the ever increasing sales of talking machines and its reflection upon the piano business. "The enormous sale of talking machines," he said, "shows the hunger for music among all classes of people. It is understood that one concern alone sold machines to the value of $50,000,000 in 1914. The public is thus becoming educated, and the trend is toward the better class of music. This advancement in musical appreciation is beginning to show itself in intelligent selection of the better grade of musical instruments of all kinds, especially pianos. Heretofore the public, having had little appreciation of the artistic value of instruments, bought blindly. Copeland's willingness to depart from the conventional piano program has invited criticism, but he has many times expressed his gratitude to critics who have tried to analyze his playing from the standpoint of the listener."

VICTROLA FOR NOTED IMPERSONATOR

(Special to The Talking Machine World.)

BUFFALO, N. Y., April 7.—W. J. Bruehl, manager of the Neal, Clark & Neal Co.'s store in this city, closed a sale of more than passing interest recently when he sold a high-priced Victrola to Miss Ruth Graham, an impersonator of prominence, who has appeared frequently in the homes of New York's best known society people. When purchasing the Victrola Miss Graham, who is making her home at the Littlest House, Williamsville, N. Y., remarked that the instrument's tone had long won her enthusiastic admiration and praise.

PATHE LINE FOR CLEVELAND.

Fischer Piano Co. Takes Over Exclusive Distribution of Pathé Phonographs for That Territory—Will Feature Them Strongly.

(Special to The Talking Machine World.)

CLEVELAND, O., April 8.—The Fischer Piano Co. having taken the exclusive distribution for this territory of the Pathé phonograph instruments is going to devote a large share of its attention to this branch of the business. E. T. Caldwell, general manager, said: "In order to handle the wonderful Pathé phonographs and Pathé records, we are discontinuing handling all makes of pianos except the Henry F. Miller, Janssen and Kroeger player-pianos, and are remodeling our store, devoting the entire front of same to a Pathé phonograph department."

WIRELESS RECORDED ON "TALKER."

Wireless messages recorded on a commercial phonograph record was announced recently as an accomplished fact at a Pratt Institute alumni dinner at 26 Park place, Brooklyn, N. Y.

Sound is magnified and transmitted to the record by the Audion amplifier, a device invented by Dr. Lee De Forest. Three De Forest instruments are used to relay telephone messages from New York to San Francisco.

KNEW THE USE OF NEEDLES.

"How useless girls are to-day! I don't believe you know what needles are for."

"How absurd you are, grandma," protested the girl. "Of course I know what needles are for. They're to make the talking machine play."

A Columbia Graphophone department has been added to the store of the Carl Hoffman Music Co., in Leavenworth, Kans. The company also handles Victrolas.

OPEN NEW STORE IN BUFFALO.

Schwegler Bros. Compelled to Secure Additional Quarters in That City—Successful Victrola Concert in Kurtzmann Store Interests Public.

(Special to The Talking Machine World.)

BUFFALO, N. Y., March 29.—An exclusive Victrola store has been opened at 212-214 Genesee street by Schwegler Bros., the flourishing east side merchants, who have done much to boost the record machine business all through Buffalo. Although Schwegler Bros. have sold Victrolas for some time, they handled the instruments in connection with other lines.

With the opening of the spring trade in the varied lines and their ever-increasing Victrola lines, it seems it became necessary to alleviate crowded conditions, so temporary quarters for the Victrola department were taken across the street at 212 and 214 Genesee street.

"An all-star performance" is the way in which Manager Owenhouse, of the big Kurtzmann store at Main and Goodell streets, characterized the Victrola concert featured in the new salon of the establishment the other day. It has been more than three weeks now since record machines have been added to the musical instrument stock of Kurtzmann's, and that the move was timely was testified by the really great number of "listeners" that came not only to examine the latest model instruments, but to inspect what has been termed the most complete Victrola department in the country.

TAXABILITY OF INSTALMENT PAPER.

Some Interesting Information Regarding the Application of the Federal Emergency Tax Revenue Law as Applied to Promissory Notes of Interest to Talking Machine Men.

The fact that talking machine dealers throughout the country use instalment contracts that in many respects resemble the contracts in use by piano houses and create some doubts regarding the standing under the provisions of the new Federal Emergency Tax law should serve to make interesting to the members of the talking machine trade the information secured by Percy S. Foster, secretary of the National Association of Piano Merchants, regarding an order issued by the Treasury Department to collectors of internal revenue and which applies to the tax as applied to promissory notes.

The order in question takes up the proposition of the taxability of contracts for the purchase of pianos, etc., in which provisions are included to pay the vender stipulated sums at certain times with interest. The order states that if such contracts are in form as a valid promissory note upon which the maker would be liable to a suit at law the same is taxable in the act.

If, however, the contract merely provides for the payment of a purchase price in instalments, and states dates upon which such payments are due, and in default of payment the vender may take the property, then such agreement is not a promissory note.

CONCERTS A BIG ATTRACTION.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., April 5.—The opera of "Pagliacci" was sung through the medium of the Victrola at a concert given in the piano department of Wurzburg's store in this city on Thursday afternoon, March 25, and the audience was aroused to a great deal of enthusiasm by reason of the wonderful effects secured. It was most educational and delightful. The assisting artist was Mrs. Ada Lawrence Harrington, soprano, who sang several numbers, revealing a voice notable for its beauty and range. The concert, broadly considered, was one of the events of the musical season and reflected credit on all concerned. The Cable-Nelson player-piano was used at this concert.

MILWAUKEE DEALERS EXPERIENCING LIVELY TRADE.

Chief Difficulty Lies in Securing Sufficient Stock, but Situation Is Improving — Talking Machine Music to Make Shaves Painless—Hoeffler Co.'s Interesting Window Displays—New Dealers Entering the Field—L. C. Parker Lecturing on Salesmanship.

(Special to The Talking Machine World.)

WILWAUKEE, WIS., April 9.—The shortage in both machines and records in all the leading lines is the one disquieting factor in the Milwaukee talking machine field. The jobbers are unable to secure enough goods to meet the demands of their dealers, who, in turn, lose trade because they cannot always satisfy their customers. It had been hoped that the situation would be relieved by April, but at this writing little or no improvement has taken place. Most of the dealers seem to be meeting with a good business, but the jobbers are still behind on their orders.

"We could do a great deal more business if it were possible for us to secure the machines and records," said S. W. Goldsmith, vice-president of the Badger Talking Machine Co., jobber in this territory for the Victor line. "The Victor Co. seems to be doing all within its power to get out the goods, but the jobbers are receiving only a fractional part of the stock which they could dispose of. We are unable to fill the insistent orders of our dealers, to say nothing of locating new dealers who are anxious to take up the agency for the Victor goods. We are hopeful that the situation will clear up within the near future."

S. W. Goldsmith recently returned from West Baden much improved in health. Mr. Goldsmith expects to make a trip East soon to visit the factory of the Victor Talking Machine Co., at Camden, N. J.

"The shortage of Columbia machines and records is getting to be a serious propositon," said A. G. Kunde, Columbia jobber and dealer at 516 Grand avenue. "We were entirely out of $100 machines until Mrs. Kunde and I on a recent trip to Chicago were able to locate a few at the Columbia branch in that city. The retail business is holding up very well, although trade would attain larger proportions were we able to secure more goods."

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber in Wisconsin for the Edison line, is confident that the Edison Co. will soon be able to resume shipments on all its goods. Stocks in the hands of Edison dealers are naturally light, an avoidable result of the delay caused by the big fire at the Edison plant at Orange, N. J.

An unusually extensive campaign of advertising the Victor goods is being carried on by the J. B. Bradford Piano Co., Milwaukee's oldest piano house, and the results are evident in the steadily increasing sales made by the house. The Bradford house advertises, not only in the Sunday newspapers, but in various evening papers through the week.

Florian F. Flanner, the junior member of the Flanner-Hafsoos Music House, featuring the Edison goods, has returned from a two weeks' visit spent with his grandmother, the widow of Louis Grunewald, the veteran piano man of New Orleans, who recently passed away. Mr. Flanner and his sisters in Milwaukee are among the beneficiaries of the wealthy New Orleans piano man.

Despite the shortage in certain lines of machines, Paul A. Seeger, manager of the Victor department of the Edmund Gram Piano House, is finding that business is showing substantial gains over the corresponding period a year ago.

Although, as manager of the Victor and piano departments at Gimbel Bros.' store, he is a busy man, L. C. Parker is finding time to give up several evenings of each week to the work of delivering lectures on salesmanship before the Milwaukee branch of the State continuation school. Mr. Parker has been placed in charge of these courses, a position which he is well qualified to handle, in view of his wide experience in the sales field. It is expected that it will be at least May 1 before the Victor and piano departments of the Gimbel store will be located in new quarters in the addition now being completed. Both departments will have considerable more space than is now available.

News has reached Milwaukee that L. Lambeck has opened a new talking machine store at Beaver Dam, Wis., and is carrying a general line of machines and records.

Patrons of two of the leading barber shops at Rhinelander, an enterprising city of northern Wisconsin, can now be shaved and shorn to the accompaniment of ragtime or classical music, according to a news item from that city which says that talking machines have been installed in the tonsorial parlors. Mrs. E. G. Squier, Victor agent, has installed a Victrola in the Forsythe shop, while George Jewell, the Edison agent, not to be outdone, has sold one of his machines to Hartley & Kincaid, proprietors of a rival shop. One might wonder what would happen to the features of the luckless patron who happened to be getting shaved when one of the tango dance records was being played, and the barber should try to wield his razor in harmony with the music.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., and his assistant, G. O. Spankus, have been arranging some interesting window displays at the Hoeffler store of late. A plan which has been attracting considerable attention, and has resulted in boosting the record business, is that of featuring a copy of the sheet music of each song or instrumental hit along with the record. Attractive cards for window display purposes have been prepared, calling attention to the special record hits of the month. Some good sales have been made of the new electrically operated Style XVI Victrolas.

The Billings & Sons Piano Co., 504 Grand avenue, now has an extensive stock of Pathéphones and records on hand and is meeting with a good business in this line. The Billings house has arranged attractive booths for the demonstration of the Pathéphone.

The Smith Piano Co., 90 Wisconsin street, which took on the agency for the Columbia line some time ago, is following the successful plan adopted by the J. B. Bradford Piano Co., of allowing its piano salesmen to do all they can to make sales in the talking machine line. Manager F. D. D. Holmes reports a brisk business.

Carl W. Abbott, one of the enterprising young talking machine men of Milwaukee, has resigned as manager of the Victor department at the Boston store and has gone to Toledo, O., where he will be associated with the Victor business. Mr. Abbott organized the Victor department at the Boston store, and by his progressive methods built up this phase of the department store's business to a point, where it is now recognized as one of the leading retail Victor establishments in the city. Mr. Abbott has been succeeded at the Boston store by R. E. Lauer, who has been connected with the piano department of the store for the past five years. Mr. Lauer is enthusiastic in regard to the Victor business and ought to be successful in his new field.

The sales force at the Gensch-Smith Co.'s store, at 730 Grand avenue, has been increased by the addition of Walter Workin, who will give considerable attention to the piano business of the firm. Some fine Victor sales are reported by the Gensch-Smith officials.

ENTERTAIN WITH OPERA READINGS.

(Special to The Talking Machine World.)

DECATUR, ILL., April 5.—Recognizing the fact that the Victrola affords unlimited possibilities for entertainment and instruction, W. Curtis Busher, manager of the talking machine department of the Emerson Piano House, of this city, has inaugurated a series of opera readings with explanations. "Pagliacci" was the first subject.

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UNLESS THAT DISTRIBUTOR GIVES THEM THE BEST POSSIBLE SERVICE.
AND THAT IS JUST WHAT "EASTERN SERVICE" IS—THE "BEST POSSIBLE."

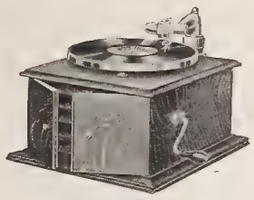
The Most Successful Victor Dealers in New England are the Ones Who Look to Us for Their Supply of Victor Product.

You Want to Be One of "The Most Successful."
Sure! Then Here's the Answer—**USE EASTERN SERVICE.**

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The prosperity of the music trade, the success of Victor dealers, are the natural result of this overwhelming supremacy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.

Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

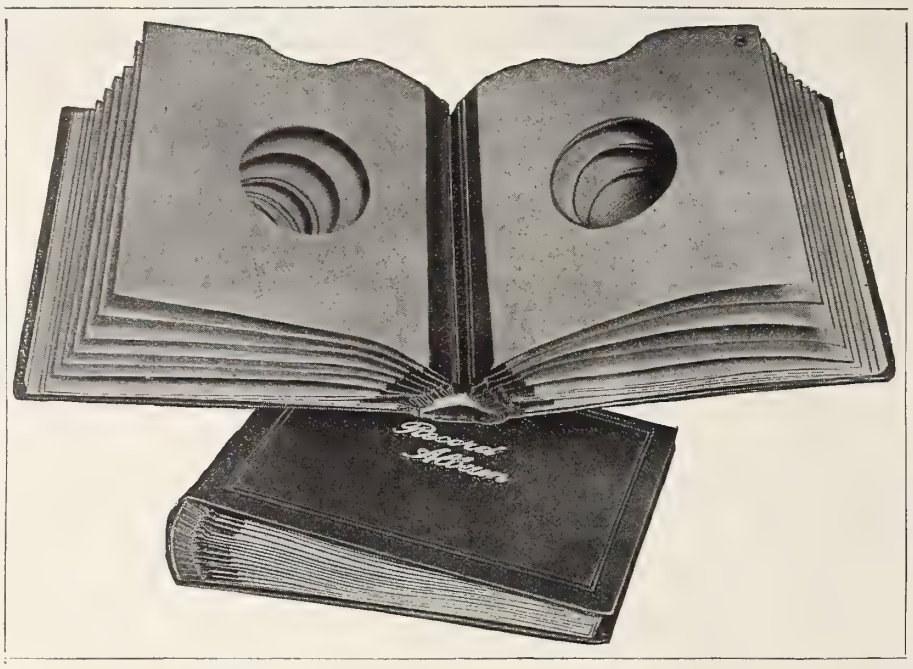
FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Record Albums will Pay for Themselves in a Short Time by Preserving Records. When Full the Albums are Flat and Even Like Books. They will Fit in a Library Cabinet or Book Case, or They will Lie Flat on One Another.

We manufacture Disc Record Albums containing 12 pockets to fit the new Victrola Cabinets No. X. and XI.

We also make Albums containing 17 pockets, and with the indexes our Albums make a complete system for filing all Disc Records.



For Durability, Artistic Design and Finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our Superb Albums at big discounts to meet competition. Shall we send samples and quote our very low prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

Write for samples of our Albums, which are superior to all others

Address NATIONAL PUBLISHING CO., 235 South American St., Philadelphia, Pa.

HANDSOME NEW QUARTERS

Now Occupied by the Local Distributing Branch of the Columbia Graphophone Co. at 83 Chambers Street, New York—Equipment Is So Complete That Better Service Is Inevitable.

Since moving into its new quarters at 83 Chambers street, New York, the local distributing branch of the Columbia Graphophone Co. has been enabled to give its dealers a more efficient and prompt service than was possible in the old store at 89 Chambers street. In every detail, the new home of the company, a photograph of which is shown herewith, is immeasurably superior to the former store, and R. F. Bolton, district manager of metropolitan territory who makes his headquarters at 83 Chambers street, and who planned and executed every detail of the improved accommodations, is deserving of considerable credit for his foresight and good judgment.

In laying out the plans for the new store, particular attention was directed toward the arrangement of offices which would permit of the dealer securing his orders or leaving any necessary instruction with maximum speed and convenience. The various departments, incidental to the transaction of daily business, are all grouped together so that a visitor to the establishment is enabled to receive prompt attention.

New Distributing Center of the Columbia Graphophone Co.

The local distributing headquarters of the Columbia Co. is showing substantial gains in its annual business, which indicates conclusively the popularity of the Columbia line in local territory and the capability of the New York wholesale staff. Mr. Bolton is assisted by an experienced staff of Columbia enthusiasts, who thoroughly know the graphophone industry from every standpoint, and every effort is made to extend Columbia dealers co-operation, which will be of real value in the development of their sales possibilities.

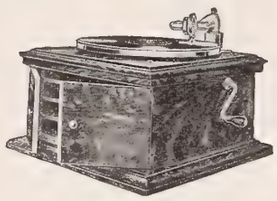
KELLER'S SUCCESSFUL PUBLICITY.

Wm. H. Keller & Son, the enterprising piano dealers of Easton, Pa., have been continuing their interesting campaign of publicity for the Victor talking machines in the local papers. Their advertisements are always out of the ordinary and of sufficient variety and interest to attract. One of their recent ads was headed, "Keller's Owl Express," and showed a picture of the new "Overland" car for the speedy delivery of Victor Victrolas, Edison phonographs, records and musical merchandise.

INCREASE FACTORY CAPACITY.

"We have just arranged to materially increase our factory capacity in order to adequately handle our trade," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of Nyacco albums. "During the past few months, our business has shown a considerable gain over last year, which we attribute in a measure to the fact that all our products now bear our trade-mark 'Nyacco,' which protects our dealers in various ways."

Victrola XI, $100
Mahogany or oak



Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

Victor Supremacy

Victor supremacy is a real asset for every music dealer. Just how much of an asset depends upon the dealer himself—with no limit to the measure of his success.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.... Finch & Hahn.
Altoona, Pa..... W. F. Frederick Piano Co.
Atlanta, Ga..... Elyea-Austell Co.
Phillips & Crew Co.
Austin, Tex..... The Talking Machine Co., of Texas.
Baltimore, Md.... Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Bangor, Me..... Andrews Music House Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass.... Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y.. American Talking Machine Co.
G. T. Williams Co., 217-221 Duffield St.
Buffalo, N. Y..... W. D. Andrews.
Neal, Clark & Neal Co.
Burlington, Vt... American Phonograph Co.
Butte, Mont..... Orton Brothers.
Chicago, Ill..... Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.... The Rudolph Wurlitzer Co.
Cleveland, O..... The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O..... Perry B. Whitsit Co.
Dallas, Tex..... Sanger Bros.
Denver, Colo..... The Hext Music Co.
The Knight-Campbell Music Co.
Des Moines, Ia... Chase & West Talking Mach. Co
Mickel Bros. Co.
Detroit, Mich..... Grinnell Bros.
Elmira, N. Y..... Elmira Arms Co.
El Paso, Tex..... W. G. Walz Co.
Galveston, Tex.... Thos. Goggan & Bro.
Honolulu, T. H.... Bergstrom Music Co., Ltd.
Indianapolis, Ind.. Stewart Talking Machine Co.
Jacksonville, Fla... Florida Talking Machine Co.
Kansas City, Mo... J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
Lincoln, Neb..... Ross P. Curtice Co.
Little Rock, Ark... O. K. Houck Piano Co.
Los Angeles, Cal.. Sherman, Clay & Co.
Memphis, Tenn.... O. K. Houck Piano Co.
Milwaukee, Wis... Badger Talking Machine Co.
Minneapolis, Minn. Merchants & Jobbers Exch'ge, 5th Floor, 422-430 First Ave., N.
Mobile, Ala..... Wm. H. Reynalds.
Montreal, Can..... Berliner Gramophone Co., Ltd.
Nashville, Tenn.... O. K. Houck Piano Co.
Newark, N. J..... Price Talking Machine Co.
New Haven, Conn.. Henry Horton.
New Orleans, La.. Philip Werlein, Ltd.
New York, N. Y... Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Landay Brothers, Inc.
New York Talking Machine Co.
Ormes, Inc.
Silas E. Pearsall Co.
Omaha, Neb..... Nebraska Cycle Co.
A. Hospe Company.
Peoria, Ill..... Putnam-Page Co., Inc.
Philadelphia, Pa... Louis Buehn Co., Inc.
C. J. Heppe & Son.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa..... C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me..... Cressy & Allen, Inc.
Portland, Ore..... Sherman, Clay & Co.
Providence, R. I... J. Samuels & Brother, Inc.
Richmond, Va..... The Corley Co., Inc.
W. D. Moses & Co.
Rochester, N. Y.... E. J. Chapman.
The Talking Machine Co.
Salt Lake City, U.. Consolidated Music Co.
San Antonio, Tex... Thos. Goggan & Bros.
San Francisco, Cal. Sherman, Clay & Co.
Seattle, Wash..... Sherman, Clay & Co.
Sioux Falls, S. D... Talking Machine Exchange.
Spokane, Wash.... Sherman, Clay & Co.
St. Louis, Mo..... Koerber-Brenner Music Co.
St. Paul, Minn..... W. J. Dyer & Bro.
Syracuse, N. Y.... W. D. Andrews Co.
Toledo, O..... The Whitney & Currier Co.
Washington, D. C.. Robert C. Rogers Co.
The E. F. Droop & Sons Co.

One short and direct route to Columbia profits is Columbia Double-Disc Dance records—endorsed BY THE PUBLIC.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SONORA EXHIBIT AT THE PANAMA-PACIFIC EXPOSITION.

Making Striking Display of Products in the Liberal Arts Building—Trade-Mark Featured in a Manner to Attract Public Attention—Booth of Unique and Artistic Design.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 6.—A very striking talking machine booth at the Panama-Pacific Exposition is that of the Sonora Phonograph Corporation, which is located in the Liberal Arts building in the musical instrument section, at the corner of Fourth and D streets. Upward of 1,500 square feet of floor space is utilized for the exhibition of the very attractive line of Sonora phonographs.

Sonora Phonograph Corporation Booth at the Exposition.

The entire display includes the main exhibition, which is located for the review of passers-by; the rest room, which is just off the main floor and is furnished in a home-like way with mission oak furniture, and the concert room, noted for its exceptionally good acoustics and which seats thirty people.

The booth is a radical departure in its unique design, while the color scheme is such that it harmonizes with the display of Sonora phonographs, this being on similar lines as adopted by the exposition artists. A glance at the accompanying photograph shows the huge bell suspended over the main floor, while on top of the posts are placed smaller bells, each being emblematical of the Sonora trade-mark, which consists of a bell, as well as featuring its slogan of "clear as a bell."

C. T. Compton and W. H. Bradley are in charge of the exhibit and are untiring in their efforts to please the visitors who register and to impress upon them the unusual musical merits of the Sonora.

INSTALL TWO SOUNDPROOF BOOTHS.

(Special to The Talking Machine World.)

ATHENS, GA., April 5.—Bernstein Bros., Victor dealers of this city, have recently enlarged their Victor warerooms considerably in order to keep pace with their fast-growing business. Among the improvements completed for the display of Victor products were two handsome glass-inclosed soundproof booths which are furnished attractively in every detail. Bernstein Bros. have been handling the Victor line for several years, and their success with these machines and records warranted the enlargement of their Victor showrooms.

DITSON *Victor* SERVICE

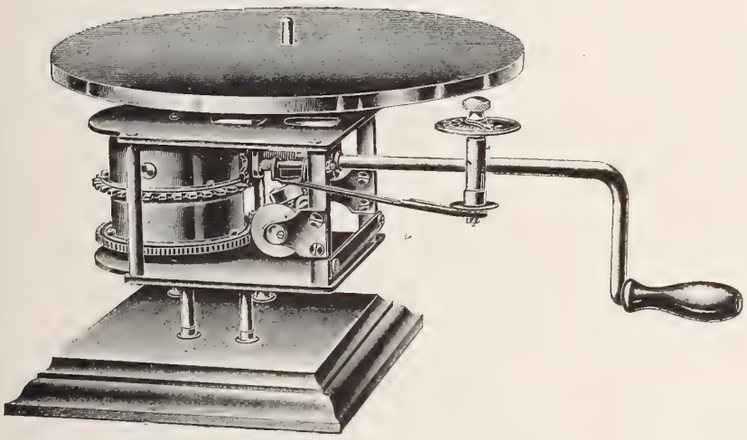
WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO., Boston, Mass.

LINDSTRÖM'S
Motors for Talking Machines

IN USE THE WORLD OVER



MOTOR No. 2
Plays 8 Minutes With One Winding

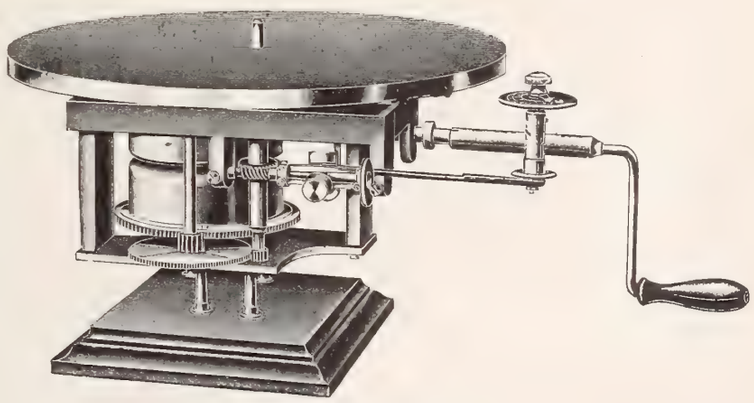
Smooth Running

Easy Winding

Best Workmanship and Material

WE GUARANTEE PROMPT DELIVERIES

LINDSTRÖM'S name insures satisfaction, service and perfection of product.



MOTOR No. 4
Plays 25 Minutes With One Winding

We carry a complete line of motors in our showrooms for use in all types and models of talking machines

NEW YORK OFFICE: A. Heinemann, 45 Broadway
CHICAGO OFFICE: 2701 Armitage Avenue

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1915.

THE suit of the Victor Talking Machine Co. against R. H. Macy & Co. to restrain the defendants from disposing of Victor products, in violation of the license and terms of the plaintiff, resulted in a dismissal of the Victor suit by Judge Hand in the United States District Court last month.

Immediately following the decision reports concerning this important case appeared in various mediums throughout the country, giving perhaps an erroneous impression to readers of Judge Hand's decision and its direct bearing upon the future of the talking machine business.

Inasmuch as the members of the talking machine trade are vitally interested in this suit, it might be well to quote certain portions of the Court's decision.

After reviewing the plaintiff's allegations concerning the various patents covering the Victor talking machines and records and the provisions of the license, the Court says: "I also think that no provision of the Sherman Act or the Clayton Act affects the matters at issue. The infringement charged is for selling when defendants are alleged to possess nothing more than a non-assignable right to use. The whole dispute is as to the extent of the monopoly granted by the patent. There is no combination shown in restraint of trade or to fix prices, nor any contract substantially lessening competition. The only question is whether a patentee who has once received his royalty covering the use of the patented article during the entire life of the patent can by his license prevent the transfer of the use by his licensee in a case where upon the expiration of the patent there is a sale of the machine itself to the ultimate possessor conditioned upon the observance of the terms of the license. If the patentee has such a right I think an attempt to sell the machine in derogation of the license for a limited use is an infringement, and a remedy for infringement lies in the United States Court, which has general jurisdiction over patent cases."

The court then quotes from the famous Henry vs. Dick Mimeograph case, which was decided in favor of the patentee. The Court holds that the rule laid down in the Dick case would only apply if the defendants should use the machines without Victor needles.

Judge Hand based his decision primarily upon the patent medicine suit known as the Sanatogen case of Bauer vs. O'Donnell, which was decided against the patentees in the United States Supreme Court some time ago.

After quotations from the opinion handed down in this case, Judge Hand closed his decree with the following: "If this were a case of first impression I might feel that no sufficient reason exists for holding that a patentee could not attach such limitations to the future use of his patented goods as he might choose, irrespective of whether he had received a full royalty or not. I think, however, the case of Bauer vs. O'Donnell holds to the contrary. I can, after careful consideration, see no difference except a purely formal one between that case and the one under consideration, and for this reason I am of the opinion that the bill must be dismissed."

This final decree dismissing the bill was given on the 26th of March, and an appeal was immediately taken by the Victor Co. from this decision, and the order allowing the appeal was signed by Judge Hand.

It is believed there will be no lengthy delay in the hearing of the appeal, and that this matter will be brought before the Appellate Court within the next two months.

IN brief, the above outlines the present status of the suit, which has quite naturally attracted considerable attention in the talking machine trade.

It is not within the province of this or any publication to criticise a court decision in such a case. The only point which it is our right to consider at the present time is the effect of such a decision upon the trade.

In the first place, a very important clause in the Court's decision, and one which should not be overlooked, is the fact that Judge Hand stated in unmistakable terms that "there is no combination shown in restraint of trade, or to fix prices, nor any contract substantially lessening competition, and that no provision of the Sherman or Clayton acts affect the matters at issue." That statement alone is worthy of close consideration.

WITHOUT doubt price cutters in various parts of the country will seek, from time to time, to offer standardized goods at less than established prices, and if that practice were encouraged in general it would mean nothing more or less than the depreciation of name value, and it would mean as well the lowering of a standard, so that in the end the public would be the great sufferer, because the highest type of workmanship, backed by the manufacturer's guarantee, must to a large extent disappear.

Along these lines of reasoning it will be observed that the advertisements of the stores where cut prices are used a great deal is made of the names of certain standard articles. In other words, these stores endeavor to attract attention of purchasers by giving the idea that their particular establishments are enabled to give lower prices than others, and to prove it they put forth standardized articles at cut rates. Possibly in some cases they may be sold at cost, and even below cost, but the impression is created that if one house can afford to do it others can.

But is this legitimate merchandising? And right here we may cite a new force which may enter in as a regulating power between the producers of standardized articles and price cutters. We refer to the new Trade Commission, which is to take cognizance of "unfair competition."

That term is capable of wide interpretation, and no definition has been given by Congress as to just what this term should mean in the work of the new commission. Therefore, the new Trade Commission is supposed to have some liberal discretionary powers. If we analyze the membership of this commission we will find that it is composed of men in the main who are not theorists, but men who are in touch with the needs and necessities of modern business conditions. If selling standardized goods below cost, thus depreciating the property of another upon which millions may have been spent to establish, is not "unfair competition," then what does the term mean?

IF the new Trade Commission, which is supposed to wield powers of regulation, views the situation from a broad viewpoint, which presumably it will, it would seem to us that manufacturers in all lines can expect reasonable protection for their capital invested and for the trade-marked names which they have created through the investment of vast sums by which the public are protected.

Here is a point which should not be overlooked.

The national advertising of a trade-marked article naturally appreciates the reputation of a product and a universal knowledge of its rightful price and value.

Abundant experience shows the fact that the one-price system, which marks so important an advance in the history of all trades, has also increased the efficiency of merchandising, not only for the

manufacturer, but for the dealer and ultimate consumer as well. No advertising of any nature, no matter how ambitious, could long bolster up a spurious product, and if a manufacturer of a national product depreciated his product, even though he continued to expend great advertising appropriations, he could not long fool the public. Therefore, the standardized article insures a protection to the public, because the men whose money lies in that article are keen enough to know that any depreciation of value in their product would be shortly learned by the public to their disadvantage.

WE cannot see, therefore, how any contract which prevents a dealer of a trade-marked article from price cutting acts as any restraint of trade; and, following out this line of reasoning, there is a difference between a reasonable and an unreasonable contract—a contract which insures the stability of the product itself and a guarantee to retail purchasers.

To-day in many trades the transaction of buying and selling is to a large degree a contest of wits. The seller gives in many instances as little value and gets as much money as he can.

Now, here is where the standardized article comes in as a deterring influence. The standardized articles force dealers to abandon any plan of substituting cheap and inferior products, and in this way the public is protected in both price and quality.

There is a great difference between restraining trade and accelerating trade, and to our minds a consistent business arrangement between the producing and selling forces, whereby the interests of all are carefully conserved, must act for the betterment of the entire mercantile world, and beyond that to the purchasing public.

Again, men who have either by personal ingenuity created valuable inventions, or who have purchased them and have made them profitable by the employment of brains and money, should be, it would seem, afforded reasonable protection. And the history of the patent law in modern times has shown that invention has been stimulated according to the amount of protection given to creative minds.

THERE have been efforts in recent years to secure from Congress a law which shall to an extent forfeit patents of the non-user, or allow anyone to manufacture a patented article when a proper royalty was paid. The real basis of this seems to be in the theory that inventors are getting too much money.

How many inventors have actually become wealthy men?

The percentage would be indeed small, and how much is the world benefited by their genius?

The life of a patent is not so long when we consider the necessary time for practical development. There is always the first inventive stage. Then a period when certain perfections are accomplished, and then a formulative period to acquaint the public, so that by the time important inventions are really perfected and are a part of our national life there is precious little time of alleged monopoly left for the inventor.

One thing is certain, if the American inventor is not afforded ample protection for his creative genius by the laws of the country, then we may expect a lessening rather than an increasing of inventive geniuses.

Such a condition would be a distinct loss to the nation and to the progressive world.

There must be at all times sufficient encouragement given, so that men will feel that their country is behind them in so far as affording adequate protection to the fruit of their brains.

AN observance of contractual relations between manufacturers and their distributing forces is always necessary in order that the best results may be obtained, and when a great producing company formulates plans for the manufacture and sale of its goods, it depends to a large extent upon the loyalty of the forces which aid in the distribution of its products.

It does not seem reasonable that talking machine distributers can long remain in harmonious relations with the productive forces if, in violation of any terms of their agreement, they place patented products in the hands of unlicensed dealers.

Loyalty to the interests which they represent, and to the confidence reposed in them is a mighty good thing to consider nowadays.

THE history of patent suits furnishes food for interesting thought, and a decision of the court in the United Shoe Machinery case, in an opinion written by Judge Putnam, who is considered to be the leading patent lawyer on the Federal bench, holds that the company, under its patents, had the right to impose such conditions as it deemed advisable in disposing of its patented machinery.

While a patent confers no right of manufacture, use and sale on the owner, it does confer the right to exclude every other person from manufacturing, using and selling the thing patented.

It should be understood that in the suit instanced above, the United Shoe Machinery Co. does not sell its principal machines. It leases them, and the Supreme Court of the United States, in the Dick case, has unequivocally affirmed the right of the owner of a patent to dictate the terms upon which it is willing to permit others to use the invention of that patent.

In the Dick case the particular machine was a mimeographing, or duplicating, machine and the owner of the patent for the machine made it a condition of the license to use, that its licensee should not use with that machine any materials, paper, ink, etc., which were not obtained from the owner of the patent. This the Supreme Court held was its right under the patent.

We cannot see how this right of control, or the manner, or conditions of the use of patented property, differs in the slightest degree from the right of control, or the manner or conditions of the use of unpatented properties.

If one leases a house, the owner invariably inserts certain conditions in the lease. Suppose that he should say that he would lease it only upon the condition that the lessee should purchase fuel from the owner. He has that right, has he not?

Does not the modern construction of the patent law mean nothing more or less than the Government gives to a patentee absolute right to say on what terms others may be permitted to manufacture, use and sell or lease his inventions?

That would appear to be a reasonable deduction.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE NEEDLES

EDISON PERFECTION DEMONSTRATED

By the Artist in Person

IN JUDGING of the quality and fidelity of a phonograph record the artist's own voice, or instrument, must necessarily be the Standard of perfection.

When an artist of recognized ability is willing to stand beside an Edison Diamond Disc Phonograph and practically endorse the reproduction by accompanying it with his (or her) own voice or instrument, no room is left for further argument. Living voice and actual reproduction are paralleled, note for note, and each listener's musical appreciation is judge and jury.

EDISON DIAMOND DISC RECORDS stand this ideal test and come out victorious, pleasing both artist and audience, however critical. The method of procedure is very simple; first the record is played alone; then the artist sings (or plays) alone; then both record and artist are heard in conjunction, the artist dropping the aria *ad libitum* and picking it up here and there to show that, in tone, in pitch, in tune and in

ANNA CASE,
Soprano.

Vocal (Soprano) Demonstration

ANNA CASE, soprano, of the Metropolitan Opera House, recently sang her "Louise" and other selections at Des Moines, Iowa, being accompanied by an Edison Disc Record. "When she approached the high passages, the effect was as though someone had operated the grand swell of an organ, and muting it when she stopped. It was truly wonderful; the pitch, quality, and tone were perfect; not a shade was lost."—(From an enthusiastic music-lover.)

expression the record is faithful and true. Those who have listened, find it difficult to distinguish the artist's voice and the record apart except for the increased volume of sound. Anna Case, Albert Spalding, Emmy Destinn, Elizabeth Spencer, Christine Miller, and several others have already been heard in conjunction with the Edison Diamond Disc.

What greater test do music-loving people ask? Apparently none! The conviction that follows these recitals is demonstrated in the salesroom.

Mr. Dealer, what better instrument can you wish to handle than THE EDISON DIAMOND DISC? It gives you prestige with a musical clientele; it affords you a broad and solid basis for a prosperous business career with a unique backing: *i. e.*, (1) the approval of a critical musical public, (2) the endorsement of the living artist, and (3) the genius and enthusiasm of the inventor, Thomas A. Edison, to sustain and even advance the perfection of the art of musical reproduction.

LINE UP WITH THE EDISON DIAMOND DISC.

The instrument that holds the musical ear.

THOS. A. EDISON, Inc., 279 Lakeside Avenue, ORANGE, N. J.

Instrumental (Violin) Demonstration

ALBERT SPALDING, violinist, on March 18, 1915, gave a recital at the Waldorf-Astoria Hotel, New York, at which he demonstrated the perfect reproduction of several of his violin selections on the Edison Diamond Disc by playing both alone and in company with the disc. The audience were enthusiastic and with accord pronounced the demonstration marvelous. "With closed eyes it was at times impractical to distinguish violin from the disc."

ALBERT SPALDING,
Violinist.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., April 9.—At the monthly meeting of the Franklin Typographical Society, held a few nights ago at Franklin Hall, 121 Chandler street, a special guest was M. F. Jelliff, of the Edison laboratory, who had been secured by the chairman of the entertainment committee. Mr. Jelliff gave an excellent program on an Edison diamond disc machine, using nine five-minute discs. Incidentally he described the machine as embodying the improvements of thirty-five years of research on the part of Thomas A. Edison. The improved rendering over earlier types of talking machines was noticeable to all those present. Mr. Jelliff explained the details of construction and the program wound up with variations of "Home, Sweet Home." A rising vote of thanks was given for the enjoyable concert.

Treasurer Raymond called attention to the fact that twenty-two years ago on January 17, 1893, the New England Phonograph Co. gave a recital at the Hotel Thorndike before the Franklin Society, which was then holding its anniversary dinner at that place. Of the sixteen members then present three attended the meeting the other eveing and three others are still living. Secretary Phinney then read from the old records the account of that earlier phonograph recital.

Edison Used in Entertainment.

Ralph W. Longfellow, of the talking machine staff of Chickering & Sons retail establishment, went to the Concord Reformatory last Sunday to give a concert for the inmates. A short time ago the chaplain of the reformatory met Chief Engineer Hutchinson, of the Edison factory, over in New York and the latter became quite interested in all that the chaplain told him about the institution. He was planning to come over to Boston a short time later and he told the chaplain that he would be glad to go out to Concord with an Edison outfit and give the inmates a treat. Circumstances were such that Mr. Hutchinson had to change his plans so that he could not come to Boston, but rather than break his promise he arranged for a representative of the Edison Co. from this end to go out. Mr. Longfellow states that the popular numbers made a great appeal to the unfortunates, many of whom never before had heard a talking machine.

Increases Sales Force.

Charles L. Moody is one of the latest acquisitions to the talking machine staff of George Lincoln Parker's large establishment in the Colonial building. Moody is a hustler, and according to all one hears is showing results. Meantime the department where both the Victor and Edison outfits are exploited is being splendidly managed by John Alsen, who keeps an eye on every detail of the business.

Steinert's Growing Business.

Herbert L. Royer, manager of the Arch street Victor headquarters of the M. Steinert & Sons Co., returned from New York a few days ago, where he had gone on business. Manager Royer reports sales as having made a good advance, especially within the past few weeks.

Furbush-Davis Co. Activity.

One of the latest additions to the staff of the Furbush-Davis Co. in Boylston street is H. G. Cath, who is co-operating with Edward Sherman in pushing the Edison business of this company. Several expensive outfits lately have been sold to prominent residents of the city.

Department Being Renovated.

The Victor department of the Henry F. Miller Co. has been undergoing quite a renovation in the past fortnight. The handsome floors have all been polished and the artistic rugs which adorn the floor add much to the home-like appearance of the suite of rooms. Manager Batchelder reports some good sales of Victrola outfits lately.

Report an Excellent Business.

A paragraph in The World last month stated that the machine used at the State Prison in Charlestown, where an enjoyable concert entertained a large number of prisoners one Sunday, was a Victrola. This was a mistake, as it happened to be an Edison diamond disc phonograph and one that was sent over to Charlestown through the courtesy of the F. H. Thomas Co., of 691 Boylston street. This company, by the by, is meeting with surprising success in interesting the people in the Edison diamond disc proposition, and many of the outfits from this house are finding their way into Back Bay and Brookline homes. John A. Shearman, who is Boston manager of the demonstrators, is proving himself one of the keenest men in the business.

All Lines in Demand.

Chester J. Sylvester, head of the talking machine department of the C. E. Osgood Co., says there has been a very good call for the various lines which he carries—the Columbia, Edison and Victor. Lately Mrs. B. W. Metzler, a well-known demonstrator, announced that she would be at Osgood's and interview customers of that large establishment. During the week that she was there she certainly was able to interest many people in talking machines, so that Manager Sylvester showed at the end of the week an unusually large business for the six days. Before going to Osgood's Mrs. Metzler was at Summerfield's, another large housefurnishing goods establishment; and on leaving Osgood's she went to Frank Ferdinand's out in Roxbury, and at both places the sum total of sales was in line with that at Osgood's.

Composer O'Connor Entertains.

J. Fred O'Connor, the author of "Only You" and "Ma Petite," dropped into the Eastern Talking Machine Co.'s warerooms a few days ago and arranged to go over to New York to present his song propositions to the Victor people. It may be that these very popular pieces will soon be turned into records whereby a much larger following will be privileged to hear them.

Opera Artists Interested.

Now that the Milton Aborn Opera Co. has arrived in town several of the singers have paid visits to the Eastern Talking Machine Co.'s warerooms. Among them has been Edith Helena and Stella Wentworth, both of whom are deeply interested in the Victor line. Another visitor to the Eastern quarters was Emilio De Gogorza, the singer, who was on his way to New York from Bath, Me., where he had been giving a concert.

Eastern Co. Men Some Bowlers.

The boys of the Eastern Talking Machine Co. and the men of the American Piano Co. (Chickering & Sons) bowled together a few nights ago at the Boylston alleys, and the Eastern team feels quite jubilant over the fact that they won three out of four strings in a competitive match. And they are ready for another battle.

Invents New Sectional Rack.

Wholesale Manager Fitzgerald has invented a new sectional rack for records which has several unique features. Between each section there is an ornamental beading which is detachable by a most ingenious arrangement. Each unit of the racks holds a large number of records, and the fact that one section after another can be called into use as needed makes the rack a valuable addition to the furnishings of a talking machine office or a home.

Interesting Window Display.

One of the most artistic and interesting window displays one has seen in a long time in Boston is

PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.
EDISON DIAMOND-DISC PHONOGRAPHS
Real Music At Last
Perhaps you are not aware of the wonderful strides that have been made recently by Mr. Edison, whose untiring efforts and great knowledge of acoustics have placed this machine where it has been acknowledged as the world's greatest musical instrument. It is a revelation to even those who are authorities on musical matters, and it is acknowledged to be the only instrument of this character giving true sound reproductions.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

that of the C. C. Harvey Co. in Boylston street, where the large area portrays an A1 fresco scene. Beneath a large sun umbrella and surrounded by trellises of cherry blossoms is a wicker settee with other chairs scattered about. A table holds a tea service and a dish of fruit, while in an opposite corner is an Edison diamond disc machine, suggesting an afternoon of good music in the open. The idea was conceived and carried out by Manager White, who has been forging the talking machine department of the Harvey Co. ahead in good fashion of late.

Columbia Products with Leggett.

The Columbia Co., as reported by Manager Arthur Erisman, is finding business exceedingly good, and the only trouble appears to be the difficulty of getting an adequate supply of the higher priced machines. Mr. Erisman a few days ago closed a deal with the United Drug Co. whereby Columbia outfits will be carried in the Leggett store at the corner of Washington and Avon streets, in the heart of the retail section of the city. A large space in the basement has been set apart for the sale and demonstration of Columbia goods. Since the first of the year Manager Erisman has contracted with fully a half dozen drug stores in the State of Vermont alone for the handling of Columbia outfits.

Incentive to Get Busy.

Manager Erisman has put new enthusiasm into the Columbia retail staff by offering a day's trip to the Bridgeport factory to the man who shows the largest total sales for the month of April. All the boys are keen on selling just now. In the next issue of The World the name of the fortunate salesman will be announced.

McCormack's Records Featured.

Wholesale Manager Fitzgerald is largely responsible for the handsome window in the Eastern Talking Machine Co.'s Tremont store. The entire window is given over to John McCormack, the Irish tenor, whose native town, Athlone, Ireland, is portrayed in the background. In the foreground is a miniature of his boyhood home and in the rest of the window are scattered quantities of the McCormack records as put out by the Victor Co. The window naturally attracts many people, especially the admirers of this notable singer.

Noted Artists Heard in Boston.

Two Columbia artists to appear here in a day or two at the great Handel and Haydn festival at Symphony Hall are Caroline Hudson-Alexander and Mme. Matzenauer, both of whom are enthusiastic over the possibilities of the Columbia records. Still another of the Columbia artists who is appearing in concert in Tremont Temple to-morrow evening is Alice Nielsen, the opera star. Aldwell and Frank Coombs, who are appearing at a local vaudeville house this week, were callers at the Columbia salesrooms a few days ago. They, too, are on the Columbia list.

Pardee-Ellenberger Co. Quarters Restored.

The Boston headquarters of the Pardee-Ellenberger Co. in Oliver street are finally restored to their natural condition following the fire of several months ago, and now it is a pleasure to go inside, receive the courteous welcome from Manager Silliman, which is offered everyone, and enjoy a few minutes of music in the handsome salon. Manager Silliman states that business is more than good, and when Mr. Pardee was here a few days ago he found things bowling along most satisfactorily.

Business Ahead of Last Year.

At the warerooms of the Victor department of the Oliver Ditson Co. everything is running along quite smoothly, and Manager Winkleman naturally feels quite satisfied. In his address a few evenings ago before the Get-Together Club of the Oliver Ditson Co. at the Boston City Club President Woodman, of the club, mentioned as one crumb of comfort along with many others that "Despite the times and strenuous competition Mr. Winkelman, of the Victor department, has been able to keep ahead of last year. A little less at retail and a little more at wholesale, but still ahead. A small crumb to rejoice over."

Brieflets.

H. A. Yerkes, wholesale manager of the Columbia Co., was in town calling on Manager Erisman last week. He remained here two days and reported business as especially good all over the country.

T. Norman Mason, one of the popular attaches of the Columbia staff, is now calling on the trade adjacent to Boston proper and his territory covers a distance of about twenty miles all around the city.

Manager Erisman says that former Governor Curtis Guild, who died a few days ago, was one of the Columbia's largest customers, and all the staff knew this genial politician very well.

IMPORTANT POST FOR H. R. SKELTON,

Appointed to the Supervision of the Entire New England States and Eastern New York for Thomas A. Edison, Inc.

(Special to The Talking Machine World.)

BOSTON, MASS., April 9.—H. R. Skelton, who has enjoyed a long connection with Thos. A. Edison, Inc., has received a new honor from the company, in being appointed to the supervision of the entire New England States and Eastern New York. This is an office just created to supersede

H. R. Skelton.

the traveling salesmen. There are but six men who will have large territories, and these will be held responsible for the production of business.

Mr. Skelton has spent fifteen years in the talking machine business. When he first took up this line of work as a retail salesman he was advised by his friends not to make it a permanent vocation, as it was only a fad and would be short-lived. But Mr. Skelton had far-reaching ideas about the talking machine business; he saw a tremendous future for it, and he entered it determined to do his share toward advancing its interests. It is naturally gratifying, therefore, to see the advanced place that the business has made for

(*Continued on page* 16.)

Bagshaw-made perfect needles give perfect music

You will notice one thing in talking machine needles—those that are made of the highest grade of steel, *properly pointed*—enable the best playing of the record for the proper musical tones.

One thing more, there is a big difference between *loud* and *soft* needles, and there is a *big* difference between the *loud* needles of Bagshaw-made needles and other makes. Bagshaw-made needles are *right* in every detail because we know that it is impossible to get good music from any record unless the needle is *perfect*.

BAGSHAW-MADE NEEDLES ARE PERFECT NEEDLES

W. H. BAGSHAW, LOWELL, MASS.

OLDEST AND LARGEST MANUFACTURER ESTABLISHED 1870

THE TRADE IN NEW ENGLAND.

(*Continued from page* 15.)

itself; and to-day this line has a recognition among banking interests as a staple industry which places it about at the head in the musical field. Mr. Skelton says that, from all indications, the Edison diamond disc dealer will reap a harvest this year such as he never before has experienced.

Mr. Skelton lately spent five weeks in the Edison laboratory, and he is now prepared to show the dealer how to make money. During the time that he has been at the laboratory Mr. Skelton made a deeper study than ever before of the innermost phases of the business, and he considers it time well spent. From now on Mr. Skelton will be very busy covering all of New England and New York State, but Mr. Edison says "hard work is the way to keep healthy," and as Mr. Skelton proposes to keep well, why, he likewise proposes to keep "at it."

Incidentally this Edison representative has just completed his new home at Nantasket Beach, which is a delightful hour's sail from Boston, and he is taking his family down there this summer, though it is a question if he can spend much time there because of the calls of business.

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.

No. 1
RETAIL PRICES
N. P. - - $3.00
OX - - 3.00
G. P. - - 4.00

No. 2
RETAIL PRICES
N. P. - - $4.00
OX - - 4.00
Gold - - 5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

MONTREAL AN IMMENSE TALKING MACHINE CENTER.

Local Dealers Pushing Hard for Business, Using Printers' Ink to Good Purpose—Varied Population Shows Musical Inclinations and Talking Machines and Records Give Them Great Satisfaction—Complete Budget of News from Our Neighbors Over the Border.

(Special to The Talking Machine World.)

MONTREAL, CAN., April 9.—The talking machine situation in Montreal at present writing shows signs of prolonged prosperity. Local dealers are pushing hard for business and are all using very heavily the use of printer's ink. The numerous reductions in house rentals it is thought will have a beneficial effect on the talking machine trade in general, as has already been demonstrated many householders will utilize the money thus saved in the purchase of machines and records. The additional 7½ per cent. Government war tax which has been added to the cost of imported material will not in any way affect the industry, as the leading manufacturers have absorbed the greater portion of the same themselves, and in some cases all of it. Those who have added an extra cost on the selling price of the machine, it is in itself so insignificant that it will in no way prevent the loss of a sale. Canada's importations of talking machines for the years ended March 31, 1913 and 1914, which included finished parts, cylinders and records, show a total value as herewith: 1913—value, $740,417; duty, $220,013.22; 1914—value, $910,689; duty, $271,192.72.

The situation in Montreal and the Province of India is entirely different to any other Province in Canada. One of the interesting features here is the double expenditure necessitated by advertising in newspapers of two languages, English and French, caused by the large French speaking population which it is desirable to reach, the greater population of Montreal being composed of French-Canadians. In order to sell to this element of the city it is also necessary to conduct and operate separate stores in the East End of the city catering to the wants of the French trade, where the salesmen have to be either exclusively French or those speaking the two languages are given the preference. This also means French records, circulars being printed in French, etc., etc.

The Berliner, Columbia, Pathé and Edison companies maintain offices in this section of the community amongst the French, where they cater to their particular wants.

Montreal now boasts of two record exchanges, one situated in the West End of the city, the other in the East End. Records are exchanged at 10 cents each or $1.00 per dozen.

The Canadian Graphophone Co., wholesale and retail distributer for the Province of Quebec for Columbia products, has been advertising extensively of late in conjunction with operas now playing at the Princess Theatre. In this connection, the following letter was received by this company from Dorothy Maynard, the leading lady, under recent date: "The Columbia records of music from 'The Red Mill' are beautifully clear, true as to tone, and entirely satisfying to the most critical musical taste." This company heralded the coming of Pablo Casals, the Spanish 'cellist; Charles W. Clarke, and others.

J. A. Hurteau & Co., Ltd., Pathé distributers for the Province of Quebec, are opening a branch office in Quebec city. They state that their list of customers in Montreal is steadily growing.

The principle of price maintenance has been endorsed by the courts here as per the following extra from the Montreal Daily Star: "Justice Guerin has granted an injunction that Hurteau-Williams & Co., Ltd., be restrained under legal penalties from continuing to sell or offer for sale any goods of the Columbia Graphophone Co. at less than the prices agreed upon between the two companies. In the petition for the injunction lawyers for the Columbia people stated the two companies entered into an agreement that prices should not be lowered. The Hurteau-Williams Co., it is alleged, advertised a closing out sale, at which the Columbia Graphophone Co.'s goods were offered at cut prices."

H. S. Berliner, vice-president of the Berliner Gramophone Co., Ltd., has left for the Panama-Pacific Exposition, and has taken along his powerful motor car.

The Plamondin School of Singing has purchased from Layton Bros. an Edison recording phonograph for voice testing.

During the Made-in-Canada displays by Montreal merchants, promoted by La Patrie, over 300 firms were visited by the judges. The judges were the president of the French board of trade, the president of the manufacturers' association and a councilor of the board of trade. Of the firms visited, two, who were featuring the Columbia line, received mention by the judges. Almy's departmental store, featuring the Columbia line exclusively, received a medal, and the Canadian Graphophone Co. received special mention.

At a recent performance of the Ancker Stock Company, now playing at His Majesty's Theater, a Berliner Gramophone was used to good effect in the comedy, "What Happened to Mary."

The last of the series of fall and winter free Victrola concerts took place in Stanley Hall the past week, and was largely attended. An inter-

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST ORDER TODAY.

Miss Margaret Woodrow Wilson's patriotic record, "The Star Spangled Banner," (sung for war relief)—is only one of the many special features from which Columbia Dealers all benefit.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

esting feature was the singing of George MacFarlane the Montreal baritone, who, through the agency of the Victrola, was heard at the same time that he was singing in the Orpheum Theater further down the street.

The talking machine is getting a stronger hold on the music loving public than ever before. Concise evidence of this is borne out by the statement to the writer of one of the leading representative piano dealers of this city to the effect that at present the talking machine department is the main stay of his business. Out of a total of nine piano dealers on St. Catherine street, east and west, five of this number exploit talking machines on a large scale and find that it is not only a profitable department, but this end of their business is growing rapidly. In addition there are three exclusive talking machine stores.

Layton Bros., who handle the Columbia and Edison line, have added considerable rack space and will hereafter carry a much larger and varied stock of records of these two makes.

J. W. Shaw & Co., stockists of Edison and Pathé goods, are doubling their space devoted to this end of the business, and added a number of sound-proof rooms.

The Berliner Gramophone Co., Ltd., stores are now featuring small goods with excellent success. Foisy Frères are doing likewise.

Almy, Ltd., is now featuring Columbia goods and has five demonstrating booths.

The Ladies' Auxiliary of the Homeopathic Hospital to provide funds for the furnishing of linens for the hospital, the past week held a bazaar. Music was provided by Layton Bros., with Armitage Layton in charge, who, with a new diamond disc Edison machine, gave delightful selections throughout the afternoon and evening.

S. H. Brown, retail sales manager of the chain of stores of the Berliner Gramophone Co., Ltd., who is known both on this and on the other side of the line as one of the brightest salesmen in the talking machine industry, is most optimistic as regards the future of the business, and the situation for the immediate future as regards Montreal.

The Phonograph Shop, of Ottawa, recently put in a display featuring the Columbia record, "Sister Susie's Sewing Shirts for Soldiers." All kind of inquiries and impressions were created by this window. One lady called up and said she had seen the display and wanted to know if they supplied the material for the shirts. The Phonograph Shop reports that over 100 of these records were disposed of through the medium of the window.

W. T. Ott, accountant at the Columbia Graphophone Co.'s headquarters at Toronto, was recently married. Mrs. Ott was formerly Miss Laura Bemisderfer, of Tiffin, O.

A. G. Farquharson, manager of the Columbia Graphophone Co.'s business in Canada, recently visited Montreal, and while here expressed himself well pleased with local interest in his firm's lines, and stated that the new tariff war would not affect Columbia Grafonolas and records, as these lines are now made in Canada and there has been no advance in price.

Mr. Fitch, Western manager of Babson Bros., Edison phonograph dealers, is at present on a visit to the United States. Mr. Fitch is combining business and pleasure on this trip.

H. G. Stanton, general manager of the R. S. Williams & Sons Co., Ltd., Toronto, was re-elected secretary of the Edison Disc Jobbers' Association at its recent annual meeting held in New York. Two Canadian firms were represented at this meeting, R. S. Williams & Sons Co., Ltd., and W. H. Thorne & Co., Ltd., St. John, N. B.

Gerhard Heintzman, Ltd., the well-known Toronto piano manufacturer, is now handling Edison and Columbia disc lines exclusively.

A printing department is the latest acquisition to the Columbia Graphophone Co.'s plant in Toronto.

John A. Sabine, of the Music Supply Co., Toronto, is back at his desk after a three weeks' absence owing to poor health.

The White Music Store, of Woodstock, Ont., and W. T. Allen, of the Big 20 Bookstore fame, are handling the Columbia lines.

James P. Bradt, sales manager of the Columbia Graphophone Co., with headquarters in New York, who recently paid a visit to the Canadian branch in Toronto, was most optimistic as regards their Canadian business, which, he said was better than he had reason to expect, considering how hard hit Canada has been. The situation again brings home the fact that the desire for music is earth-wide; it is not bound by race or creed or country; it manifests itself in every class, from the very rich to the very poor; it cannot be stifled by business depression, and, as we are now proving, not even by the greatest war in the world's history.

In its newspaper advertising the Johnson Piano Co., of Halifax, N. S., is featuring the Pathephone, of which it is the distributer for the Maritime Provinces.

The feature of the window display of C. W. Lindsay, Ltd., Montreal, the past week was the prominence given Victor products. Every model was displayed, with rows of needles and records artistically arranged, guarded by a number of the company's trade-mark dogs, the whole being most conspicuously exploited. It attracted a large measure of attention.

The first year the auto is a "chariot"; the second, a "bus"; the third, a "boat"; but after that a blam-zärn-ziggety-zosh old wash boiler!

BETTER BUSINESS

Everyone is complaining on account of shortage of Victor goods

WHY IS THIS

BECAUSE—YOU HAVE ALL BEEN DOING MORE BUSINESS IN THE LAST 3 MONTHS THAN YOU EVER DID BEFORE DURING THE SAME PERIOD.

THE DEMAND HAS BEEN GREATER, THE SUPPLY HAS BEEN GREATER, BUT STILL GOODS ARE SHORT.

This shows a very healthy condition of the Victrola business and you should congratulate yourself that you are in a line of business that has not been affected by the general decline.

BE WIDE AWAKE

Take the goods when you can get them. Lay in a good stock during the summer when they are more plentiful and carry on hand all your capital will allow.

DON'T BE CAUGHT NAPPING

WE ARE AT YOUR SERVICE—WITH GOOD SERVICE—AT ALL TIMES

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET (at Flatbush Avenue), BROOKLYN

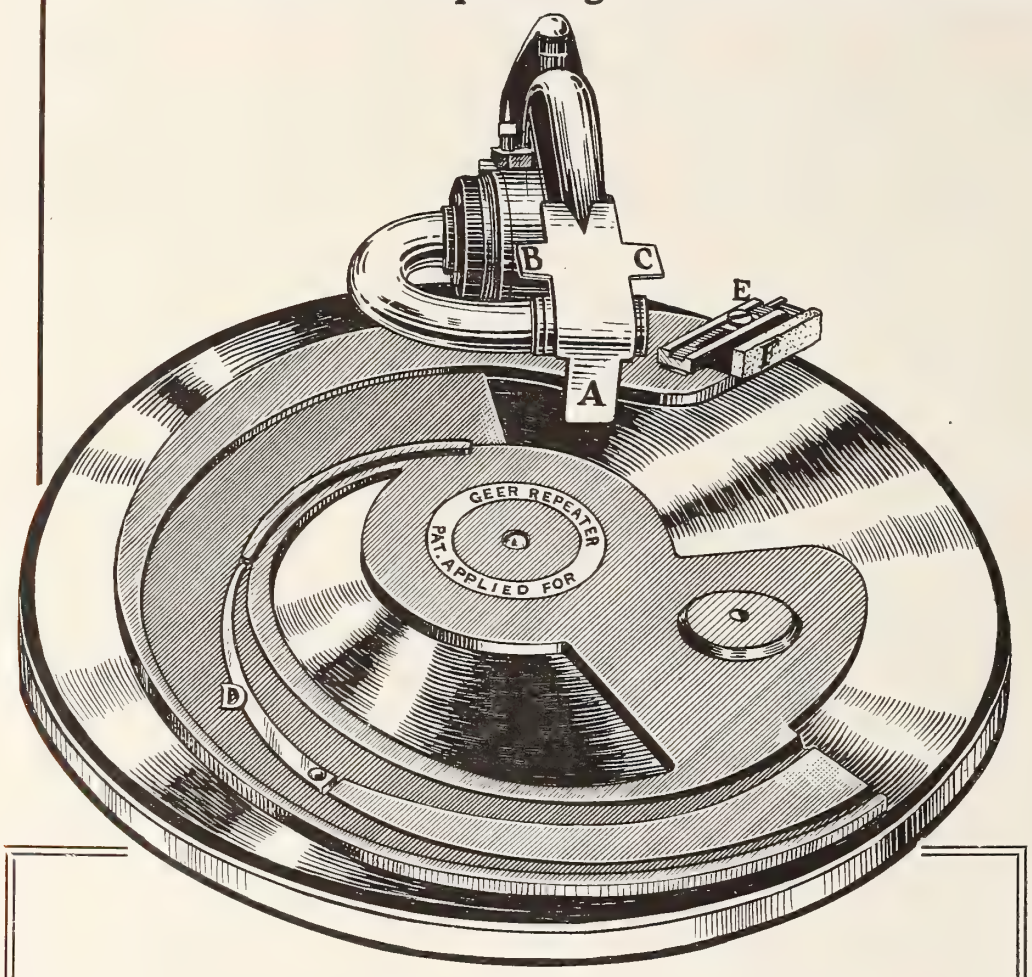
TELEPHONES { 3762 Main / 1051 Main

DISTRIBUTORS OF VICTOR GOODS

GEER RECORD REPEATER

HERE is a record repeater that is perfect in action, simple and safe. It is made of phonograph record material and is a simple hold-back and release device, frictionally attached. The sensitive reproducer or sound box does NOT come in direct contact with the Geer Repeater, which means a safety of operation that can only be secured with this repeater. Nothing to get out of order.

The record repeating is done automatically and the machine user can have ten or twenty minutes of dancing according to the motor of the machine. Available for use on either 10" or 12" records, a moving of the switch (shown as D) being all that is necessary to shift from one to the other.



These easy instructions insure quick attaching.

1—Attach nickel arm-piece "A" to end of tone-arm by running elastic under arm and making fast to right and left ears "B" and "C" on same. Be careful to adjust EVENLY so that the pull is equal on each side.

2—Place record on machine, and then put the repeater on record, as shown in sketch.

3—Set switch "D" so that needle will travel through groove. On one side it is for 10" and on the other it is for 12" records.

4—Place needle at finish of selection and shift slide "E" on block regulator "F" so that the arm attachment "A" will clear same and start to repeat when record has been played to this point. Now start your record in the usual manner.

On new records it is important that the paraffin is removed from the centre of the record before playing. This is the space between the end of the recording and the turn-table hole. It can easily be done by rubbing the finger over the blank space in the centre.

Reliability is one of the essential features of the Geer Repeater, and there is no hesitation—no loss of time—no waits or no stops once that the record has started. A child can operate it and it can be put on quickly and easily. It is light and doesn't interfere with the steady working of the motor and turn-table. Furthermore, it is the only repeater that eliminates all chances of record scratching.

Only one way that you can sell the Geer Repeater and that is on the money-back unless satisfied plan. This unusual offer is made because it is absolutely faultless in every way. All you have to do is to show it to your customers and the selling end takes care of itself. In New York most of the phonograph stores are meeting with unusual success in selling the Geer and as the dance craze has spread all over the country, there will be thousands sold every week.

Another feature—we only want you to get ONE Geer repeater at first, and from this sample you can readily determine just what your sales will be. It is having this one that will convince you of its genuine merit, both for the owner of a talking machine and for yourself as a profit maker. Your price is $1.60 each and it retails for $2.50.

Prompt shipments guaranteed. Send in today for the sample.

COUPON FOR SAMPLE

Excelsior Premium Service Co., Inc.
456 Fourth Ave., New York.

Here is $1.60 for which you are to send me a sample Geer Record Repeater.

Name .....

Address .....

.....

Excelsior Premium Service Co., Inc.

456 Fourth Avenue, New York, N. Y.

WHY ROY J. KEITH IS AN OPTIMIST.

The Chicago Talking Machine Man Tells of Prosperity and Confidence at the Various Points Which He Recently Visited—In New York to Attend Annual Dinner of Talking Machine Men—Reports Big Business Increase.

A visitor to the metropolis this week was Roy J. Keith, of the Talking Machine Co., Chicago, Victor distributer and one of the best known members of the talking machine industry, who arrived here to be present at the formal opening of the new home of the New York Talking Machine Co. and to attend the annual dinner of the talking machine men. Mr. Keith was accompanied on his visit East by Arthur D. Geissler, vice-president of the Talking Machine Co. and New York Talking Machine Co., who had spent some time in Chicago.

Discussing current conditions, Mr. Keith, who is a keen observer of all branches of the Victor industry, said: "Last week I visited the trade in Toledo and Detroit, and found the dealers there closing a business far in excess of their expectations and considerably ahead of last year. In Detroit, particularly, there is an atmosphere of confidence and optimism which is the result of the prosperity of the manufacturing plants in that city. I chanced to pass the plant of the Ford Automobile Co. while they were changing shifts, and the shift that was leaving was large enough to form a full-sized army corps. Incidentally, this plant is running three shifts a day, working to full capacity.

"In Chicago, where we have just had a Mayoralty election, and a Republican Mayor has been elected by an overwhelming majority, business men seem to feel that this will presage a return to good times and prosperity in Chicago and the middle West, and even believe that it is a forerunner of national prosperity. Some of the largest factories in Chicago are running full time and, in short, the situation has shown decided improvement recently.

"Our own business has been phenomenal, our increase for the first three months of the year totaling 43 per cent., and this in spite of the fact that last year was the best in our history. We will probably have over 50,000 unfilled machine orders on file by the end of the month.

"During my short stay in the East I have noticed that Victor dealers here are not paying quite the same attention to the proposition of sending out records on approval as their associates in the middle West. The Victor dealers in the West have taken steps to remedy the damaging features of the record approval situation. Either through associations or through shaping their own policies along the right lines they are tending to be more strict, and require that a certain proportion of the records sent out be retained by the customer, also notifying their patrons that a fiber needle must be used on the records sent out for approval.

"This approval proposition as a whole is one which can be greatly abused and is a matter which should be treated by the dealer with the same attention as that of terms on an instalment sale, and the securing of substantial cash payments. We have endeavored to co-operate with our dealers in their efforts to improve the status of this record approval proposition, as it is the policy of the Talking Machine Co. to work hand in hand with its dealers in any movement which will tend to elevate and better the Victor industry."

If we had our lives to live over, it would enable us to make our mistakes easier.

BECOMES PATHE DISTRIBUTER.

B. H. Janssen, the Well-Known Piano Manufacturer, to Specialize in the Piano and Furniture Fields—Has a Host of Friends.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week that it had completed arrangements with B. H. Janssen, of Brown place and 132d street, New York, whereby Mr. Janssen will act as a distributer for Pathé products. Mr. Janssen will specialize on the development of Pathé business in the furniture and piano fields, where he is widely known. Mr. Janssen is one of the most popular members of the piano industry and has built up a very successful business through energetic and progressive methods.

COMPLETE OFFICIAL CHANGES.

The Columbia Graphophone Co. Announce That Reorganization Under New Management Is Now Complete—C. W. Woddrop Honored.

At a meeting of the executive committee of the American Graphophone Co. held on March 17, Thomas R. White, Jr., was elected second vice-president of the company in place of F. J. Warburton, who, as announced in last month's World, was elected first vice-president. A new office was created under section 10 of the by-laws, third vice-president, and C. W. Woddrop was elected to that office.

At a meeting of the executive committee of the Columbia Graphophone Co. held on March 24, Edward N. Burns, first vice-president of the company, was elected a member of the executive committee in place of George W. Lyle, resigned. At a meeting of the board of directors of the Columbia Graphophone Co. held on the same date, C. W. Woddrop was elected second vice-president. Mr. Woddrop also retains his present titles of secretary and assistant treasurer of the company. In a letter sent to Columbia branches announcing these elections, President Easton said: "This completed the reorganization under the new management."

Mr. Woddrop, who is signally honored by both companies, is one of the best-known members of the talking machine industry, and is thoroughly familiar with every phase of the business, having specialized on the financial side of the industry. He is personally acquainted with practically every artist recording for the Columbia Co., and his election to the offices mentioned is a well-deserved reward for his many years of service.

COMBINES PLAYER AND TALKER.

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 9.—Patent No. 1,132,275 was recently granted to George B. Kelly, Jamaica Plain, Mass., which he has assigned to the Aeolian Co., New York, the object of this invention being to provide a new and improved combined player-piano and talking machine, which is simple in construction, reliable in action, and easily adjusted to maintain substantial synchronization of the talking machine record and the perforated music sheet of the player-piano.

John Bodbyl and Walter E. Miller have opened a housefurnishing store at 46 Monroe avenue, Grand Rapids, Mich., and will have a line of Victrolas.

THE BEST ALBUMS
on the market at the lowest price bear this trade-mark

New York Album & Card Co., Inc.
23 Lispenard Street
New York

TRADE NYACCO MARK
SEND FOR CATALOG

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

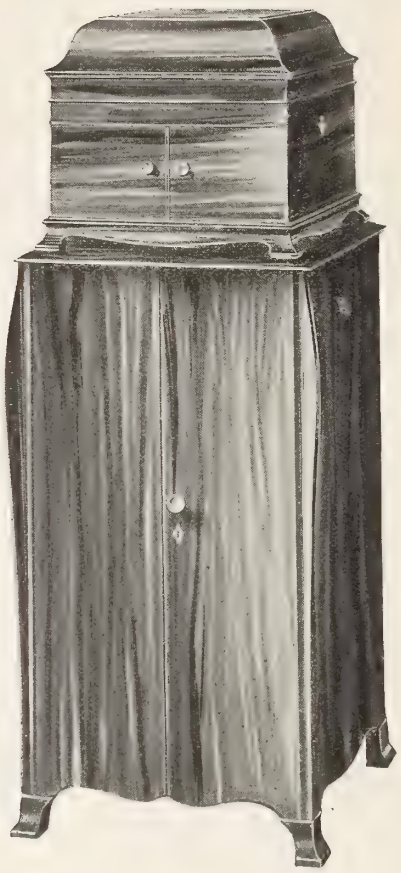
Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*.
57 Reade Street - NEW YORK

LEADERS *from* EVERY STAND-POINT

POOLE

CABINET

Victor



No. 16 (with racks)

No. 28 (with device)

Edison

No. 19 (with racks)

No. 80 (with device)

WITH OR WITHOUT THE FAMOUS FI

The country's greatest cabinet trio. The utmost in design, in workma power. Oversold four times in six months tells the story—and we are c plants in the United States. Order samples—now—bearing in mind that the demand for which is rapidly increasing, can be supplie

No. 16 with racks, list . . . $16
No. 17 with rack
No. 28 with device, list . . . $28
No. 29 with devic
No. 19 with racks, list . . . $20
No. 80 with device, list . . . $28

OFTEN IMITATED NEVER DUPLICATED

POOLEY FURNITURE CO., INCORPORA

1600 Indiana Avenue
PHILADELPHIA, PA.

olumbia

No. 29
(with device)

DEVICE

l in selling
ne of the largest
y filing device,
three styles.
$18
$28

No talking machine dealer can afford to be without samples, on his floor all the time, of this great record filing device, found only in

THE POOLEY Record Cabinet

Merely to show it—to demonstrate it to your record buyers—is to sell it. Dealers all over the country are doing a splendid business with it the year 'round. The consumer demand for it is increasing constantly. It prevents breaking, warping and scratching of records. It takes all the annoyance away from filing, finding and handling records. It makes it a distinct pleasure for the owner to accumulate records as he experiences no loss, no filing worry—nothing but pleasure with his Pooley cabinet.

Order Samples To-day!

Pooley Furniture Co.
Incorporated
1600 Indiana Ave., Philadelphia, Pa.

INCREASE YOUR RECORD SALES

Installation for L. K. Beach Co., Columbus, Ohio

Unico Demonstrating Rooms

Are Trade Magnets Which Hold the Trade They Draw Because

EXCLUSIVE IN DESIGN SOUND PROOF UNSURPASSED IN QUALITY

Interior View of One of Above Rooms

ADAPTABLE TO ANY SPACE
CARRIED IN STOCK
SHIPPED PROMPTLY

ALL STYLES
ALL WOODS
ALL FINISHES

CONSTRUCTION PATENTED · UNICO · TRADE MARK REGISTERED

Patent Construction enables quick installation by inexperienced labor. Neither nail nor screw required. Moderate in Cost.

SEND FOR CATALOG

The Unico Record Cabinet. Best by Every Test

GEORGE W. SMITH & CO., Inc., State St. and Powelton Ave., Philadelphia

VICTOR CO. FILES APPEAL IN THE MACY CASE.

Quick Action Taken After Denial of Injunction Against New York Department Store by Judge Hand, and Argument on the Appeal Will Come Up for Early Hearing.

All branches of the talking machine industry have evinced considerable interest in the decision handed down last month by Judge Hand in the United States District Court, denying the injunction asked for by the Victor Talking Machine Co. against R. H. Macy & Co., New York. The Victor Talking Machine Co. has already filed its notice of appeal from this decision with the United States Court of Appeals, and argument on the appeal will probably be heard within the next few weeks.

Judge Hand's decision in full follows:

UNITED STATES DISTRICT COURT—SOUTHERN DISTRICT OF NEW YORK.

VICTOR TALKING MACHINE COMPANY *Complainants.* v. JESSE ISIDOR STRAUS, PERCY S. STRAUS and HERBERT N. STRAUS, individually and as copartners trading as R. H. MACY & COMPANY, *Defendants.*	E. 12-54 Opinion.

Fenton & Blount, Solicitors for Complainant; Frederick A. Blount and Hector T. Fenton, Counsel.
Wise & Seligsberg, Solicitors for Defendants; Edmond E. Wise, Counsel.

AUGUST N. HAND, District Judge:—

This is a motion to dismiss the bill of complaint brought under Rule 29 of the new Equity Rules. The suit is for infringement of patents.

The complainant alleges that it is the owner of various patents covering the Victor talking machines and sound records, that it has manufactured under these patents, has appointed licensed dealers with the right to convey the license to the public to use its machines and sound records only when a royalty has been paid of not less than $100 for the use of a machine and of not less than that noted on the record for the use of a sound record. Every machine and sound record has accompanying it a notice of license to the foregoing effect and also to the effect that the patented article is to be used only with the machines, sound boxes, sound records and needles manufactured by the complainant. The license also provides that it is good only when the label containing the notice of license is attached to the machine. It likewise provides that the title to the patented goods remains in the Victor Talking Machine Co. for the term of the patent having the longest term to run and that upon the expiration of such patent the goods shall become the property of the licensee if he shall have observed the conditions of the license. The license further provides that upon violation of any of the terms of the license, the Victor Talking Machine Co. may upon repayment of the amount of the royalty, less 5 per cent. per annum for the use, retake the patented goods from the user. The complainant does not charge the defendants with having used the patented goods without labels or with needles other than those manufactured by the complainant, but charges as the sole act of infringement that the defendants though lawfully in possession of the patented articles have exceeded the limited use granted by the license in that they have sold the articles outright, in some cases for less than they have paid for the same to the licensed dealers and are threatening to continue this course. The complainant alleges that by its system of marketing its patented machines and sound records it is enabled to obtain the benefit of its patents "at a minimum of cost to the licensee."

The real purpose of the license is obviously to maintain the market for the talking machines and sound records at the prescribed royalty and the essential point involved is whether such a limitation of the use in the mode I have described is within the rights of the owner of the patents.

I may say at the outset that if the patentee has such a right under the patent law, there can be no doubt that this court, and not the State Court, is the proper tribunal to adjudicate the issue between the parties. I also think that no provision of the Sherman Act or Clayton Act effects the matters at issue. The infringement charged is for selling when defendants are alleged to possess nothing more than a non-assignable right to use. The whole dispute is as to the extent of the monopoly granted by the patent. There is no combination shown in restraint of trade or to fix prices, nor any contract substantially lessening competition. The only question is whether a patentee who has once received his royalty covering the use of the patented article during the entire life of the patent can by his license prevent the transfer of the use by his licensee in a case where upon the expiration of the patent there is a sale of the machine itself to the ultimate possessor conditioned upon the observance of the terms of the license. If the patentee has such a right I think an attempt to sell the machine in derogation of the license for a limited use is an infringement and a remedy for infringement lies in the United States Court, which has general jurisdiction over patent causes. As was said in Henry v. Dick Co., 224 U. S. 1, the complainant might have waived the tort and sued upon the contract of license itself, then the remedy would be at law in the State Court. But he has chosen naturally the more adequate remedy. This being so, the issue is reduced to whether the right declared upon is one given by the patent law.

In the case of Henry v. Dick Co. the license read as follows:

> "This machine is sold by the A. B. Dick Co. with the license restriction that it may be used only with the stencil paper, ink and other supplies made by the A. B. Dick Co., Chicago, U. S. A."

In that case, Sidney Henry sold to Miss Skou a can of ink suitable for use upon the patented mimeograph with knowledge of the above license agreement, and with the expectation that it would be used in connection with said mimeograph. The Court held by a divided vote of four to three, the Chief Justice and Justices Hughes and Lamar dissenting, that the act of Henry constituted an infringement of the patent.

In the case of Bauer v. O'Donnell, 229 U. S. 1, the notice of license was as follows:

> "This size package of Sanatogen is licensed by us for sale and use at a price not less than one dollar. Any sale in violation of this condition or use when so sold, will constitute an infringement of our patent—under which Sanatogen is manufactured—A purchase is an acceptance of this condition. All rights revert to the undersigned in the event of violation."

The Supreme Court decided this case by a divided vote. Mr. Justice Day, who did not sit in the case of Henry v. Dick, wrote the opinion and the Chief Justice, Justice Hughes and Justice Lamar (who dissented in the Dick case) and Justice Pitney constituted the majority and Justices McKenna, Holmes, Burton and Van Deventer, who were the majority in the Dick case, constituted the minority. The patent law grants:

> "To the patentee, his heirs or assigns for the term of seventeen years the exclusive right to make and use and vend the invention."—R. S. Sec. 4884.

The majority of the Court in Bauer v. O'Donnell, supra, held that the patent law did not under the exclusive right secured by the statute to "vend" a patented article grant the right "to dictate the price at which subsequent sales of the article may be made" when a sale has once taken place. It is to be noticed that the license agreement in that case attempted to limit the use to cases in which a price of $1 should be paid upon all sales and contained a clause revesting title in the patentee wherever the license agreement should be violated in this respect. The most striking diffrence between that case and the case at bar lies in the fact that here compliance with the license in respect to price or royalty is made a condition precedent to the passing of title, while in Bauer v. O'Donnell such compliance was made necessary to preventing the revesting of of title by a condition subsequent. This difference seems to me only formal. In fact, I can see no distinction between permanently parting with the use for a stipulated sum and parting with the title to a patented article so far as the right to restrict the price to the consumer is concerned. But, if there is such a difference, it cannot, I think, be determined by whether the condition of the passing of title is precedent or subsequent if in such event the title is designated ultimately to be in the licensee provided he has paid the designated price. It will be said that a further difference between this case and Bauer v. O'Donnell lies in the fact that there the use granted was confessedly assignable because the license agreement contemplated successive sales while here the licensee was given no right, express or implied, to transfer the use. The point, however, upon which that case turned was that the patentee had no further interest in the use and unless the licensee violated some provision of the license he had parted with his interest in it because he had received the entire royalty. Such is the exact situation here.

The complainant, however, most urgently argues that the case of Henry v. Dick is not overruled and should determiner by action in its favor. In Bauer v. O'Donnell that case is distinguished by Mr. Justice Day upon the ground that there the use of the machine granted was limited in that it was to be with other articles than the patented apparatus. To quote his exact language:

> "There is no showing of a qualified sale for less than value for limited use with other articles only as was shown in the Dick case. There was no transfer of a limited right to use this invention, and to call the sale a license to use is a mere play upon words."

In other words, the Dick case must be restricted to the facts there presented and cannot in view of the later case of Bauer v. O'Donnell be extended to cover a case like the present when the patentee has permanently parted with the entire right to use and has no longer any interest in the royalties from subsequent sales. If the defendants should use the machine without complainant's needles, the rule laid down in the Dick case would apply, but no such infringement is alleged. In other words, the interest of the licensor in the use is exhausted except as to its right to have the machine used with the unpatented needles of its manufacture.

As Mr. Justice Day further said in Bauer v. O'Donnell:

> "The jobber from whom the appellee purchased had previously bought, at a price which must be deemed to have been satisfactory, the packages of Sanatogen afterwards sold to the appellee. The patentee had no interest in the proceeds of the subsequent sales, no right to any royalty thereon or to participation in the profits thereof. The packages were sold with as full and complete title as any article could have been sold in the open market, excepting only the attempt to limit the sale or use when sold for not less than one dollar. In other words, the title transferred was full and complete with an attempt to reserve the right to fix the price at which subsequent sales could be made."

In the case of Bauer v. O'Donnell, I think the Court felt the same difficulty in supporting the attempted restriction that courts have often found in giving effect to conditions that are repugnant to the general terms of a conveyance or devise. If this were a case of first impression I might feel that no sufficient reason exists for holding that a patentee could not attach such limitations to the future use of his patented goods as he might choose irrespective of whether he had received a full royalty or not. I think, however, the case of Bauer v. O'Donnell holds to the contrary.

I can, after careful consideration, see no difference, except a purely formal one, between that case and the one under consideration, and for this reason, I am of the opinion that the bill must be dismissed.

A. N. H., D. J.

DEATH OF HUGH M. FUNSTON.

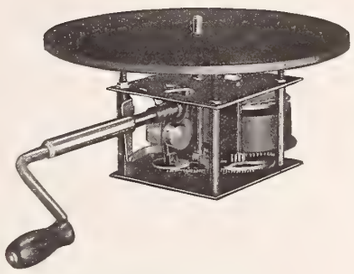
Hugh M. Funston, a retired manufacturer of fireworks and some years ago connected with the old New York Phonograph Co. as vice-president, died at his home in Brooklyn, recently, in his eighty-third year. Mr. Funston was a veteran of the Civil War and was a cousin of General Frederick Funston, who commanded the United States troops at Vera Cruz.

NEW COLUMBIA AGENCIES.

The Columbia Graphophone Co. announced last week the consummation of two important deals whereby the Philadelphia headquarters of the Story & Clark Piano Co. will carry the complete Columbia line, and Leggett & Co., the prominent Boston drug store, will establish an exclusive Columbia department in their Washington street store. This company is one of the best-known institutions in the United States and operates branches in all the leading cities from Coast to Coast.

The P. M. Sales Co., Inc., New York, has been granted a charter to engage in the manufacture of phonographs. The capital stock of the company is $1,000, and the incorporators are: Robert Kay, Florence Franklin and Rita A. Loughrane.

TRITON Motors



Made ON ORDER ONLY. Of simple construction. Will play any 12" record. These motors are perfectly made and are ideal where the combination of price and quality is essential.

Sound Boxes

The illustration does not do justice to the qualities of this soundbox, which are sold in quantities to manufacturers and jobbers, on order only.

Tone Arms

The finish of the Triton tone-arm is of exceptional quality. This is also made on order.

TRITON PHONOGRAPH CO.
41 UNION SQUARE, NEW YORK

"TALKER" BOOTHS AT EXPOSITION ATTRACT CROWDS.

Exhibits of the Victor Co., the Cheney Co., the Columbia Co. and Others at Panama-Pacific Exposition Visited by Large Numbers—General Trade in San Francisco of Satisfactory Volume Although Shortage of Stock Is Still Evident—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 5.—The demand for talking machines kept up unusually well here during the Lenten season, and there is a general feeling among the trade that more business could have been done in March had all styles of machines featured in this vicinity been available in ample supply. As distributers of Victor products, Sherman, Clay & Co. could not fill all orders for certain Victrola models; stocks of Edison machines and records, as would be expected, are rather depleted, and the handlers of Columbia goods have been short on some styles of machines. Prospects are a little better for April, however, and both wholesalers and retailers are confident of a big month's business.

Large Attendance at Victor Booth.

Under the supervision of Everett Worthington, special events have followed each other in rapid succession at the Victor Temple in the Palace of Liberal Arts at the exposition, and the daily attendance has maintained a high average, never falling below 1,500 for the day and at times more than doubling that number. On St. Patrick's Day, for instance, which was celebrated in befitting manner on the grounds, over 4,000 people listened to all or part of the special program which was rendered three times during the afternoon at the Victor booth. The selections were all apropos of the occasion and the applause was generous. The dancing of a real Irish hornpipe by Kenneth Cook to the accompaniment of record No. 16,393 was especially well received. Souvenir programs were distributed to the visitors. They were the subject of much favorable comment, being cleverly gotten up in the form of a green folder, showing the Victor Temple on the front cover and having the printing matter inside done in gold.

The Cheney Talking Machine Co.'s Display.

The Cheney Talking Machine Co.'s booth at the Panama-Pacific exposition is ready for the entertainment of guests, and it is evident to the most casual observer that neither time nor expense has been spared by this firm in providing the proper setting for the introduction of its products to the visitors of the fair. The booth was designed by Marshall, Field & Co., who feature Cheney goods on an extensive scale in Chicago. It occupies prominent space between the Victor Temple and the Columbia exhibit in the Palace of Liberal Arts. It is of substantial construction, practically soundproof, with perfect acoustics. Particular attention was given the system of illumination, the entire place being flooded with a soft glow of light from no visible source. This is one of the principal factors in producing the atmosphere of quiet restfulness which pervades the establishment. The style of architecture suggests the Louis XIV period. The main entrance to the reception room is a work of art, and the arrangement of the interior and the elegance of the furnishings are in perfect keeping with the dignity of the exterior. The booth is divided into a reception room, a concert hall, two demonstration rooms and two private offices, all opening from a central foyer, which is the feature of the interior construction. This foyer extends from the reception room to the concert hall with a handsome arched entrance at each end and has doors leading off from the sides to the demonstration rooms and offices. A color scheme of soft blue and rose tints is carried out effectively in the walls, carpets and hangings, which harmonize nicely with the mahogany furniture. Regular concerts and other special attractions are given at this exhibit under the direction of Geo. H. Bent, and he says the attendance is gradually increasing. The quality of the cases makes a strong appeal, and the manner in which soprano voices are reproduced on the Cheney machines is the subject of much comment. In speaking of beautiful cabinets special mention should be made of one in the concert hall, which was specially designed for the exposition. It is considerably larger than the regular styles and is fashioned on straight lines. The simplicity of the design throws into strong relief the beauty of the wood and the high order of workmanship. Forrest Cheney, head of the company, is due at the exposition shortly, and Manager Bent is preparing for a formal dedication of the booth upon his arrival. Secretary M. L. Willard, who was here for the opening of the exposition, stayed until the exhibit was complete and then left for home.

Reception Room at the Cheney Talking Machine Co.'s Booth.

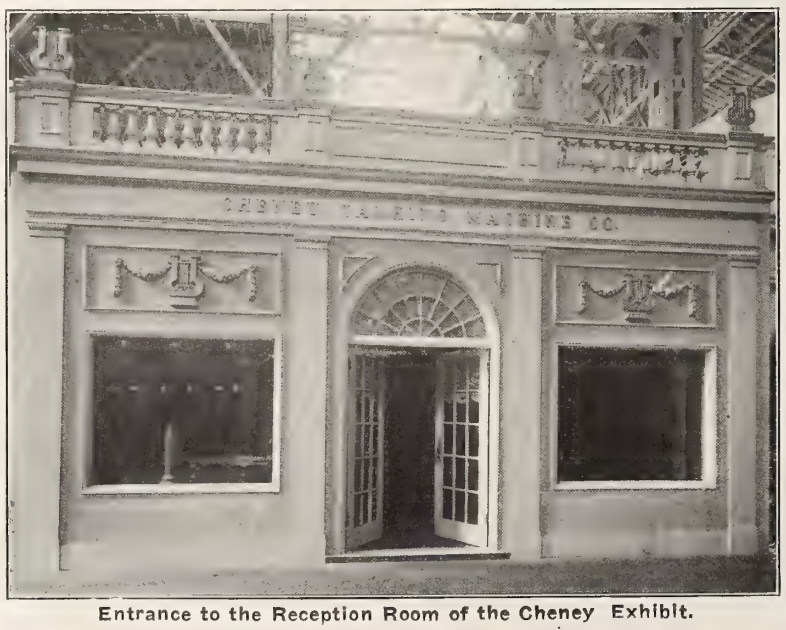
View from the Reception Room of the Cheney Booth, Looking Into Concert Hall.

Lines to Be Handled by the Emporium.

The Emporium talking machine department is now under the management of A. W. White, formerly of Cincinnati, O. Heretofore Columbia products were handled exclusively by this firm, but arrangements are now being made for taking on other lines. The Edison disc line is to be added immediately, and there is a probability that Cheney goods will be featured later. The expansion of the business makes larger quarters necessary. An adjoining space about equal to that already occupied is available, and it will be provided with demonstration rooms, etc.

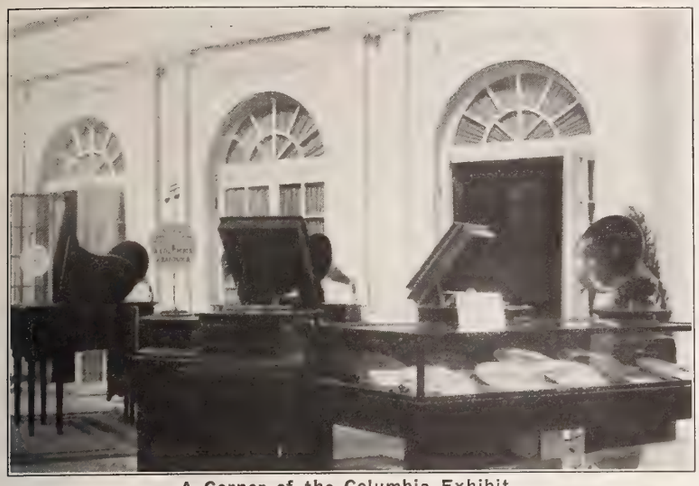
Columbia Co.'s Great Publicity Campaign.

The Columbia Graphophone Co. has been conducting an extensive advertising campaign here the past month, using large space in the newspapers and cooperating with the dealers in other ways for the promotion of business. F. R. Anglemeier, manager of the local office, says the results have proven very gratifying, and he anticipates even better returns in April, as the Lenten season is about the hardest period of the year to keep up interest in talking machines, or any lines of musical instruments, for that matter. The demand for machines, however, he says, did not fall off so noticeably this year as on former occasions. The higher priced machines in particular were needed on orders as rapidly as they came from the factory



Entrance to the Reception Room of the Cheney Exhibit.

in the last few weeks. The $100 style is very popular in this territory, and the $150 and $200 are in good demand also. Record business was a little slow in March. District Manager W. S. Gray reports business in fairly good condition throughout his territory, which is a very extensive one.



A Corner of the Columbia Exhibit.

M. D. Easton at His Desk in Columbia Booth.

Large Crowds at Columbia Booth.

At the Columbia booth at the exposition Manager Mortimer D. Easton has been entertaining large crowds of visitors, and he is already receiving encouraging reports from Columbia dealers, especially of this State, regarding the number of sales made through the exposition demonstrations, having arranged with them to take account of all such sales. Mr. Easton has been receiving the congratulations of the trade upon his recent election to director and a member of the executive committee of the Columbia Co.

H. Dorian, son of Marion Dorian, treasurer of the Columbia Co., has become identified with the Columbia exhibit here and expects to remain in San Francisco during the entire exposition period.

L. D. Heater, who travels out of Portland for the Columbia Graphophone Co., was a recent visitor at local headquarters while on a pleasure trip with his family. After spending several days at the exposition in this city, they proceeded south to visit the Panama-California exposition in San Diego and other points in southern California.

The Pacific Phonograph Co. is receiving shipments from the Edison factory again, and A. R. Pommer does not anticipate serious trouble in getting stock from now on. On his way back from the factory recently he stopped in the Northwest and reports business somewhat improved in that section. A new member has been taken into the Pacific company in the person of a son and heir, who was born at the Pommer home a short time ago.

FULL FLEDGED ORCHESTRA

Is How the Sonora at the Hotel Breslin Is Described by a Newspaper Man—A Pleasing Tribute to This Popular Phonograph.

From the Daily National Hotel Reporter is taken the following: "A phonographic concert at the Hotel Breslin, New York, last Sunday evening gave to hundreds who were not in actual attendance the impression that a full fledged orchestra of especially meritorious facility was in performance. The instrument was a Sonora phonograph so adjusted that it can use any make of record, and the tone, even in the highest vocal notes, was so perfectly duplicatory of the human voice that not one in a thousand, but would have thought the singer was vocalizing in material entity."

Naturally a testimonial of this character is very pleasing to Geo. E. Brightson, president, and to the other officials of the Sonora Phonograph Co., 57 Reade street, New York, who are doing so much to facilitate the growth of sales of this well-known musical instrument, the increase of business volume of which is growing by leaps and bounds.

SPALDING AND THE EDISON.

The Famous Violinist Scores Jointly with the Edison Phonograph in Concert.

Albert Spalding, the famous violinist, whose Edison disc records have achieved country-wide success, appeared at a special concert at the Astor Gallery of the Waldorf-Astoria Hotel, New York, on the afternoon of March 25. This concert was given under the auspices of the Edison Shop, 473 Fifth avenue, New York, which had previously planned to have Mr. Spalding appear in person at its warerooms. These plans were changed, however, owing to the fact that the quarters were deemed inadequate to comfortably entertain the music lovers who signified their intentions of being present at the recital.

Mr. Spalding's recital was given in conjunction with his own records played for the Edison disc library, following the general lines of the concert at the Edison Shop in February, when Christine Miller appeared personally. Mr. Spalding first played a selection himself, subsequent to which the same selection was played on the Edison diamond disc phonograph. This was followed by Mr. Spalding playing along with the phonograph, thereby permitting the auditors to hear both the original and reproduction successively and together.

The concert was enthusiastically praised by an audience which filled every corner of the Astor Gallery, and at its close many in attendance visited the Edison Shop, where a program featuring records played by Mr. Spalding and other Edison disc artists was rendered in the auditorium.

"And how do you propose to develop a truly American school of music?" we asked the Ideaful Idiot.

"By making it a criminal offence to murder the music of other nations," he returned.

Victor Service and Co-operation

¶ We aim not merely to fill dealers' orders as promptly as possible, but to aid our dealers in merchandising their product.

¶ Ten years' experience in the Victor business has provided us with a knowledge of your needs that is based on actual problems in your daily work.

¶ Place a trial order with us, and we will bend every effort to serve you in a manner which will increase your business profitably.

G. T. WILLIAMS CO., Victor Wholesale Exclusively, **217 Duffield St., Brooklyn, N. Y.**

PHONOGHAPH TO CHEER WOUNDED.

Talking Machines Formed Part of the Red Cross Supplies Forwarded to Europe.

Among the Red Cross supplies which have been leaving New York and Boston during the past few months, for the countries engaged in that terrible game called war, are talking machines and records, which are used to soothe and cheer the wounded and convalescent. Many doctors place great reliance on the efficacy of talking machines as a means of stimulating health and interest among the wounded. The records sent abroad included music of all kinds covering popular, old standard ballads and classical numbers both instrumental and vocal.

SUPPLIES MUSIC FOR LECTURE.

(Special to The Talking Machine World.)

ALTOONA, PA., April 6.—F. A. Winter & Sons, the well-known Victor dealers of this city, furnished a Victrola and a number of appropriate Victor records for use at a lecture given by R. B. Tietrick, deputy superintendent of public schools for Pennsylvania, at a recent teachers' institute meeting. The lecture drew a capacity crowd, and the Victrola was used for interpreting the different classes of music under the direction of Professor Gibson, who was in attendance.

The size of a man's brain doesn't count for half as much as the use he makes of it.

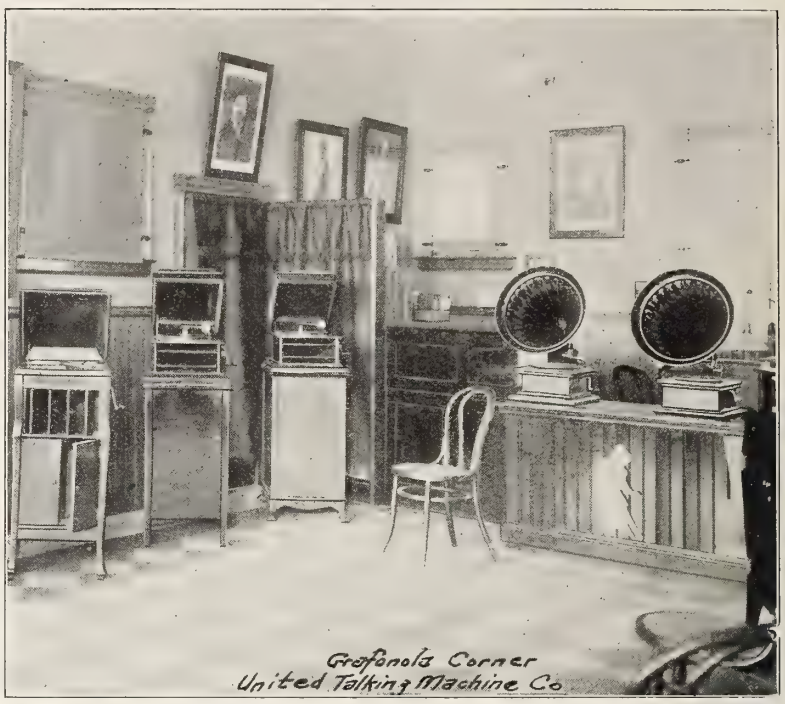
A PROVIDENCE CONCERN BUILDING UP A GOOD BUSINESS.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., April 7.—One of the most successful talking machine establishments in the local trade is that of the United Talking Machine Co. branch of the J. A. Foster Co., 166 Atwells avenue. This concern is closing an excellent business with the machines and records manufactured by the Columbia Graphophone Co., and under the able guidance of O. Marseglia, who is manager of the department, the sales totals are steadily increasing.

Mr. Marseglia is thoroughly acquainted with every detail of the talking machine business, having been connected with the industry for several years. He has a natural love for music, a detailed knowledge of the mechanical end of the business and, in short, is the ideal type of present-day progressive talking machine manager.

This J. A. Foster branch store is situated in the midst of the Italian district of the city, and a considerable portion of the business is closed with



the music-loving Italian population, who are most critical and exacting in their record and machine demands. Speaking the Italian language, Mr. Marseglia is enabled to cater to the demands of his trade with maximum efficiency, and this knowledge of his native tongue has been an invaluable aid to Mr. Marseglia in the conduct of his business.

Mr. Marseglia is enthusiastic regarding the merits of the Knabe line, and advertises these products extensively. Discussing his advertising methods he recently remarked: "In advertising much care is exercised never to translate an advertisement. Our Italian advertising is originally conceived. One may write a good ad in English, but perhaps its form and appeal may not approach the Italian people favorably."

C. A. HOUSE CO. STAFF DINES.

Salesmen of Wheeling Concern Enjoy Beefsteak Dinner and Then Listen to Some Excellent and Pertinent Talks on Selling Efficiency.

(Special to The Talking Machine World.)

WHEELING, W. VA., March 30.—The sales force of the piano and talking machine departments of the C. A. House Co., the prominent piano and music dealers of this city, were entertained at an elaborate dinner by the officials of the company last week, at the Windsor Hotel.

After the "eats" Mr. House in a clever little speech complimented the salesmen on the splendid showing made since the first of the year under adverse conditions and concluded with an able talk on salesmanship that was beneficial to and much appreciated by every member of the staff.

Short talks on service and efficiency by the sales force followed, and it was unanimously agreed that the meeting was not only a success socially, but a means toward the end of making the C. A. House music store more deserving than ever of the patronage of the public.

Those present were: C. A. House, C. E. Guild, Tom Miller, Tom Cooper, Harry Beck, F. E. Olmstead, Ed. Hasenauer, K. H. Cooper, Riley Riggs, Frank Sharpe, Frank O'Donnell, Joe Gary, Charley Ward, Tom Killeen, Leslie English, Robert Howard, Albert Hellsteon and Al Wingeter.

Edmund F. Sause, export manager of the Columbia Co., was one of the many prominent export authorities present at the luncheon of the American Manufacturers' Export Association given at the Hotel Biltmore recently. Representatives of the Kingdom of Denmark and South African colonies appeared as the guests of honor at the luncheon, and emphasized the unlimited possibilities which now exist for the development of export trade.

The Cleanrite TRADE MARK RECORD BRUSH

RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906. Sept. 10, 1907.

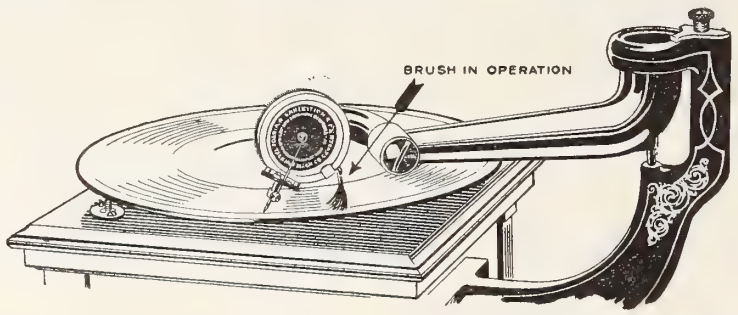
PRICE

Nickel Plated 25c.

Gold Plated 50c.

FOR

VICTOR EXHIBITION SOUND BOX



Preserves the Life of Disk Records

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

EVERY JOBBER and DEALER should handle these brushes.

Write for SAMPLE and DISCOUNT SHEET

DISTRIBUTORS

Victor

Blackman TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

JOBBERS

Edison

ENTERTAINS ON SPECIAL TRAIN.

The Victrola Wins Golden Compliments from General Manager of "Presidential Exposition Special" Running from Cleveland.

(Special to The Talking Machine World.)

CLEVELAND, O., April 9.—C. H. Denslow, retail manager of the Eclipse Musical Co., of this city, has received a most interesting letter from Fred C. Roegge, general manager of the World's Fair Co., which is running a series of special trains from Cleveland to the Panama-Pacific Exposition, in which he says:

"The Victrola which we procured from you for our first official exposition train, the 'Presidential Exposition Special,' was one of the most entertaining features of our entire trip. As I personally accompanied this train, it was very gratifying to me to know that we could sit and listen to the world's most celebrated singers and entertainers. As soon as the Victrola started to play, we were immediately carried away from the rumbling of the engine and the clicking of the rails to great halls into the presence of the world's most celebrated singers, greatest bands and symphony orchestras.

"I received many congratulations on the novelty of Victrola concerts on the train, but feel I must share these compliments with you, because the melodious strains of the Victrola made it possible for me to receive same. They used the Victrola for dancing, and when this was over they were so enchanted that they would sit until the early hours of the morning listening to your well-selected repertoire of records. The Victrola traveled through prairies and plains and deserts—and over the Rockies—from freezing temperature to extreme heat, approximately 6,500 miles, returning without a single mechanical defect. I will use your Victrola on every train."

While on tour Mr. Roegge also sent a night letter to Mr. Denslow, appreciating the value of the Victrola as an entertaining feature of the special train.

CALL FOR MULTI-PLAYING NEEDLE.

One of the specialties that is attracting particular attention is the Sonora Multi-playing needle for use on lateral cut records, which is made by the Sonora Phonograph Co., 57 Reade street, New York. Several hundreds of these are sold daily, and the business is growing. Recently a general media campaign in magazines was adopted by the company for the exploitation of this needle, which is guaranteed for three months by the way, and the demand has helped Sonora dealers in selling these

It is natural for a great many inquiries to result from a campaign of this kind, which is of tremendous co-operation for the dealers handling these goods. It is not unusual for customers to buy a dozen of these, which at the retail price of $1, means a good sale and a good profit for those who are agents of the Sonora needle.

The company also makes a jewel needle for playing records of the so-termed "hill and dale" cut, retailing for $1, as well as a diamond point permanent needle which retails for $5.

Two of the most popular "hits" of the day, "Runaway June," by Freeman, and "I'm on My Way to Dublin Bay," by Murphy, are on the June list of the Columbia Graphophone Co. records, but owing to their extreme popularity have been put on sale a month in advance, and should be in the market April 20.

TO MARKET A NEW MODEL.

The Pathé Frères Phonograph Co. to Introduce a $200 Model of Pathephone Which Possesses Many Distinct Merits That Invite Consideration—E. A. Widman on Business.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week that it now has ready for the market a new model of Pathephone which will retail at $200. The company has decided to eliminate from its line the model which formerly retailed at $175.

The new Pathephone has a number of important features which will make it a valuable adjunct to the Pathephone line. It is equipped with albums which will hold all sizes of Pathé discs and other records, and is also equipped to play all makes of records. This last-mentioned feature is one which Pathé dealers are using with great success and has been an important factor in the closing of numerous Pathephone sales. The new $200 Pathephone has a four-spring motor, and all its parts which are exposed are gold-plated.

The cabinet design of this new Pathephone model is especially worthy of mention, as it is exceptionally attractive and refined, following the dignified lines now in favor with talking machine purchasers. The cabinet is finished in mahogany, and Pathé dealers who have visited the company's headquarters to examine the new machine are enthusiastic in their praise of its many merits.

Referring to general business, E. A. Widman, of the Pathé Frères Phonograph Co., said: "Our sales the past month show a marked increase over February, and judging from April's business to date this month will be the best in our history. Our shipments from abroad are being received with regularity, and although the orders for certain models of our machines have been heavier than we anticipated we have been able to give our dealers adequate service. Our record demand continues to increase rapidly, and the new record lists which we are issuing monthly have met with great favor."

George W. Case, associated with the Pathé Frères Phonograph Co. as counsel, sailed Friday on the steamer "Chicago" for Paris, where he will confer with the Paris division of the Pathé Co. regarding certain current matters here. Emil Pathé, head of the Pathé Frères Co., of Paris, is expected in this country next month.

A HANDSOME PUBLICATION

Is the New Catalog Issued by the Udell Works, Featuring Some Late and Attractive Styles.

The Udell Works, Indianapolis, Ind., has issued its new catalog, No. 47, showing its complete line of disc record cabinets. It presents a very creditable line of cabinets, both as far as design is concerned and the various constructional features for which Udell cabinets are noted. For example, there is illustrated Style No. 1349, which is an exceptionally pretty style for use in connection with the new style Victor IX, Style No. 1430, with the horizontal shelving, is a striking model for the Columbia Jewel.

The trade is familiar with the Udell quality of disc record cabinets and which comprise an extensive line, and the dealer only needs to secure a copy of this new volume in order to see the fastest selling styles which are made by this concern.

The book is printed in black ink on a nice coated stock, the cover being light blue, printed in dark blue and gold, making an artistic booklet.

COLUMBIA DEALERS

PLAY PATHÉ EDISON PHONO-CUT REX RECORDS WITH COLUMBIA SOUND BOX

Weight Is Right—Attachment No. 5.

Attachment No. H, Extra Loud, for Pathé, the $25 Machine, will make any machine go some. Place it on a Horn Machine. IT'S A BEAR. Use Columbia Sound Box. Make any 20-inch machine travel.

Attachment No. 5, with Sapphire for Pathé and Edison ..... Cash $2.50
Attachment No. H, with Sapphire for Pathé ..... Cash $2.00

Price quoted on quantity

HUFFS ATTACHMENT CO.

919 South Flower Street Los Angeles, California

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

VICTOR SERVICE

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue

NEW YORK

Pathé Frères Phonograph Co.

PARIS

NEW YORK
29 West 38th Street

Pathé Frères Phonograph Co.

Cable Address:
Pathephone, New York
Telephones 1880 Greeley

29-31-33 West 38th St.

Pathephone
Pathegraph
Pathé Discs

New York, April 15th, 1915

TO THE TALKING MACHINE TRADE

Gentlemen:

Everybody knows the talking machine industry is a large one, and a great many people know that it has been lucrative.

Only a few people are in right on the well known brands, and these people, as you know, have been reaping a good harvest wherever they have been active.

Our line is making a place for itself day by day, and we are coming into our own, and before long we shall have a very good share of the talking machine business.

We are not trying to do anything revolutionary; we are trying to find out what people want, and then give it to them. We think the people want a machine that plays all records--ours does. We believe people want to buy records that will last them for a great many years--ours do. We believe people object to changing the needle continuously--ours does not have to be changed.

We have a letter before us now from a friend in Milwaukee, who says he has used the same sapphire stylus on his Pathé machine, which he imported from Europe, for eight years and he says it is as good today as the day he started to use it.

Our tone is the best there is. The name "Pathé" and our trademark, the rooster, are well known. We have more talking points for the selling of our machine than has anyone else, and it is possible to get the handling of our goods in good territories on very attractive terms.

We want to put a Pathé Pathephone Shop in every city of 25,000 inhabitants or over, in the United States.

Anyone who knows something about the business can get a sole agency if they are the right people and have a sufficient amount of money. Write for our proposition.

Our new models are ready.

PATHÉ FRÈRES PHONOGRAPH CO.

Everybody knows the talking machine industry is prospering—but some of you do not realize the marvelous *present rate of growth* of Columbia Grafonolas and Columbia Double-Disc records, that has made it necessary for us to again increase our factory output.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

IMPRESSIONS OF THE PANAMA-PACIFIC EXPOSITION.

Following His Return from San Francisco Marion Dorian Tells of the Successful Launching of This Great Enterprise and the Completeness of the Columbia Display.

An interesting account of the formal opening of the Panama-Pacific Exposition at San Francisco, Cal., and the success which this fair has already achieved is given by Marion Dorian, treasurer of the Columbia Graphophone Co., who returned recently from an extended visit to the Pacific Coast, where in company with several officials of the Columbia Co. he attended the opening celebration at the exposition. Mr. Dorian, who arranged the many details connected with the installation of the Columbia exhibit at the fair, expects to return to San Francisco the first of next month, and remain in the West some little time.

Referring to the exposition, Mr. Dorian said: "The opening of the exposition occurred on schedule time and was successfully carried out by the expositon officials. The attendance for the opening day was very heavy, and according to the official reports far in excess of the opening figures of any exposition ever held in this country.

"The booth of the Columbia Co. was one of the few which were completed and ready for inspection on the opening day, and, in consequence, the Columbia Co. was granted a special rating of 10 per cent. which will figure in the judging of the exhibits by the International Jury of Awards, this 10 per cent. being granted all exhibitors whose exhibits were ready and open for inspection on the opening day, February 20.

"In the Palace of Liberal Arts where the exhibit of the Columbia Graphophone Co. is installed, there was a steady stream of visitors during the entire opening day, and the booth of the Columbia Co. was crowded all day long. The different features of the Columbia exhibit excited a great deal of interest, and all of the various phases of the exhibit were inspected by the visitors with manifest approval. Among the numerous special exhibits which the Columbia Co. is displaying is one which has continued to draw not only unlimited interest, but very high praise. It is the exhibit of the different steps taken in the manufacture of Columbia double-disc records. It consists of nine different items beginning with the rough wax-like disk, which after shaving and polishing constitutes the master record when recorded, and ranging through the different steps and processes of matrices to the finished Columbia double-disc record pressed from the matrix.

"This exhibit is displayed in such a manner as to give an actual conception to the ordinary visitor of the interesting processes through which the master record passes before the finished disc record is ready for use on the Grafonola. Other special features of the exhibit consist of specially prepared models of motors used in current models of Grafonolas, including electric motors in motion.

"No goods are sold at the booth of the Columbia Co., but lists of dealers in and near San Francisco are furnished visitors, and a number of sales of machines and records have been made by these local dealers which have been traced directly to the demonstrations made by the attendants at the booth.

"While the exposition was not entirely ready at the time of the opening, the officials of the fair are unquestionably entitled to a great deal of credit for the splendid work accomplished, for the fair was nearer readiness on the opening day than any other exposition at which I have had any experience.

Marion Dorian.

"In the Liberal Arts Palace, Mr. Hardee, chief of that section had accomplished wonderful results by his energy, thorough organization, and spirit of helpful co-operation with the exhibitors. These qualities in Mr. Hardee so impressed themselves on the exposition officials that after the opening day he was drafted to direct special events in connection with the exposition generally, and has been giving a great deal of attention to this important work with astonishingly fine results. He continues to have charge of the Liberal Arts Palace and will later devote all his time to that particular palace.

"The transportation department in charge of Mr. Teager has done excellent work. All of the exhibits pass through the transportation department and must be handled by that division before they are delivered to the exhibitors. The promptness with which the one hundred or more cases in which the Columbia Graphophone Co.'s exhibit was contained were handled and delivered to the Columbia booth was remarkable. Not one case was missing or was there a moment's delay in checking, handling and disposing of every case. Mr. Teager and his department handled the gigantic proposition confronting them with signal judgment and executive ability.

"It is the unanimous opinion of the general public and the exhibitors as well that thanks to the capability of the men directing the affairs of the Panama-Pacific Exposition this fair will be one of the most successful events of this nature which this country has ever held."

LONG CABINETS

New Patterns for the New Victrola IX.

Write for Particulars

THE GEORGE A. LONG CABINET CO.
HANOVER, PA.
Address Clement Beecroft, Sales Manager
309 W. Susquehanna Avenue PHILADELPHIA

OWENS & BEERS MAKE THEIR DEBUT.

Succeed to the Retail End of the Business of the New York Talking Machine Co., Which Is Removing Its Wholesale Headquarters to 115 West Fortieth Street.

The New York Talking Machine Co., Victor distributer, which has removed from 81 Chambers street to 119 West Fortieth street, New York, has closed out its retail department which it formerly maintained at 81 Chambers street and will conduct a wholesale Victor business exclusively at its new address.

The retail department at the Chambers street store has been taken over by the firm of Owens & Beers, which has just incorporated. John T. Owens and A. J. Beers are the members of this firm, and both have been associated with the New York Talking Machine Co. for many years. Mr. Owens has been manager of the company's retail division for the past eleven years and Mr. Beers has been his assistant for several years past. They thoroughly understand the retail Victor business, and when the New York Talking Machine Co. decided to close out its retail department the directors gave their old employes the first chance of securing the business as a mark of appreciation for their many years' service.

According to their present plans, Owens & Beers will occupy eighty-five feet of the 150-foot store at 81 Chambers street, subleasing sixty-five feet on the Reade street side. They will also utilize the greater part of the basement, subleasing the remainder of the basement and sub-basement. An extensive repair department will be established in the basement.

EFFICIENCY IN DELIVERY.

How the American Talking Machine Co., of Brooklyn, Uses Auto Service to Help Dealers.

In view of the fact that it caters to dealers throughout Long Island, and especially those within a radius of twenty miles or so of New York, to say nothing of dealers in Greater New York proper, and even sections of northern New Jersey, the American Talking Machine Co., of 368 Livingston street, Brooklyn, N. Y., prominent and successful Victor distributer, finds that its business depends largely upon the ability of the company not only to supply the goods when required, but to deliver them promptly at considerable distances from headquarters. The result of the plans to improve the company's delivery service is shown in the accompanying illustration of the new one-ton Buick delivery truck recently delivered to the company and at once placed in commission. The new truck proved its value the first week, when it delivered several of the higher-priced Victrolas to dealers located from ten to twenty miles from the store and thereby saving sales for those dealers. The new motor delivery system, combined with the facilities enjoyed by the American Talking Machine Co. for freight and express shipping, offers service that the dealer should appreciate.

New Delivery Truck of the American Talking Machine Co.

INCORPORATED IN NASHVILLE.

The Simmons Talking Machine Co., Nashville, Tenn., has been incorporated with capital stock of $10,000 to deal in talking machines, records and supplies. The incorporators are W. L. Rosenblatt and Oscar Simmons.

TALKED A HOLE THROUGH A BOARD.

Experiments in Germany Suggest Use of Talking Machines as Drills.

Literally talking a hole through a board was the unusual feat performed recently in Germany during the course of scientific experiments conducted to ascertain the action of phonograph membranes under certain conditions. The apparatus used in making the tests was so constructed that the force of vibrations of the human voice acting on a recording diaphragm, such as is used in making original records, was made to revolve a drill which in turn bored through a board.

The needle in the center of the thin, vibrating membrane of a transmitter, rested on a lever that operated a ratchet wheel. This gear was fitted with a worm shaft that revolved a larger gear, the shaft of which constituted the drill spindle. This latter member was so weighted that it pressed the drill head against a board. Thus, when a person talked loudly into the phonograph horn, the drill, through the action of the intervening mechanism, was made to bore into the wood.

In this way a young woman talked a hole through a board two-fifths inch in thickness in 15 minutes. Further tests illustrated the varying powers of the voices of different individuals and showed that the feminine voice has a pronouncedly greater effect than the masculine.

TO ENLARGE OFFICES.

Otto Heinemann, Managing Director of Carl Lindstrom, Secures More Room in Their New York Headquarters—Business Is Active.

Otto Heinemann, managing director of the internationally prominent house of Carl Lindström, Berlin, Germany, manufacturers of talking machine motors, talking machines and accessories, who is now making his headquarters at the New York offices of the company, 45 Broadway, is enthusiastic regarding the success that the Lindström motors have achieved since their entrance into the American market a comparatively short while ago.

In a chat with The World this week Mr. Heinemann stated that he had closed arrangements whereby the New York offices of Carl Lindström would be considerably enlarged the first of the month, and much larger offices would be utilized by the company on the fourth floor of the building where they are now located. This move was found necessary in order to keep pace with the Lindström motor trade in the East, which is growing steadily. As soon as the new offices are ready for occupancy Mr. Heinemann expects the arrival from Berlin, Germany, of several efficient members of the Carl Lindström office forces in that city, who will assist him in handling the American trade.

Mr. Heinemann, who is directing the American affairs of Carl Lindström in this country, is planning to spend the greater part of his time in the East, although he will make frequent trips to Chicago, where the company recently opened offices. Lindström motors are achieving success and giving perfect satisfaction in all parts of the world, and Mr. Heinemann states that the American trade seems to appreciate the fact that the Lindström motor is no experiment or trial, but a perfected product which has been on the market for the past fifteen years and is part of the equipment of more than 5,000,000 talking machines.

Frederick H. Pontz, who conducts talking machine stores in Stamford and Greenwich, Conn., has opened a new branch in Norwalk, Conn.

PATENTED, March 16, 1915.

Nine Different Claims Have Been Allowed and Patent Issued to the Inventor and Assigned to the National Toy Co.

A FEW OF MANY LETTERS RECEIVED BY US

Dealer in Canton, O.—"This afternoon we put a Victrola in our window and put 'Ragtime Rastus' on and someone to operate it. This attracted so much attention, had we had them on hand, we could have sold at least one-half dozen from this display. You will, therefore, kindly ship three dozen of these by express, at once, instead of one dozen as stated in our other letter."

Dealer in Jackson, Miss.—"Please send C. O. D. one doz. Ragtime Rastus (Dancing Doll). I got the sample and I never had such crowds stopping in front of my window before."

Dealer in Bloomington, Ill.—"Rastus arrived today, created advertising talk all over town at once. Send one-half dozen at once—this will mean more later. Send at once—Rastus is O. K."

Dealer in Toledo, O.—"Sample of Ragtime Rastus received, we are very much delighted with same. Rastus has proved himself to be a great attraction while in operation in our window. Please send to above address one dozen Ragtime Rastus by first express."

Dealer in Columbus, O.—"Please find check for the dancers which are one big hit."

RETAIL ORDERS SENT US SHOWING DEALERS SHOULD STOCK AND DISPLAY RAGTIME RASTUS.

Norfolk, Va.—"You will find enclosed money order for three dollars and twenty cents ($3.20). Will you please send me two of your 'Ragtime Rastuses' for the standard Victrola."

Marion, N. J.—"Enclosed find $1.50 for which send me one of your Dancing Niggers for a disc talking machine. Thanking you in advance, and trusting I may receive the same at an early date, I remain."

Oil City, Pa.—"Enclosed you will please find draft for $1.50, for which you will please send me one of your 'Ragtime Rastus.'"

Fierro, N. M.—"Enclosed please find $1.60 for which please send to my address one Ragtime Rastus."

Display Window of one store that has sold over 1,200 RAGTIME RASTUS

Several Distributors are sending us repeat orders in gross lots. Several stores sold over 1,000 each. Some retail dealers sending repeat orders in half-gross lots, and we have only been manufacturing Ragtime Rastus a few months.

Every Dealer Should Have A Sample

We cannot afford to send samples free of charge to all prominent dealers. For $1.00 we will send you a sample prepaid and subject to return in ten days. If you don't want to send the dollar, enclose your letterhead or card with *coupon attached* and we will bill you subject to ten days' return. If your distributor don't have stock of RAGTIME RASTUS we will fill large or small orders direct at rate of $12.00 per dozen f. o. b. Boston. Please fill out coupon. Kindly get on our list of customers. Other specialties soon.

Retail Price in U. S.
East of Milwaukee, Wis., and North of Louisville, Ky.... $1.50
West of Milwaukee, Wis., and South of Louisville, Ky.... $1.60

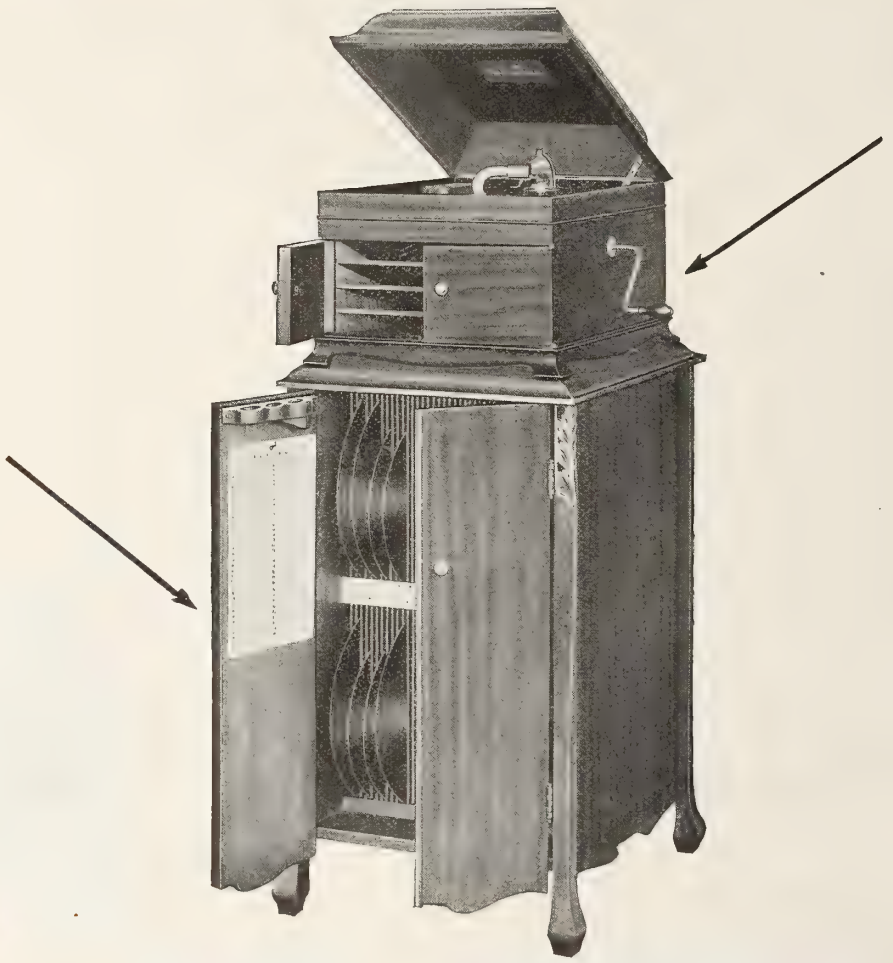
NATIONAL TOY CO.
30 Federal St.
BOSTON, MASS.

NATIONAL TOY CO., 30 Federal St., Boston, Mass.:
Please send sample RAGTIME RASTUS, as per your offer in April Talking Machine World.
Name .....
City ..... State .....

THE NEW SALTER CABINET

For

THE NEW VICTOR MACHINE



SALTER CABINET No. 19 FOR NEW STYLE VICTOR IX

The new style Victor IX has given our draughtsmen a wonderful opportunity to display their ability in artistic design.

They have succeeded to a wonderful degree in creating a cabinet that harmonizes with the machine in every detail and we think we can safely say that it is the most artistic and serviceable supplementary cabinet on the market today.

The top of the cabinet is built up to fit the base of the machine perfectly and no dust can cause annoyance.

The new cabinet possesses the regular Salter patented felt-lined compartment features and has a capacity of 100 ten and twelve-inch records.

The cabinet so matches and enhances the appearance of the machine that every prospective buyer is visibly impressed with the combination and a sale invariably results.

Send for catalogs on this and other styles of Victor, Columbia and Edison record cabinets.

SALTER MFG. CO.

337-39 N. Oakley Blvd. **CHICAGO**

ESTABLISHED IN ITS NEW HOME.

New York Talking Machine Co. Removes from Old Quarters in Chambers Street to Lewisohn Building, 119 West Fortieth Street—Magnificent New Quarters Formally Opened—Every Department Admirably Equipped.

The New York Talking Machine Co., prominent Victor distributer, is now completely established in its new home in the Lewisohn building, 119 West Fortieth street, New York, the removal from the company's old home at 81 Chambers street being accomplished without the loss of a moment's time on the part of the sales and general staffs. According to present plans, a formal opening of the new quarters will be held to-day, at which several officials of the Victor Talking Machine Co. will be present, and to which Victor dealers in local territory have been invited to attend.

The company occupies the entire fourth and fifth floors of the building at 119 West Fortieth street, and will conduct a wholesale business exclusively, its retail department having been sold out prior to the removal last week. These two floors embrace more than 30,000 square feet of space, and permit of adequate facilities in every respect. The company has a ten years' lease at a total rental of $200,000. The fourth floor is devoted exclusively to a stock room, the business being transacted on the fifth floor.

In laying out the two floors for the occupancy of the various departments, the first consideration was to secure plenty of light and comfort for the employes, and the fact that the Lewisohn building has light on all four sides, running clear back to Forty-first street, simplified the arrangements of the offices materially. Artificial light is practically eliminated, and the efficiency of the various departments is certain to be placed at a top-notch mark by reason of this up-to-date office layout.

The stock equipment of the two floors is worthy of special consideration as typifying the very latest word in all-steel and fireproof construction. The files are so arranged that their contents are easily available for access, and the usually high ceilings permitted the erection of stock files with a capacity far above the average.

The offices themselves are attractive to a degree, the general decorative scheme employed being Colonial style of architecture carried out in white enamel and mahogany. New office furniture was furnished for the entire executive floor, and a visitor to the establishment is immediately impressed with the atmosphere of quiet refinement that is apparent on all sides. A feature of the fourth floor, where the general offices are located, is the artistic furnishing and decoration of the three soundproof booths which were erected for the convenience of Victor dealers and their customers.

BILLINGS & SONS PUBLICITY.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., April 5.—The Billings & Sons Piano Co., 504 Grand avenue, is using considerable publicity in the daily newspapers on behalf of the various products handled in its establishment, including the Mehlin, Cable-Nelson and Billings lines of pianos and player-pianos. Special mention is made of the Pathé line of machines and records which is now on display in the company's warerooms. The Pathéphone is prominently featured in the advertising, and the fact is emphasized that Pathé records require no change of needles, being played with a jewel. The Billings & Sons Piano Co. is the distributer for Wisconsin for the Pathé line of machines and records.

Wonderful opportunity for experienced retail Victor man to invest about $5,000.00 in young, growing EXCLUSIVE Victor store in Western town of 100,000 population. Address "S. H. E.," care The Talking Machine World, 373 Fourth avenue, New York.

Music store for sale or trade, with old-established trade and a most complete stock in a growing city of 600,000 in Northeastern Ohio. Good Victor and Columbia stock included. Have long lease on the main street. Big opportunity for the right party. Excellent reasons for selling. Address quick to "X. L.," care The Talking Machine World, 373 Fourth avenue, New York.

SITUATION WANTED

By a young man, 35 years old and single. Have been in the Talking Machine and Musical Instrument business twelve years. Five years' department store experience. I want a position as sales manager, buyer or traveling man. Thoroughly capable of handling a large volume of business in any branch of the trade. Will go outside of New York. Address "Ex-dealer," care The Talking Machine World, 373 Fourth avenue, New York.

NEW COLUMBIA REPRESENTATIVES.

Weser Bros. Place Line in Newark, N. J., Store and Rochester Department Store Also Opens Grafonola Section—Other Dealers.

Among the many new accounts opened by the Columbia Graphophone Co. in near-by territory are the prominent piano house of Weser Bros. in Newark, N. J., and the department store of the McCurdy-Robinson Co., Rochester, N. Y. Weser Bros. have handled the Columbia line for some time in their store on Twenty-third street, New York, and their success with Columbia machines and records in this store convinced them of the desirability of installing the line in their Newark, N. J., establishment. The McCurdy-Robinson Co. has achieved unusual success with its Columbia department in the short while it has been open, and is making a particular effort to develop high-class trade. W. M. Whitney & Co., Albany, N. Y., another large department store, recently increased their Columbia representation materially in order to keep pace with existing requirements.

Other new accounts closed recently for Columbia representation are Louis Schiff, Brooklyn, N. Y.; Joseph Strohleim, Brooklyn, N. Y.; W. E. Shafer, Schenectady, N. Y.; Wm. E. Phelan, Brooklyn, N. Y.

WALZ GETS WESTERN TERRITORY.

Harry T. Walz, who for a number of years has been connected with a talking machine business at El Paso, Tex., was in New York this week. He has concluded arrangements with a talking machine company whereby he will take a Western representation for a new machine. The territory covered by Mr. Walz, in which he will have exclusive selling rights, will extend from Mississippi to the Pacific Coast. He will start out on his first trip about May 1. Fuller details of his plans will appear later.

ANNOUNCES REVISED ITINERARY.

L. C. Wiswell Sends Out Official Itinerary of Special Train Which Will Carry Talking Machine Jobbers to Annual Convention in San Francisco, July 22-24.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—Announcement has been made of the official itinerary of the special train which will carry talking machine jobbers to the annual convention to be held in San Francisco July 22, 23, 24.

This revised itinerary, according to L. C. Wiswell, replaces the one previously issued.

City.	Time.	Date.	Route.
Lv. Chicago	6:15 P.M.	Tues., July 13	C., R. I. & P.
Ar. Kansas City...	8:00 A.M.	Wed., July 14	

Stopover at Kansas City; 5 hours' automobile trip around the city, luncheon at one of the Country Clubs, etc.

Southern & Western (west of Chicago) distributors may make connection with train at Kansas City.

City.	Time.	Date.	Route.
Lv. Kansas City ..	1:00 P.M.	Wed., July 14	Union Pacific
Ar. Denver	5:30 A.M.	Thurs., July 15	Union Pacific
Lv. Denver	5:45 A.M.	Thurs., July 15	D. & R. G.
Ar. Colorado Spgs.	8:15 A.M.	Thurs., July 15	D. & R. G.

Stopover Colorado Springs twenty (20) hours in order to visit Pike's Peak, Garden of the Gods, Crystal Park, etc., and in order to leave Colorado Springs at an hour that will permit of viewing the scenery through Royal Gorge en route.

City.	Time.	Date.	Route.
Lv. Colorado Spgs..	4:20 A.M.	Friday, July 16	D. & R. G.
Ar. Glenwood Spgs.	4:30 P.M.	Friday, July 16	D. & R. G.
Lv. Glenwood Spgs.	7:00 P.M.	Friday, July 16	D. & R. G.
Ar. Salt Lake	9:00 A.M.	Sat., July 17	D. & R. G.

Sightseeing in Salt Lake City and visit to Saltair Beach for a dip in Great Salt Lake. Mormon Tabernacle and Organ Recital.

City.	Time.	Date.	Route.
Lv. Salt Lake	9:00 P.M.	Sat., July 17	S.P.L.A.&S.L.
Ar. Los Angeles ..	3:00 A.M.	Mon., July 19	S.P.L.A.&S.L.
Lv. Los Angeles ..	3:30 A.M.	Mon., July 19	A., T. & S. F.
Ar. San Diego	7:00 A.M.	Mon., July 19	A., T. & S. F.

Sightseeing in San Diego and vicinity and visit to Exposition.

City.	Time.	Date.	Route.
Lv. San Diego	11:59 P.M.	Mon., July 19	A., T. & S. F.
Ar. Los Angeles ..	7:00 A.M.	Tues., July 20	A., T. & S. F.

Stopover at Los Angeles for sightseeing, etc.

City.	Time.	Date.	Route.
Lv. Los Angeles ..	11:00 P.M.	Tues., July 20	So. Pac. Co.
Ar. Del Monte ...	11:00 A.M.	Wed., July 21	So. Pac. Co.

Three and one-half (3½) hours' stopover at Del Monte for luncheon, sightseeing, etc.

City.	Time.	Date.	Route.
Lv. Del Monte ...	2:30 P.M.	Wed., July 21	So. Pac. Co.
Ar. San Francisco.	5:30 P.M.	Wed., July 21	So. Pac. Co.

TICKETS—The round trip ticket fare from Chicago to San Francisco, going via above route, returning via any other direct route, $62.50. Returning via Portland or Seattle (additional) $17.50.

Pullman Fares.—Chicago to San Francisco: Lower berth, $20.00; upper berth, $16.00; compartment, $56.00; drawing room, $70.00. Kansas City to San Francisco: Lower berth, $17.00; upper berth, $13.60; compartment, $48.00; drawing room $60.00. The above rates cover use of cars for the entire trip which allows baggage, etc., to be left in cars for all stops.

For this special train All-Pullman sleepers will be furnished, including observation, compartment and drawing-room cars, for entire trip, Chicago to San Francisco. Also each road over which we travel will furnish their own Library, buffet club and dining car. Steel equipment throughout.

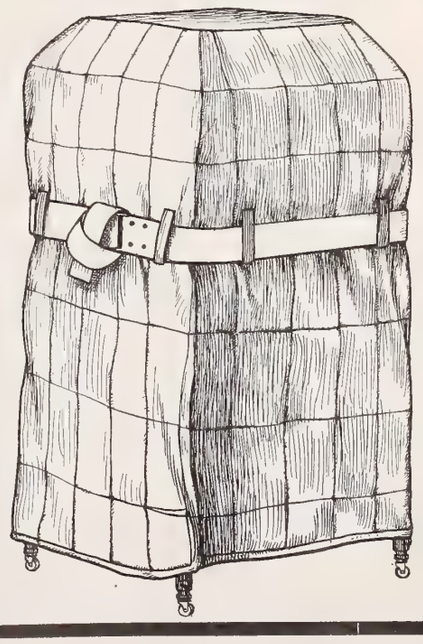
You will please disregard the itinerary previously sent. This one is official. We have found it necessary to make some changes, therefore the route of our special train is as shown above.

A good joke in an advertisement diverts attention from the business part of the ad. A poor joke is a joke on you.

B & B Phonograph COVERS

(for all machines)

for moving and shipping



Grade No. 2, with heavy cotton quilted lining, complete with strap and patented buckle, $6. B & B Covers are made in two grades for ALL phonographs. Grade No. 1, with felt lining, complete with strap and patented buckle, sells for $8. Covers are made of EITHER KHAKI or CANVAS.

Now you have the complete story about B & B covers as far as prices are concerned. We guarantee each cover to be of the finest quality and to give durable satisfaction. Let us send you one of each—just write us a letter and we will attend to the details. Then you can make your own tests.

SPECIAL.—Dust Covers for Wareroom Use. Made out of light material—just the thing for keeping the polish on your machines and the dust away. A sample cover costs $1.

Bristol & Barber

115 E. 14th Street, - - New York, N. Y.

The biggest and most beautiful feature of the increased Columbia advertising is the fact that the goods stand up through everything that is said there.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MORE SKILL IN SALESMANSHIP IS NOW NECESSARY

In the Handling of Talking Machines—The Growth of Competition and the Evolution in Artistic Prestige Has Made the Selling of These Instruments a More Important Matter —New Columbia Dealers—Rural Trade Very Active—News of the St. Louis Trade.

(Special to The Talking Machine World.)

ST. LOUIS, MO., April 8.—The talking machine business is improving steadily in St. Louis. With a better supply of machines available, and the selling side of business improving somewhat on general principles, there is said to be a steady increase of totals. It was noticeable, however, late last month that more newspaper space was used in advertising monthly record lists than ever before, and that machine advertising has not been especially heavy, indeed, it has been rather light, or would be, if it was not for the special advertising campaigns under way for the Aeolian-Vocalion and the Edison Disc. The retail dealers, who formerly carried the burden of the advertising, are not paying for much space to exploit machines. It is said that this fact is due to the uncertain allowance of machines.

There is a new feature in the talking machine business here that is engaging the attention of even old owners of talkers, that is the various points of their instruments, what a salesman would call "talking points." Only a short time ago, when the local field was split among Victors, Columbias and Edison cylinders, there was not so much discussion of fine points or construction. When one mixed with talking machine enthusiasts it was mostly talk of "quality of tone." Each machine had its enthusiasts, most of whom rested their case on the mere statement of preference.

Now it is different. It is why? Why? Why? No longer can a washing machine salesman jump into the talking machine field, and by winning ways sell instruments. He must study his machine, know why each part is built this way, and be able to discuss laterally and horizontally cut records. Explain the mysteries of sound waves, overtones and tone coloring, and the qualities of the various needles, to say nothing of the finer points of the music rendered, and whether it should be accented, or in any manner changed.

All of this is a more or less natural result of the Graduola feature, and the consequent changed methods of advertising. The older makes of machines are being advertised in a way entirely different, and many persons are learning for the first time that the shutters and doors in the cabinets are of some use.

Another feature that has caused salesmen to study their machines more carefully has been the introduction into the local market of some very old machines, and which, because of attractive prices, became a serious competitor for a time.

Manager Reid, of the Columbia Co., announces thirty new dealers signed by that company since January 1. "These dealers," says Mr. Reid, "are, as a rule, the best merchants of their towns. We are placing our machines in the small city department stores, house furnishing establishments, etc. No longer is an obscure store begged to take on talkers. Of these thirty firms two are in St. Louis, the Standard Furniture Co. and the Franklin Avenue Furnishing Co., both large and representative busines concerns."

"Is the standing of the firms you have lined up due to the general better appreciation of the talking machine as a business proposition?" Mr. Reid was asked.

"No," he replied. "In the main, it is due to the fine work of our Mr. James J. Bennett, who is making himself a power in our territory." The new dealers are in southern Illinois, Missouri, Kentucky and Tennessee.

In this connection it might be remarked that business is progressing much more rapidly in the rural districts than in the cities. The smaller cities, those that still feel direct effects of good crops and good prices for them, are doing a splendid business and are taking all of the machines the St. Louis jobbers can send to them.

Many exclamations of appreciation are heard these days at the new talking machine parlors of the Stix, Baer & Fuller Dry Goods Co., where Manager Robinson is doing a much improved business in his new quarters. His rooms are unique as far as St. Louis is concerned. They form practically a complete house in appearance, with the record room and office in the place of the pantry. In the reception hall is a fine grand piano, a reminder that the piano department is near by. There are four cottage rooms, you might call them library, music room, parlor and living room from the way they are furnished. The windows have awnings and the lights and draperies, rugs and center tables, book cases and other furnishings are very much of the quality and style that the machines will be placed among after they are taken to the homes of the new owners. Here the prospective purchaser sees the machine in much the same condition that they will keep them at home.

Record demonstration rooms, which are used for the demonstration of smaller machines too, are built in the form of a sun or lounging porch, glass enclosed, of course. The reports are that the improved quarters have brought an instant added interest to the department. The formal opening of this department was announced through the means of a vocal and instrumental recital that attracted the best music circle of the city because of the standing of the artists.

Harry Levy, of Aeolian Hall, reports a steady and increasing business since the Aeolian-Vocalion was placed on sale in the talking machine department there.

Mark Silverstone has been unable to keep entirely out of mechanics, and he put into his window April 1 a contrivance by which an 8-ounce hammer strikes a suspended Edison record to prove the unbreakable qualities of the record. The hammer is fixed on a hinge in a table and is worked by electricity. The record is swung from the top of the show window. A sign announces that the hamer strikes the record 22,689 times in the course of a fourteen-hour day, while the device is run. After several days, there was so little impression on the record that Mr. Silverstone concluded to add interest to the device by announcing through the daily papers that just as constant dropping would wear away stone, the constant tapping would eventually break or wear through the record, and that he would pay $10 to the person predicting nearest the exact time that result would become evident.

One of the new comers to the talking machine field is A. H. Dankman, business promoter for the foreign department of the Columbia Co. Mr. Dankman, who speaks several languages, finds much satisfaction in his work because he brings joy into many lonesome homes. He says that the appreciation of records in the home language and home rendered music is more greatly appreciated in these foreign homes than any other feature of the talking machine work, and that he finds real satisfaction in talking with the folk to whom he has brought joy in a strange land. While many of his customers are employed at low wages and live very frugally, he says, credit on his sales are one of the very least worries, for their one haunting fear until the machine really is their own is that they may by some slip lose it and be deprived of this "visitor from home." "And what is more," says Mr. Dankman, "the music of these people, even their folk songs, are a real pleasure to hear. There are none of the miserable ragtime or nerve trying dances in their libraries. They know and appreciate fine music, and they have it in what they regard as their simple tunes."

Manager Robinson, of the Thiebes Piano Co., is beginning the season's outing sales already. He has found a ready early demand for small

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

machines for club houses, auto parties and boating equipment. Each year this branch of the business has been growing, and last year several salesmen devoted their entire time to the outing promotion. Each year, too, the open air appreciation grows, and boathouses are opened earlier, and it may not be long until this will be an all-year business, at least Mr. Robinson's early start would suggest that possibility.

The Field-Lippman Piano Stores were almost alone among talking machine dealers in presentation of Easter windows, but their effort, trimmed with Easter lilies, was a pleasing diversion. There were Easter suggestions as to music and means of producing it, and to attract attention to the serious efforts there were dancing pickaninnies on records.

The Columbia Co. record advertising campaign has been using considerable space in a local newspaper, and has gained much support from local dealers who carry their cards under the protecting wings of the general ad. "It has done business for us and for our dealers," says Retail Manager Duffy.

A CONVENIENT NEEDLE HOLDER.

On many low-priced machines there is no place to hold needles, either new needles for use on records or old ones to be thrown away. This is where the "B. & B." needle holder comes in, for it can be placed on the tone arm, the metal band holding three metal cups, one for loud needles, one for medium needles and the other for used needles. The latter has two cross pieces at the top so the needles cannot be picked out.

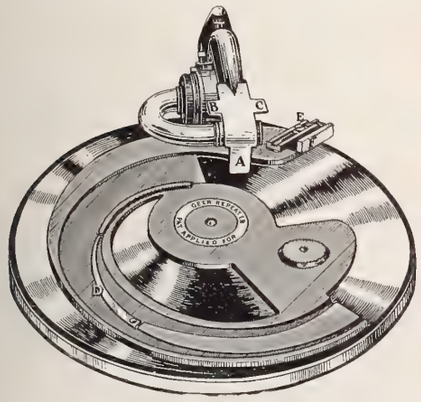
The retail price of this is $1, although samples will be sent to dealers upon receipt of 50 cents and name of jobber. The needle holder is nickeled in a bright finish and forms a very creditable attachment for the machines upon which it can be used. It is made by Bristol & Barber, 115 East Fourteenth street, New York.

This concern also produces a line of covers for delivering talking machines which are felt lined and furnished complete with strap and buckle. These are made of khaki or canvas as desired. For wareroom use, this house makes a line of dust covers, a sample of which is furnished for $1.

E. D. Bristol, of this concern, is planning a trip through the Middle West, and expects to call upon the trade in the interests of these specialties.

THE GEER RECORD REPEATER.

One of the new specialties introduced to the trade is the Geer record repeater, which is made of phonograph record material and retails for $2.50. It is sold by the Excelsior Premium Supply Co., 456 Fourth avenue, New York. This device



The Geer Record Repeater.

lays on the record and is quickly adjusted to fit either ten inch or twelve inch records. It is claimed by the manufacturers that "there is no shock to the sound box, that with the Geer the needle is picked up and carried to the starting place easily, quickly and without loss of time."

The wedding of Miss Mary Glenn Phelps, of Pulaski, Va., and Leonard W. McChesney will take place Saturday evening, April 24, at Orange, N. J. Mr. McChesney is the son of L. C. McChesney, advertising manager of Thos. A. Edison, Inc.

TO MAKE TALKING MACHINES.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 12.—B. Olshansky, who for many years has been connected with the talking machine trade in this city, will hereafter manufacture talking machines and has leased a two-story factory at 1446 West Harrison street. Mr. Olshansky expects to have a line of disc machines on the market in thirty days, which will range in price from $15 to $100, including a low priced horn machine. He plans a factory capacity of 100 machines a day.

IN POSITION TO FILL ORDERS.

The G. T. Williams Co., of Brooklyn, Appreciative of Courtesies Shown Them.

"We wish to thank our dealers for the generous support they have given us and the patience they have shown while we were organizing and working under various handicaps," said G. T. Williams, president of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributers. "We have now passed this constructive period and are in a position to fill the needs of Victor dealers promptly and efficiently.

"Our policy of wholesaling exclusively has won the general approval of the Victor dealers, and judging from the growth of our business the past month, we have every reason to feel optimistic and well pleased regarding the business outlook for the future."

PATHE DEALERS IN NEW YORK.

Recent Newspaper Advertising in Which Houses Selling the Pathé Line Are Featured.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, carried advertising in the local newspapers, in which it called attention to a number of the dealers in metropolitan territory who are handling the complete Pathé line. This list which includes the following successful concerns is a very creditable showing, considering the comparatively short while that the Pathephone and Pathé discs have been on the market: Hardman, Peck & Co., 433 Fifth avenue, New York; Hardman, Peck & Co., 524 Fulton street, Brooklyn, N. Y.; Ludwig Bauman & Co., 144 West 125th street, New York; Fred. Kraft, 38 Cortlandt street, New York; Henry B. Pye & Co., 2918 Third avenue, New York; Mirkin & Susser, 1529 Madison avenue, New York; James Mather Music House, 4181 Broadway, New York; B. G. Warner, 1223 Bedford avenue, Brooklyn, N. Y.; Ryder Sound Regulator Co., 71 Sixth avenue, Brooklyn, N. Y.; Manhattan Carpet & Furniture Co., 1923 Richmond terrace, Port Richmond, N. Y.; Pathéphone Shop of New Jersey, 8 Park avenue, Paterson, N. J.

TALKING MACHINE EXPORTS.

The Figures for January Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 1.—In the summary of the exports and imports of the commerce of the United States for the month of January, 1915 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for January, 1915, amounted in value to $27,372, while records and supplies for January, 1915, amounted in value to $34,760.

AN ATTRACTIVE HANGER.

The Columbia foreign record department is now sending out to Columbia dealers a very attractive hanger in three colors, listing the patriotic songs of the "allied" nations now engaged in the European war, including records that are now popular in England, France, Belgium, Russia and Servia. This hanger serves as a companion to a similar one issued a short while ago featuring the patriotic selections of Germany and Austria.

No. 893
B80 Edison Disc Record Cabinet.
Genuine Mahogany and Selected Oak veneered door, sides, back and top. Height, 33½ inches; Top, 19x25 inches.

HERZOG CABINETS

Artistically designed, properly and substantially built and unusually well finished, HERZOG cabinets embrace a wide range of patterns that perfectly match all portable type talking machines now on the market.

A number of new models including several for the new Victrola IX and the Columbia Favorite have just been added to the line.

A new catalogue illustrating the entire line will soon be ready for distribution. Make sure your name is on our mailing list.

Herzog Art Furniture Co.
SAGINAW, W. S., MICH.

January, Feb
of this year ha
bia showing
than *eleven*
And if we co
the deman
would have b

Triple shifts—night and day, right along —machines and records both.

Demand is doing it. Our problem is to do the best that can possibly be done to meet our dealers' requirements.

All of which must indicate a clean merchandising policy and a distinctive line of quality merchandise.

Columbia dealers are so well satisfied with the multiplication-table increase of

Graphophone Company, W

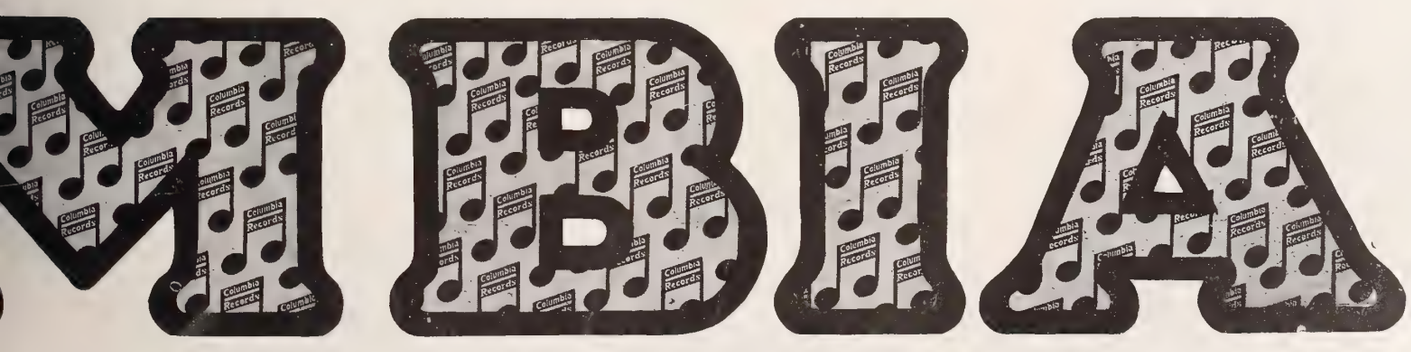
Creators of the talking machine industry. Pioneers and leaders in the talking machine art. Owne

y and March
ade a Colum-
n totals more
ths of 1914.
ave supplied
ne increase
even greater.

Columbia business pretty nearly everywhere, that we can't for the life of us see how any not-yet-Columbia dealer can be.

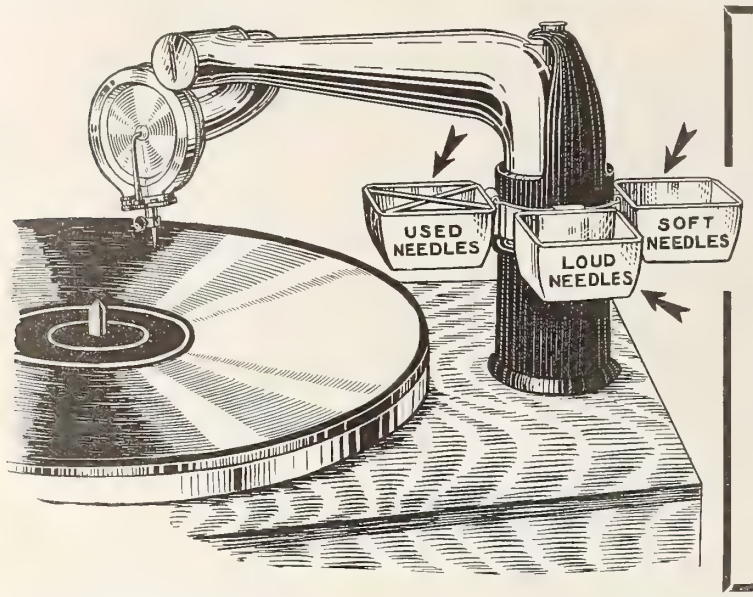
There are so many things to tell you about the 1915 reasons for handling this extremely active and very profitable line that we would like to be asked to lay them before you.

And we take this occasion to suggest that you write for certain live information to



orth Building, New York

undamental patents. *DEALERS WANTED WHERE WE ARE NOT NOW ACTIVELY REPRESENTED.*



B & B Needle Holder

Something new for Victor IV and VI or any other small machine. Attaches to the tone arm and holds three metal boxes for needles—one for loud, one for medium and the other for used needles. The greatest little phonograph specialty ever shown the trade. Every part heavily nickeled. Retails for $1. You can sell hundreds of the B & B holder. Send for

SAMPLE—50c. POST PAID.

Future orders can be sent to us, specifying your jobber, and we will fill through him. But anyway get a sample and see this holder for yourself.

BRISTOL & BARBER, 115 East 14th Street, NEW YORK

BALTIMORE SHOWS MONTH OF INCREASING BUSINESS.

Gratification Over Increasing Supply of Talking Machines and Records—Joseph M. Mann, Well-Known Piano Dealer, to Handle Talking Machines—The Leading Establishments Make Splendid Reports Regarding Increased Business Volume in March—Other News.

(Special to The Talking Machine World.)

BALTIMORE, MD., April 9.—March found another record business in the talking machine industry in Baltimore and everywhere there was practically the same story of increased business far in excess of expectations. There was not an establishment that did not increase its business, and this despite the fact that the lack of machines held back business and prevented larger records from being made. The latter condition is now being relieved somewhat, as the factories are sending out more machines.

The record sales during the month were very good. The taste of Baltimoreans, as in machines, seems to run to records of the higher price. Dance records, meanwhile, are more popular than ever before. All the local talking machine dealers are selling many of these, and the use of the talking machine in connection with dancing, and the teaching of dancing is growing every day.

Although there is some talk of getting the dealers together in an association for the benefit of all in the business, no definite step in this direction has been taken as yet. It is stated on good authority, however, that about August some action will be taken.

During the month, announcement was made that another local piano house will enter the talking machine business. With this only one or two strictly piano houses will remain in the city. The latest to make the anouncement is the Joseph M. Mann Piano Co., of which Joseph M. Mann is president. Although which product the house will handle has not been announced, it is believed that it will be the Columbia line. William Knabe & Co. and the Kranz-Smith Piano Co. recently entered the talking machine business.

The wonderful strides the talking machine industry has made during the last few years, and the great business done so far this year leads some of the dealers to believe that, unless they are able to get more machines, 1915 will prove to be a trying year for them. They expect that this year will be a far greater one than 1914.

The Columbia has just begun to use large space in the local newspapers. An 800 line spread, in the shape of a T, with the names of the local dealers under it, was the first move in the local field by that company in the newspaper direction, and, aside from helping the business, it brought out a large volume of buyers for records. This firm is also using theatrical programs for advertising. For a long time the Victor was the only one extensively using the newspapers. The ad is about half a page deep and seven columns wide, and also permits of space in which local cards of dealers may be inserted. Both of the companies are using advertising cards in the street railway cars.

The March business done by E. F. Droop & Sons Co., Victor distributer, was 35 per cent. greater than the amount of business done in March, 1914, W. C. Roberts, the manager, stated. Said Mr. Roberts, "The demand runs to the higher-priced machines and the call for the $75 machine has been simply enormous. I am glad to say we are getting more machines now, but I don't think we will be able to fill all our orders for the $75 ones before May 1. The record stock, I am also glad to say, is in better shape than it has been for nine months, although it is not complete. We have been receiving daily shipments from the factory, and the selections are coming through nicely. I have just finished making up my March account and find that it shows an increase of 35 per cent. over the business done during March of last year."

Mr. Roberts is enthusiastic over the convention of the National Association of Talking Machine Jobbers, which will open in San Francisco on July 23. "It will be to the advantage of all jobbers who can attend to do so," he said. "I am going to make every effort to be there. The officers have made arrangements to take good care of all who attend. They will visit Yellowstone Park, the Grand Canon and many other places. A special train—not a special car—will leave Chicago, and the rates will be astounding from a point of economy."

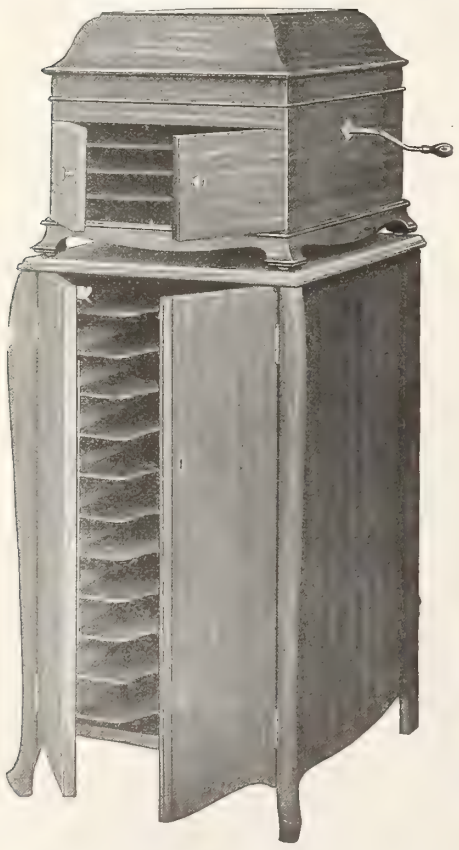
A. J. Heath, manager of the Baltimore headquarters of the Columbia Graphophone Co., found big business in March, to such an extent that it almost equaled the business done in December of 1914, which was the banner month of Columbia business here. Said Mr. Heath: "Our business for the past month was 58 per cent. greater than it was in March, 1914, and was very close behind December of the same year. We could probably have done more business, but we pushed it just as much as we dared, for we were always face to face with the proposition of not having the machines to deliver after we sold them."

Mr. Heath left for New York on Saturday to visit the Columbia headquarters and expects to be able to induce the company to send on a lot of machines so that he can clear off all his standing orders. W. L. Eckhardt, district manager for the Columbia Co., with headquarters in Philadelphia, was in Baltimore last week.

P. W. Peck has just been added to the local Columbia headquarters as a traveling representative, and during the past week he signed up the well-known firm of M. P. Moller, of Hagerstown, to carry the Columbia line.

Oden Jester, formerly of J. P. Bell, Lynchburg, Va., has joined the Columbia staff.

A very attractive window display in the Colum-



HERE is the new Udell cabinet for the new Victrola IX. Notice how the lines of the machine and the cabinet harmonize. It is a part of the Udell service to give such snappy designs that every Victor owner wants to own one, so you save on the cost of selling. This is style No. 1439. It is 32½ ins. high; 17¼ ins. wide; 21 ins. deep and holds 11 Victor albums. Mahogany front, sides and back.

Send for six of these; the price is right.

At least get our catalog.

The UDELL WORKS
1025 WEST 28th STREET
INDIANAPOLIS, IND.

UDELL

bia warerooms was used to attract attention to the record, "I Didn't Raise My Boy to Be a Soldier." It showed an attractive landscape scene, with a farm house in the background and miniature troops of infantry and cavalry on parade. Many a youngster dragged parents to the window to see the soldier's, and many sales were reported in this way.

I. Son Cohen, president of Cohen & Hughes, Victor distributers, says the wholesale business is immense, and he was unable to get all the machines he needed, but as they were more plentiful recently than for some time, he believes he will soon receive large consignments.

Cohen & Hughes are remodeling the first floor. A large office of golden oak trimming with plate glass sides is now in the center of the store, where the head of the firm receives his visitors. New booths are placed along the entire side of the building for talking machines. The interior has been refrescoed, and the new plan of reverse lighting has been installed.

The business done by H. R. Eisenbrandt Sons, under the management of Henry Eisenbrandt, keeps up as well as usual.

The Rosenstein Piano Co., Pathé distributers, through Jesse Rosenstein, reports good trade for the past month. This firm also carries the Columbia line. The firm just passed its first year in business, and Mr. Rosenstein is very well satisfied with the strides made. A new $15 model Pathé, with double spring motor, has just been received here. Mr. Rosenstein reports the sale of several $100 Pathéphones.

The Kranz-Fink Talking Machine Co. passed its first month under the new combination, and G. Fred Kranz said the firm is well satisfied with the business. The volume of trade was larger than in March of 1914, when the business was conducted by the Fink Talking Machine Co. Victor and Columbia goods are now to be found on all the floors of this well-equipped four-story establishment.

Milton Boucher, manager of the Victrola Department of William Knabe & Co., is more than pleased with the amount of business being done, as the company only started in the talking machine business during the past month.

Stewart & Co., through J. L. Gibbons, manager of the Victrola department, report a remarkably good month in machines, records and accessories. Mr. Gibbons has just received a report made up by the Musical Instrument Sales Co., of New York, which gives figures coming from seventeen stores in seventeen different cities of the country, and he is more than pleased with the showing that Stewart & Co. has made. In a letter to Mr. Gibbons, the company told him that his report was one of the best received.

"If 30 to 35 per cent. of the total sales are records," said Mr. Gibbons, "it is considered good business. Our report shows that our figures reached 43.9 per cent., and I am very proud of it."

Mr. Gibbons has started a system to keep a trace of all persons who buy records and accessories from his department. He has installed a card index which shows just how much each person bought and how often he buys. In this manner he expects to increase the sales wonderfully, because if a person buys some records each month and then fails to appear for more he will have them looked up.

In the sales race for March, Mr. Gibbons reports that Chas. E. Stran won out, with Miss M. E. Griffith making an excellent showing. This company has secured a new repair man in the person of E. H. Ruhl and has taken on Stewart Smink, who has been placed in charge of the record room.

The Sanders & Stayman Co. reports good sales of both Victrolas and Columbia products.

The Hub Piano Co. also says that the talking machine business for March was remarkable.

Isaac Benesch & Sons, the largest furniture establishment in the city, according to Manager Hexter, says, "We have sold more Victrolas than we had, and are still waiting to deliver some of the orders."

NEW CONCERN IN PITTSBURGH, PA.

Formal Opening of Talking Machine Section of the Rosenbaum Co.'s Fifteen-Story Department Store—Is Owned and Operated by W. D. Montgomery and the Columbia Line Is Handled—More Space for Frederick Co.

(Special to The Talking Machine World.)

PITTSBURGH, PA., April 10.—One of the largest and finest talking machine sections in the country made its bow to the people of Pittsburgh on Wednesday, April 7, with the formal opening of the new Rosenbaum Co. fifteen-story department store at Sixth, Penn and Liberty avenue. The department is owned and operated by W. D. Montgomery, formerly with the Columbia Graphophone Co. in this city. Mr. Montgomery spared neither time nor expense in bringing the newest talking machine department up to the very highest standard possible. The Rosenbaum store itself is a masterpiece of its kind, being the tallest department store in the country and one of the largest in this city. It is of handsome architecture both within and without, and is of white brick and stone fireproof construction. The talking machine section is beautifully located on the seventh floor, and is reached by means of twelve elevators and an escalator. Eight soundproof demonstration booths and one of the largest record racks in the city, costing a total of $3,500, constitute the features of the department. The arrangement throughout combines the highest degree of attractiveness, comfort and convenience. The furniture is of American walnut to match the booths and the equipment throughout the store. The rack holds a stock of 23,000 records, all at the fingertips of the salesman. A capacious room on the twelfth floor is also used for stock purposes.

Mr. Montgomery, who was for the past three years field representative of the Columbia Co. in western Pennsylvania, Ohio and West Virginia territory, is one of the ablest men in the trade, and the department in every way gives evidence of his ability as an organizer and manager. To assist him he has secured the services of Leroy Tyson, formerly connected with the Columbia Co. in this city, and Miss Edith Skov, for three years with the S. Hamilton Co.'s talking machine department.

The highly complimentary manner with which the many thousands of Pittsburghers received the department on the opening day gives every promise of its complete success. This assurance is further increased by the prestige given the Rosenbaum Co. through its many years of service to this city as the highest type of department store, a prestige that has been made more complete by the concern's removal to its new fifteen-story home. Mr. Montgomery announces that plans are under way for a series of complimentary Grafonola concerts to be given in the talking machine department for the patrons of the store. While the Columbia line of machines is being handled excxlusively at present, he states that he will add other makes of machines later.

The W. F. Frederick Piano Co. has just completed alterations in its store, largely increasing the space occupied by the Victrola department and adding five new demonstration booths. Manager George S. Hards states that the business in both machines and records has been highly satisfactory during the past month. During the Easter holiday season a special outfit was featured with much success. This consisted of a No. 9 Victor machine, a cabinet and six records.

A NOVEL INVENTION

Is That of Peter Hesselius, of Chicago, Who Plans to Create a Sort of Phonographic Organs—Some Interesting Details.

Patent No. 1,132,092 has been granted to Peter Hesselius, of Chicago, for a novel extension of talking machine principles. His invention relates to the phonographic recording of instrumental tones, which may be reproduced as part of the mechanism of an organ, or as a complete musical instrument of itself. He provides sets of discs or cylinders of small size and adapted to run constantly at constant speed. Each of these has had recorded on it one sound from the instrument whose scale of tones it is desired to reproduce, so that each whole series of records may include the complete scale of some one instrument. Then to each record is attached a sound box in such a way that by the depression of a regular organ or piano key the two may be brought into acoustical contact with each other. By providing several such series of records, suitably mounted and provided with sound boxes as described, it is claimed that the tones of any number of instruments may be reproduced, thus making it possible to have a sort of phonographic organ, under the control of a keyboard or keyboards. Various other devices are provided for damping the tones, for using soft or loud needles on the sound boxes and for throwing in or out the various sets of records. The inventor proposes that his invention should be used in the organ, for the provision of stops of characteristic quality where imitation through pipes is difficult if not impossible.

The New TONE-O-PHONE ATTACHMENT

Enables VICTOR and COLUMBIA Talking Machine owners to play all Hill and Dale cut Disc records, such as the NEW EDISON DIAMOND DISC, PATHÉ, Keen-o-Phone and Rex records, on their machines, also jewels for same.

No. 1—For Owners of Victor Talking Machines.

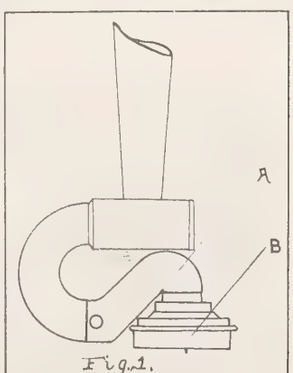


Fig. 1.

Retail Price, $1.00
(In Nickel)

Write for Dealers' and Jobbers' Discounts

These are the only mechanically correct attachments of its kind on the market. Better than others because it is simple, easier and quicker to attach.
Also makers of the Tone-o-Phone genuine **Diamond Point** needles for playing **Edison Diamond Disc Records** (retail price $5.00), and of the Tone-o-Phone Sapphire Ball Point Needle (retail price $1.00) for playing **Pathe,** Rex and Keen-o-Phone Records.
Also makers of the New Tone-o-Phone Sapphire for playing Edison Diamond Disc Records, (retail price $1.00).
Send us $1.00, and we will forward a sample of either attachment together with sapphire point for playing either the Edison Diamond Disc Record or Pathé Record. (State which record you wish jewel for).
Get acquainted with these real attachments. They will make money for you. Address

No. 2—For Owners of Columbia Talking Machines.

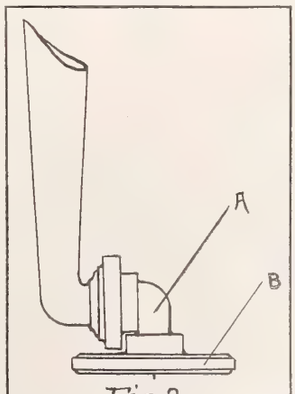


Fig. 2.

THE TONE-O-PHONE CO., 218 South 12th St., Philadelphia

SEARCHLIGHT HORN SUIT.

Plaintiff Secures Temporary Restraining Injunction—Refers to Neilsen Horn Patents.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., April 7.—In the case of the Searchlight Horn Co. vs. the Columbia Graphophone Co. Judge W. W. Van Fleet, sitting in the U. S. District Court at San Francisco, granted on March 24 a temporary injunction in favor of the plaintiff whereby the defendant is restrained from the manufacture and sale of the type of horns instanced in the suit.

It is understood that this suit refers to what is known as the Neilsen patents owned by the Searchlight Horn Co. and relates to what years ago was colloquially termed the "flower" horns, a type which was extremely popular when the exterior horn was in vogue.

SECURES VERDICT FOR $100,000.

A verdict for $100,000 damages was returned recently by a jury in Judge Hunt's part of the United States District Court in favor of William J. Robinson, a promoter of 14 East Sixtieth street, who sued Lewis C. Van Riper, of the Vanoscope Co., New York, for $2,000,000.

Robinson alleged that his reputation was injured when he was ousted as president of the Vanoscope Co., and charged that false statements reflecting on him had been made by Van Riper to the stockholders. Robinson also alleged that Van Riper had violated the terms of a commission contract in selling European patents for a flickerless moving picture projector without rendering an account.

The jury deliberated for eight hours before rendering a verdict. Another suit by Robinson for $1,000,000 against the Vanoscope Co. is to be tried shortly.

CATALOGS OF FOREIGN RECORDS.

The foreign record department of the Columbia Co. has just sent out to its trade two catalogs devoted to German and Italian Columbia records which form valuable additions to Columbia literature in this field. Each one of those catalogs contains fifty pages, listing all the various records of these languages that are in the Columbia library. These lists are divided into various classes of music, and to facilitate handling, the English translations of the subheads are given in each instance.

PLAN TO TRACE STOLEN MACHINES.

(Special to The Talking Machine World.)

BUFFALO, N. Y., April 10.—At the April meeting of the Talking Machine Dealers' Association, held at the Hotel Statler last week, plans were made for reporting and tracing lost and stolen machines through the medium of the association secretary and members. Records of the names and last addresses of those who have "stolen machines" in their custody will be kept by the secretary. The advertising of talking machines at retail also received considerable attention at the meeting.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

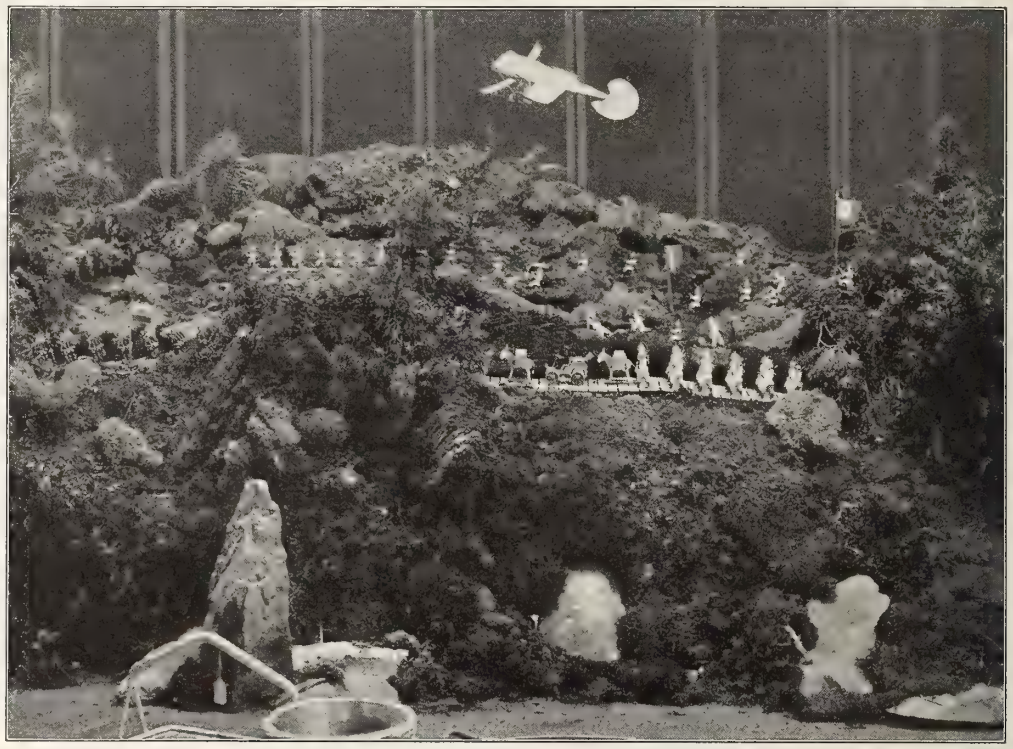
LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

AN UNUSUALLY INTERESTING WINDOW DISPLAY.

The advertising department of the Columbia Graphophone Co., New York, received recently from the Rhodes Mahoney Furniture Co., of Chattanooga, Tenn., Columbia dealers, a photograph of an unusually interesting window display which this company had utilized with signal success. This window, which is reproduced herewith, was used in conjunction with a talking machine placed underneath the window, which played various patriotic airs in harmony with the idea evolved in the display.

The Rhodes Mahoney Furniture Co. is planning to lease this window to talking machine dealers for a nominal sum and send a representative to take care of the window and set it up properly. A detailed description of this most unusual window follows:

"The entire setting can be placed in a space of 6 to 8 feet by 12 to 15 feet, as the setting can be extended to suit the requirements of the window, and is made up of natural rocks and moss. This show is most attractive, but the fact that there are about 150 soldiers, cannon, pack trains, etc., as well as the fact that soldiers rise up and discharge rifles in a most realistic way and that the cannon on the hillside fire in the same realistic way at regular intervals all in turn, holds the attention of the audience and interests them."



Rhodes Mahoney Furniture Co.'s Artistic Window.

INCREASE YOUR VICTROLA RECORD SALES

DEALERS USING THIS SUPPLEMENT COVER DEVICE CLAIM IT THE "BEST EVER" AS A SALES BOOSTER

No. 1. The cover is sent to you in this manner.
No. 2. Crease cover in center of gum strip.
No. 3. Draw the back edge of supplement over moist sponge.
No. 4. Insert supplement in gum strip.
No. 5. Fold in the return post card first.
No. 6. Fasten with clip.
No. 7. Ready for mailing, goes out for one cent.

Carries four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while reading the supplement.

You cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least $100 to procure thru ordinary channels.

We sell but one dealer in each city. Your territory on this efficient and economical service may be open. Let us hear from you today.

These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

Write today for Sample Cover and Price List

ABBOTT - YOUNG - ADAIR - CO.
508 SOUTH DEARBORN STREET
CHICAGO, ILLINOIS

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

DISPLAYS THE "PHONOLA."

Private Demonstration of the Invention of A. H. Welker in Chicago—Those Present Were Much Impressed with Its Possibilities.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 10.—Several members of Chicago's talking machine trade were treated yesterday afternoon to a private demonstration of one of the most interesting developments on talking machine construction that has been seen here for some time. The demonstration was arranged by Otto Heinemann, 45 Broadway, New York City, and was for the purpose of displaying the invention of Alexander H. Welker, of Berlin, Ont. Can. Mr. Welker is a member of the firm of the Pollock Manufacturing Co., of the Canadian city, owner of the "Phonola" line of talking machines.

The head of that concern, A. B. Pollock, has been in Chicago the past week in connection with the work of promoting the new instrument and was, of course, present at yesterday's demonstration.

The new machine, which was fully described in the March issue of The Talking Machine World, embodies improvements in the construction of an amplifying device which enhances the reproduced sounds after they are released from the tone arm, this being accomplished by the passage of the sound waves over the open ends of a number of pipes or resonance chambers extending vertically through the lower half of the cabinet. These pipes vary in size and length, some being open at both ends and the others closed at one end. As the different sounds pass over the open pipes they find considerable additional sound board area, which, because of its construction and being in sympathy from a tonal standpoint, gives additional volume and an added mellowness to the reproduction.

Those who were present at the hearing of this new instrument were much impressed with it and particularly delighted with records of 'cello and violin, as well as an orchestra number which contained a number of reed instruments.

EDISON RECORD LIST FOR APRIL.

The latest list of blue amberol records (for April, 1915,) issued by Thomas A. Edison, Inc., is as follows:

2575 After the Roses have Faded Away (Ernest R. Ball) Contralto and Baritone Duet, orch accomp. Helen Clark and Jos. A. Phillips

2583 Armorer's Song from "Robin Hood" (DeKoven) Bass Solo, orch. accomp.....Frederic Martin

2562 Back to the Carolina You Love (Jean Schwartz) Baritone Solo, orch. accomp..... Owen J. McCormack and Chorus

2563 Brown October Ale, from "Robin Hood" (De Koven) Baritone Solo with chorus and orch. accomp. .....Thomas Chalmers

2579 Day of Resurrection—Easter Hymn (Lausanne Psalter) Orch. accomp.....Edison Mixed Quartet

2576 Doodle-oodle Dee (T. Morse) Baritone and Tenor Duet, orch. accomp...A. Collins and B. G. Harlan

2577 Genius Loci (C. Thern) 1st and 2d violins, viola, 'cello and bass.....String Quartet

2569 Hearts and Flowers (Tobani)..... American Standard Orchestra

2568 His Lullaby (Carrie Jacobs-Bond) Contralto Solo, orch. accomp.....Mary Jordan

2580 I Didn't Raise My Boy to be a Soldier (Al. Piantadosi) Contralto Solo with chorus; orch. accomp Helen Clark

2566 If With All Your Hearts—Elijah (Recitative and Aria), (Mendelssohn) Tenor Solo, orch. accomp. Reed Miller

2573 In the Sweet Bye-and-Bye (Jos. P. Webster) Baritone Solo with chorus and orch. accomp..... Thomas Chalmers

2567 Italian Fantasia (P. Frosini) Accordeon Solo..... P. Frosini

2686 It's Written in the Book of Destiny—Lady Luxury (William Schroeder) Contralto and Baritone Duet, orch. accomp. Helen Clark and Jos. A. Phillips

2578 Jesus Christ is Risen To-Day—Easter Hymn (Wogan) Orchestral accomp.....Edison Mixed Quartet

2564 Jolly Coppersmith (Peter) With anvil, singing and whistling accomp.....N. Y. Military Band

2571 Kakuda One-step (Felix Arndt) For dancing.... Van Eps Banjo Orchestra

2582 La Russe (L. H. Chalif) For dancing..... Jaudas' Society Orchestra

2574 Millicent—Waltz Hesitation (F. McKee) For dancing .....Jaudas' Society Orchestra

2584 Old Folks at Home (S. C. Foster) Contralto Solo with chorus; orch. accomp..... Christine Miller

2561 On the 5:15 (Henry L. Marshall) Tenor Solo, orch. accomp. .....Peter Murray

2572 Someone (Al. Piantadosi) Soprano and Baritone Duet, orch. accomp. ..... Elizabeth Spencer and Vernon Archibald

2581 Tennessee, I Hear You Calling Me (Jeff Godfrey) Male voices, orch. accomp....Premier Quartet

2565 That's an Irish Lullaby (Too-ra-loo-ra-loo-ral)—Shameen Dhu (J. R. Shannon) Tenor Solo, orch. accomp.....Manuel Romain

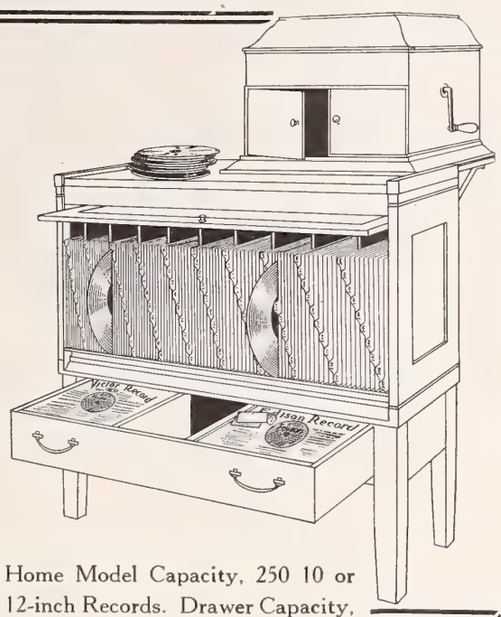
2570 Those Days of Long Ago—Hop o' My Thumb, (Manuel Klein) Tenor Solo, orch. accomp.... Walter Van Brunt

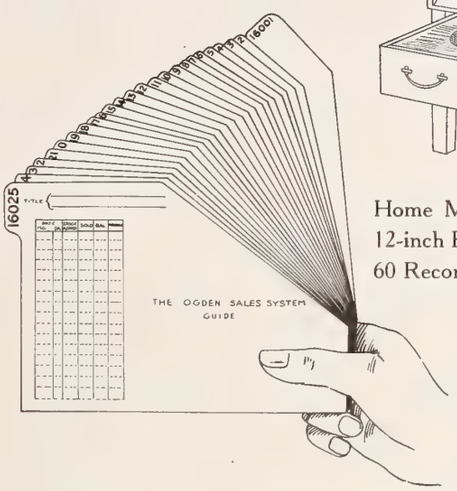
Mr. Dealer:

BIG MONEY FOR YOU

THE HOME MODEL
SECTIONAL FILING CABINET
HAS THE BIGGEST RECORD CAPACITY.
FILES THEM IN SMALLEST SPACE.
FINDS THEM INSTANTLY.

Your Customers Want It





Home Model Capacity, 250 10 or 12-inch Records. Drawer Capacity, 60 Records and Needle Compartment. Extension Table makes it an Ideal Machine Cabinet.

Record Guides separate and locate each record.

Made of Colored Tagboard, Paperoid and Pressboard.

Be the first in your town to sell The Ogden Sectional Filing Cabinet.

MANUFACTURED BY

J. B. OGDEN - - - LYNCHBURG, VA.

"A NEW CORRELATION."

As we close our last form a superb brochure reaches us from the Victor Talking Machine Co., in which is shown in a most interesting manner how the Victor in the school correlates music with the entire curriculum.

Since the Victor educational department was organized Victors have been placed in the schools of nearly 2,500 cities covering the entire United States. There are 200 Victors in daily use in the public schools of Philadelphia alone.

The North Shore Talking Machine Co., Evanston, Ill., has been incorporated with capital stock of $5,000 by Robert E. Turney, Robert M. Moore and M. M. Jacobs.

The "Perfection" Record Holder in Use.

BEECROFT

The "PERFECTION" RECORD HOLDER

Fits Victrolas X and XI. Retails for 50c. Substantially made, Covered with Cloth and Supplied with Index for Ten Records.

THE LATEST AND BEST HOLDER ON THE MARKET

"The Vicover" Cloth Talking Machine Cover

Cabinets—Record Envelopes—Needles

Write for Prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

You've heard us talk "SERVICE."

You've heard us talk "WHOLESALE EXCLUSIVELY."

You've heard us talk "PERSONALITY."

NOW—let's talk getting on MORE intimate terms.

You, Mr. Dealers—who are strangers to us—WE want to know *you*—YOU come in and see us.

You'll go back to your business feeling the Talking Machine Company IS a concern that WILL make good—

THAT they were a concern that laid their "cards on the table"—

THAT they told you the EXACT situation—

If they didn't have the merchandise THEY didn't promise it—

BUT—you'll go back feeling satisfied that you WERE cared for in a SINCERE manner—YOUR interests and the interests of the Talking Machine Company WERE one and the same.

Telephone—Central 1334

THE TALKING MACHINE COMPANY

12 North Michigan Avenue, Chicago

"WHOLESALE EXCLUSIVELY"

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., April 8.—No let-up in the big demand for talking machines and records has yet made its appearance and a canvass of dealers of the Middle West would indicate that the past thirty days have shown an increase of about 35 per cent. over the same period of last year.

The demand for machines seems to be pretty well divided among all classes, and the same condition exists in records, popular dance and operatic, each getting a good share. The record shortage that existed some little time ago has straightened itself out pretty well, but there still exists a serious shortage on the machines, and dealers are complaining because of their inability to meet the demand.

That the prosperity of the talking machine dealers is becoming known to the general public is evidenced by the fact that a number of new concerns are appearing in the field, whose promoters heretofore have had nothing to do with the talking machine. New factories are also rumored and four or five are subject of considerable gossip in Chicago. However, there is nothing very definite in any of these reports as yet.

A. D. Geissler on Conditions.

A. D. Geissler, directing manager of the Talking Machine Co. of New York, and the Talking Machine Co. of Chicago, arrived in the city Monday and left on the Twentieth Century Thursday for New York. In speaking of business Mr. Geissler said: "It is the same old story, an immense business; and, in spite of the great increase in production of Victor goods, an utter inability to supply the demand. From the viewpoint of general merchandising the situation is quite ideal. With our companies it is simply a matter, under present conditions, of going to the freight yards, marking up the goods for reshipment to our customers and reshipping them in the same cars in which they were received. The Talking Machine Co. of Chicago has 5,000 machines on back orders right now. In spite of the great shortage the Talking Machine Co. of Chicago showed a 43 per cent. increase in business for January, February and March over the same period of last year, while the New York house ran 30 per cent. ahead. It is a matter of satisfaction to us to know, however, that the record sales both in New York and Chicago are greater than the machine sales. This shows conclusively that the continued national advertising of the remarkable Victor Co.'s list of artists is bearing fruit along the line always advocated by L. F. Geissler and expressed by him in the pertinent sentence, 'The record end of the talking machine business should be the big end.'"

Mr. Geissler was very enthusiastic regarding the general business outlook and the prospects for the continued prosperity of the talking machine business.

Keith Visits East.

Roy J. Keith, sales manager of the Talking Machine Co. of Chicago, left for the East on the Twentieth Century Thursday with A. D. Geissler, who had spent several days in Chicago. Mr. Keith was bound for the Victor factory at Camden, to see if it were possible to hurry shipments on machines and records, and from thence will go to New York, where he will attend the opening of the new quarters of the New York Talking Machine Co. and will also attend the dinner of the New York Talking Machine Association, which will be held on April 14.

Change in Dictaphone Department.

W. W. Parsons, manager of the Chicago office of the Dictaphone branch of the Columbia Graphophone Co. for the past several years and otherwise connected with the same company for twenty years, has resigned. He has as yet made no announcement of his new connections. His successor is Arthur McGrew, a veteran salesman of office appliances and until recently export manager of the Royal Typewriter Co. of New York. Mr. McGrew is very enthusiastic over the possibilities of his new field and is already building up a sales force with which he will launch a big campaign.

Abbott-Young-Adair Co. Enlarges.

The Abbott-Young-Adair Co., specialists in advertising matter for talking machine and piano dealers, has removed from its old quarters at 542 South Dearborn street to roomier accommodations in the Caxton building on the same street.

The company has also absorbed other interests and with an enlarged force should turn out more attractive publicity literature than ever before.

Prominent Columbia Visitors.

Edward N. Burns, vice-president of the Columbia Graphophone Co., was one of the distinguished visitors to the trade recently. Mr. Burns expressed himself as well pleased with general conditions. Other visitors from the Eastern Columbia offices were: Mr. Heindl, manager of the foreign record department, and Mr. Friedel, sales manager of the same.

C. F. Baer, Chicago manager of the Columbia Graphophone Co., announces the qualification of two new loop dealers. They are the Bissell-Weisert Piano Co., located in the Fine Arts building, and J. O. Twichell, a Wabash avenue piano merchant who has been in that business for thirty-six years.

Kimball Co. May Make Talkers.

In answer to the rumor that the W. W. Kimball Co. intends to engage in the manufacture of talking machines comes the announcement of an officer of the company to the effect that the big piano manufacturing house has contemplated the possibility of the field, and has considered certain specific propositions offered it, but that no definite decision has yet been arrived at.

Some New Edison Dealers.

New Edison agencies have recently been established by the following concerns: H. W. Blackburn, Grandville, Ill.; Foster Drug Co., Toluca, Ill.; J. A. Bastar, Harvey, Ill.; J. C. Thompson, Geneseo, Ill.; N. Dahlkamp, Chicago Heights, Ill.; Kosanke Bros., La Crosse, Ind., and William C. Wornhoff, Forest Park, Ill.

Represent Arion Co.

L. G. Weaver and C. H. Lloyd have been appointed Chicago representatives for the Arion Manufacturing Co., of Boston, Mass., maker of the Arionola talking machine, and offices have been opened at 1503-4 Lytton building. The Arionola is made in two types, listing at $12 and $15, the latter being equipped with an adjustable sound box for playing either lateral cut or hill and dale records.

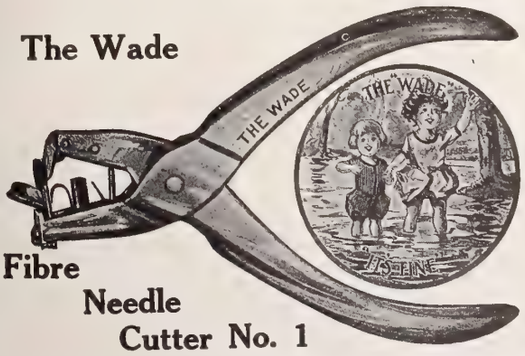
A Vitanola Innovation.

H. T. Schiff, president of the Vitanola Talking Machine Co., reports a remarkable increase in the amount of sales negotiated by that company within the last thirty days. The offices of the company, at 17 North Wabash avenue, have now been completed, and a complete line of samples is there placed on display for accommodation of visiting dealers.

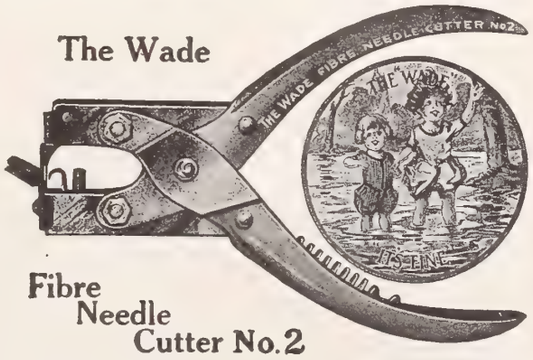
One of the features with which the newer models of the Vitanola line of talking machines is being equipped is the Vitanola duplex tone arm and sound box, which, because of its construction, enables the owner to play either Victor and Columbia or Edison

(*Continued on page* 45.)

THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade


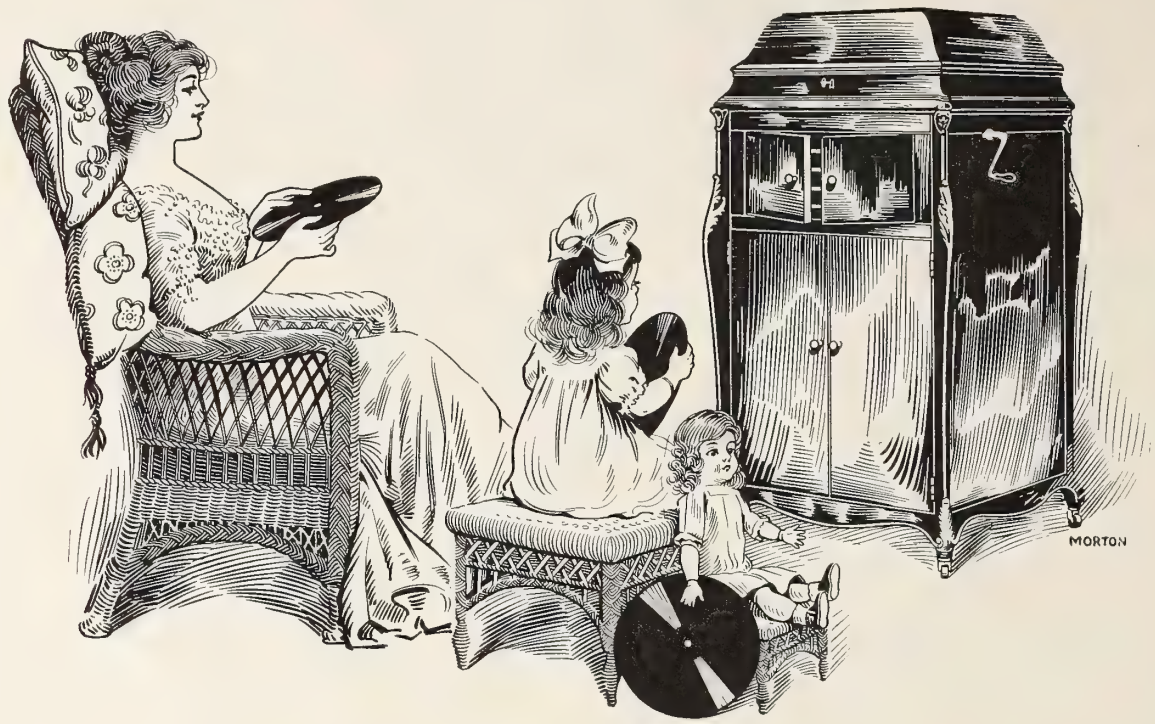
Fibre Needle Cutter No. 1

The Wade


Fibre Needle Cutter No. 2

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO



You must please your Record Customers

The Talking Machine Dealer really has no choice. Either he must be able to satisfy his trade or else he will lose it. If record customers want certain records, they want them quickly. The wise dealer will turn at once to

Lyon & Healy's "Instant Service"

If the records are to be had anywhere, Lyon & Healy will have them. Furthermore, there will be no delay. At the earliest possible moment, they will be in the dealer's hands ready for the customers.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

records. By changing the angle of the sound box to a horizontal position a jeweled point located on the needle arm is brought into play. Then by simply reversing the position of the sound box the instrument is ready again to play Victor or Columbia discs.

Give Pathé Recital.

Harry K. O'Neill and R. E. Rundell, proprietors of the newly opened Pathé-Pathephone Shop, located in the Shops building, at 17 North Wabash avenue, gave a most novel rendition of the entire opera of "Rigoletto" by means of the Pathephone. Over 100 people managed to find room in the beautifully furnished little shop, and at the conclusion signified their appreciation of the performance in a most emphatic fashion. The opera was given practically in its entirety, and fifteen double disc fourteen-inch records were necessary. The idea was so successful that within a short time 'Carmen" will be produced and provision made for a larger audience.

Enlarges Talker Department.

The talking machine department of the Story & Clark Piano Co. has been greatly enlarged and remodeled during the past two weeks, and under the direction of D. Freedman has been made into one of the most attractive talker parlors along Piano Row. In addition to a most artistic recital hall which is capable of holding some thirty listeners, there are three sound-proof booths located on the balcony and an individual sectional booth that is placed near the recital hall on the main floor. The record department has been established upon the balcony, where records can be obtained in three record demonstrating booths located there, making a most convenient arrangement.

Mr. Freedman has been connected with the general music trade for a number of years and began to specialize on the talking machine some five years ago, when he was a member of the sales force of the Aeolian Co. Edison, Pathé and Colonial lines are carried.

Prominent Canadian in Chicago.

A. B. Pollock, president of the Pollock Manufacturing Co., Berlin, Ontario, was a visitor to Chicago during the past week. Mr. Pollock's company manufactures the well-known "Phonola" machine and is also the sale agent of the Fonotipia Co., Ltd., of London, England, in Canadian territory.

Mr. Pollock's company has grown rapidly in recent years, and now has representation in the Dominion from coast to coast.

Good Business with Wurlitzer.

Fred A. Siemon, assistant manager of the Rudolph Wurlitzer Co., reports that with the coming of April there has been a decided increase in the volume of business. Mr. Siemon says that while January and February showed a large increase over the same months of last year, March stands only about even. However, April's trade, in Mr. Siemon's opinion, will show an even greater improvement than either of the two first months of the year.

E. H. Uhl, head of the Chicago house of Wurlitzer, will be back from a trip through California and to the Hawaiian Islands about the middle of the month or before.

A record order system has been installed in the Wurlitzer wholesale department. It is very comprehensive in every way and facilitates the work of filling record orders. L. E. Noble, assistant manager of this department, says that with the system it is possible to keep a more complete and far more accessible stock of goods.

His First Customer.

Stanley Kober, once shipping clerk of the Bissell-Weisert Piano Co., tells the following little story of how he made his first customer and graduated from the ranks of the delivery force to that of salesman:

"One year ago I experienced what I thought at the time would be a considerable misfortune, and certainly it looked it if anything ever did.

"I was driving our little motor truck with considerable of a load of machines down Illinois street one rainy, muddy day. The pavements were very slippery, but I had no time to consider details of that sort. However, just as I arrived near the county jail I had the misfortune to skid, and in skidding splashed a quantity of mud and water over one of the police traffic squad who was doing duty there. I pretended that I did not see what I had done, but I heard the short repeated whistle that meant stop, so I drove up to the curb. As I brought the machine to a stop I noticed that it was directly in front of the jail door. Then a vision in blue and brass buttons stepped up to the side of the machine.

"Now, if you have ever tried to cross State street ahead of the policeman's whistle you know what kind of a lecture those coppers can hand out. Well, this lecture was an exceptionally long drawn out one. I very gladly offered to pay the cleaner's bill, and after much further parley he let me go with the warning that he would watch me every day thereafter. Well, there was the beginning of several sales. He did watch me every day, and as my route took me past his corner there was no escape for me. It was not long, however, before we began to nod in a more friendly fashion, and after that once, as I passed his corner just as he was relieved, he jumped in the car and I carried him for several blocks on his way to his station.

"Soon he was inquiring what a good Victrola cost, and then I began to work. I saw he was a live prospect, and just one year to the day I got him into the warerooms of the Bissell-Weisert Piano Co. and sold him one of the larger size Victrolas. The machine pleased him in every way and the sale clinched our friendship. Today I count him as one of my very best friends, for in addition to being a liberal buyer of records, he is a first class man to bring in new business, and on our books we are now carrying the names of some eleven other coppers, all members of the downtown traffic squad. They are fine fellows and fine customers. And so now, as I look back to that muddy accident, I think how very fortunate it was that I was not a good enough driver to get past without skidding.

Some News Boiled Down.

Mr. Rosenberg has been appointed manager of the Victor department in the Hillman store, and assumed his new duties this month. Mr. Hillman has been connected with Hillman's for quite some time, and is thoroughly familiar with their methods and policies. He is enthusiastic regarding the prospects for Victor business.

Rothschild's store has found that the idea of combining its Victor department with its piano department has worked out very favorably for both these departments. The Victor division has helped its piano business, and as a result of its extensive advertising the store has closed a splendid business with their Victor line.

The George P. Bent Co., whose new Victor department is one of the most beautiful in the city, has found that the prominence it has given its Victor business has materially helped its general trade. Its piano department has closed several sales directly traceable to the establishment of its Victor business.

Howard Shartle, of the record ordering department of the Victor Talking Machine Co., Camden, N. J., was a visitor to Chicago this month, going into all the details of the record situation, and in his tour around the country explained the merits of the new record ordering system for distributers, which was recently issued by the Victor Co. Mr. Smith, manager of the shipping department of the Victor Talking Machine Co., also visited Chicago and some of the large plants here with the idea of studying various shipping facilities throughout the country in connection with the opening of the Victor shipping building.

The exciting three-cornered hand-ball match on the courts of the University Club between Howard Shartle, Roy J. Keith, sales manager, and Daniel A. Creed, credit manager of the Talking Machine Co., has been postponed for future settlement.

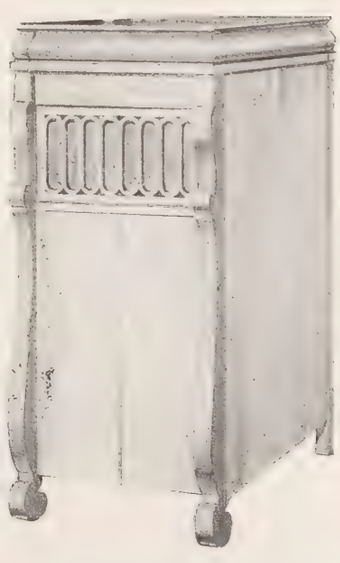
Trade Doubles Last Year.

S. O. Wade, of Wade & Wade, reports that the past thirty days have shown an increase in business of 100 per cent. over that of the corresponding period of last year. This is but a continuation of the concern's rapid growth, and Mr. Wade expects to make in the next issue of The Talking Machine World a most interesting announcement of an extension of the Wade interests.

Entertains Retail Force.

The ladies of the talking machine department of Lyon & Healy were entertained on Tuesday evening of this week at a dinner and theater party that was voted by all in attendance to have been one of the jolliest affairs imaginable. Dinner was served at Tip Top Inn, and after that the party was taken to the Illinois Theater to enjoy the perfomance of "The Girl from Utah." Those in attendance were Mr. and Mrs. L. C. Wiswell, Mr. and Mrs. J. B. L. Ryde, Miss Krueger, Miss Hanson, Miss Tapper, Miss Hayes, Miss Kanak, Miss Storck, Miss Maach, Miss Jenkins, Miss Baughman, Miss Dewey,

(*Continued on page* 46.)



STYLE No. 8—LIST $165.00
Size 50x23½x21½
Fumed Oak or Mahogany

Our Colonial Model

BIG PROFITS TO DEALERS

We are now taking advance orders on this model as we have completely sold out our output for the next 30 days.

We would advise you to place your orders immediately.

Two Big Features

Duplex tone arm plays Edison, Victor or Columbia records without any change of equipment.

Tone modifier plays loud, soft or medium tones without changing needles.

Vitanola Talking Machine Co.
17 No. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 45)

Miss Raps, Miss Berland, Miss Schueneman, Miss Lessick, Miss Wood, Miss Snider, Miss Evans, Miss Wagner, Miss Born, Miss Scott, Miss McEnnany, Miss Fortney, Mrs. Anderson, Miss Brown, Mrs. Pinger, Miss Donihoo, Miss Nordmann, Miss Bauer, Miss Koeppe, Miss Elsa Stein, Miss Mulvihill, Miss Underwood, Miss Kemp, Miss Scheu, Miss Riley, Miss McGary, Miss M. Stein, Miss McCormick, Miss Barclay, Miss Frank, Mrs. Glover, Mrs. Agnew, W. Roche and M. Scannel.

Tusko Progress.

The Tusko Manufacturing Co. is experiencing an excellent demand for its Tusko disc talking machine needle made by them, the past month being one of the most active in its history.

One of the largest dealers in the West has been sending out a letter to its trade in which it says: "Enclosed is a circular on the Tusko needles, which will please talking machine owners who desire something louder than the half-tone needle, but milder than the full tone. The fact that they retail at $1 per dozen does not mean that they are not an economy, for they can be resharpened many times with little effort."

The company has many letters from dealers testifying to the excellent sales it is having on the Tusko needles and the satisfaction they give its customers.

Personals and Visitors.

William Vincent Mottershead is a new eight-pound arrival in the family of W. C. Mottershead, assistant advertising manager of Lyon & Healy. The young man's lung development is reported by his father to be extraordinary, and, as the proud father puts it, he has a voice like the "voice of the Victor."

J. P. Johnson, of Villa Grove, Ill,, and Urban J. Dietrich, of Bremen, Ind., were recent visiting dealers to the local trade.

Miss Ruth Steele, manager of the record department of the W. W. Kimball Co., is to desert the talking machine business some time in June, and will be married to V. Riley. She was a long time deciding, but the young man's first name won the day. Yes, kind friends, his first name is Victor.

George Frentzele, Cincinnati, was a visitor to Chicago recently.

Miss Ruth McGinnis is a new addition to the retail force of the W. W. Kimball Co.

C. L. Davidson, of the Talking Machine Shops, is expected back from California on April 15.

Recent visitors to the trade included D. L. Hogan, Kankakee, Ill.; A. D. Chattelle, Darlington, Wis.; R. P. Keip, Joliet, Ill.; Mr. Jackson, Rockford, Ill., and R. M. Brown, now talking machine manager of the Bowlby Music House, Rock Island, Ill.

W. H. Sweetland, Otsego, Mich., and J. H. Lyons, of the Lyons Furniture Co., of Hart, Mich., were recent visitors to the local talking machine trade.

W. F. Martin, local representative of the Sonora Phonograph Co., is on a trip through Indiana and Illinois, calling on the company's representatives. Mr. Martin reports a large number of dealers have signified their desire to take on the Sonora line.

Otto Heinemann, of the Carl Lindstrom Co., was a prominent visitor to the Chicago trade during the past week.

Enlarge Talker Shop.

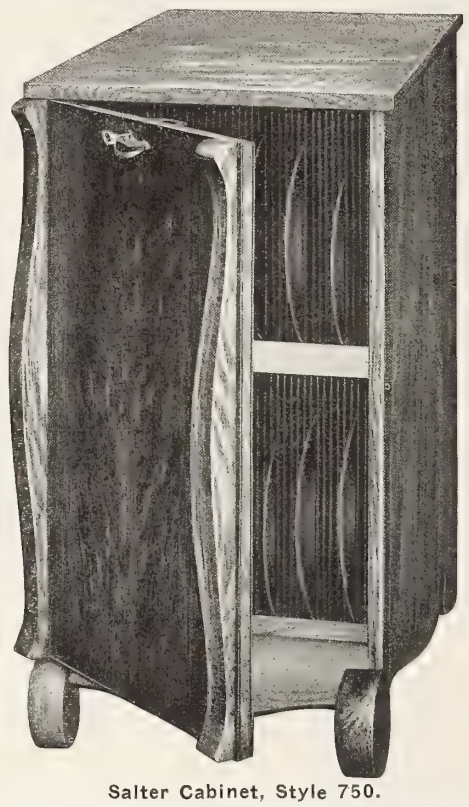
Kenneth Holman, proprietor of the La Grange Talking Machine Co., recently remodeled and greatly enlarged the quarters of the company at 27 South Fifth avenue, La Grange, Ill. Mr. Holman is a comparatively new entrant into the talking machine trade, but during the short time that he has been established he has created a most successful business.

BUSY TIMES WITH SALTER CO.

Great Call for the Company's Latest Cabinet Styles Introduced by This House.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 8.—Constant overtime work is the cheering business news that the Salter



Salter Cabinet, Style 750.

Manufacturing Co. announces, and according to President John Mortenson this state of affairs will probably last for some time.

"We simply cannot keep up with the tremendous demand for our new cabinet No. 19. This is the one designed to be used in conjunction with the new Victor IX machine, and evidently the trade approves of it, for the response to our announcement has been immediate and almost overwhelming. By increasing our factory force and facilities and working a night shift we can almost keep up with orders, but that is all."

The Salter line of felt-lined cabinets is also enjoying an increased demand; also in the way of storage cabinets, one of the most popular being Style 750, which is shown herewith. This style is 34 inches high, 21¾ inches deep and 18½ inches wide. It is made of oak or mahogany and holds ninety records in felt-lined compartments, or 152 records with wood rack compartments. The top is large enough to hold Victor IX, Columbia Favorite or any of the smaller machines.

PROVES BIG ATTRACTION.

Gabel's Automatic Entertainer Scores in Its Exhibit at the Panama-Pacific Exposition.

(Special to The Talking Machine World.)

CHICAGO, ILL., April 8.—The Automatic Machine and Tool Co., Chicago, maker of Gabel's automatic entertainer, expresses great satisfaction at the results already obtained from its exhibit in the Liberal Arts building at San Francisco, which, by the way, is under the charge of the Golden Gate Music Co., of San Francisco, the company's California distributer. Not only does it show the coin-operated type of the entertainer which has had a very wide sale for years, but also a new model especially adapted for home use. It is a a combination of the entertainer and a handsome book-case with record compartments and with two handsome art end lamps. As in the commercial type the entertainer holds twenty-four ten-inch Columbia or Victor disc records, which may be played continuously, the entertainer automatically changing the record and the needle, or anyone of the twenty-four records may be selected at will. It is equipped with either direct or alternating-current motor.

A complete evening's program may be arranged and given without attention by the host. It is especially recommended for an evening of dancing, as all the latest dance music is at instant command.

As a result of the showing of the new home model at San Francisco, the company is receiving such a volume of inquiries as to convince it that there is a great field for the new departure.

Mr. Abbott, formerly manager of the Victor department at the Boston Store, Milwaukee, Wis., has accepted a position to work the Victor business of L. B. Gorton, Paw Paw, Wis. Mr. Abbott is a keen Victor enthusiast and expects to close a fine business in his territory.

PERFECT REPRODUCTION

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

MOTORS

Tone Arms, Sound Boxes, Stay Arms for Covers and other Phonograph Parts

These products sold only in quantities to manufacturers and jobbers.

PHONOPARTS CO.

Manufacturers

21 NO. WABASH AVE. CHICAGO, ILL.

NEW YORK VICTOR DEALERS AGREE TO CHARGE INTEREST.

Important Step Taken at a Meeting of Distributors and Dealers at the Waldorf-Astoria on April 8 at Instance of C. Alfred Wagner—To Wage Active Campaign in Matter.

One of the most important developments in the fight that has been carried on for years by the local talking machine interests to bring about the charging of interest on instalment sales of talking machines was the action taken at a meeting of the local jobbers, dealers and factory representatives called by C. Alfred Wagner, president of the Musical Instrument Sales Co., at the Waldorf-Astoria Hotel on Thursday morning of last week, when fully half of the forty or more Victor retailers present agreed to charge interest at the rate of 6 per cent. per annum on all instalment sales of those goods.

In addition to a goodly number of representative dealers, most of them members of Talking Machine Men, headed by President J. G. Bremner, there were present also representatives of the great majority of the Victor distributers located in Greater New York, as well as dealers from neighboring sections of New Jersey.

After a prolonged discussion as to ways and means, Max Landay, of Landay Bros., who, in addition to being Victor distributers, operate five retail stores in New York, arose and announced that, regardless of any action taken by other trade representatives present, the house of Landay Bros. would charge interest on all instalment sales beginning with May 1. Mr. Wagner followed with a similar statement for his company, which covers the sales in the talking machine departments of Lord & Taylor, James McCreery & Co. and the Simpson-Crawford Co. in Manhattan, and the H. Batterman Co., Brooklyn. A score of dealers and jobbers followed suit. Of those who failed to enter into the agreement at the time some were without authority to enter into an agreement and others were prevented at this time by competitive conditions over which they had no control.

Those who have entered into the interest agreement plan an active personal campaign among those who were not present at the meeting, and from indications expect to meet with a full measure of success. At the meeting it was announced that a new contract just prepared by Thomas A. Edison, Inc., has incorporated in it the interest clause, which thus will become obligatory on all Edison dealers.

TRADE CONDITIONS IN LOS ANGELES.

Activity Not as Pronounced as Last Month—Many Visitors Expected, Owing to the Exposition—Broadway Department Store Handling Talking Machines—News of Month.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 8.—The talking machine business is still on the increase in Los Angeles, although hardly as brisk as last month. All of the local dealers complain of their inability to get machines and records. Owing to the two California expositions now being held at San Francisco and San Diego, Los Angeles is preparing to entertain a great many Eastern tourists this year. The streets are decorated with beautiful palms growing in immense pots, which give the city quite a tropical appearance. More than twenty-five conventions are to be held here this summer, and the city has prepared a great many beautiful floats for their entertainment.

The first production of the new ten thousand dollar prize American grand opera by Horatio Parker will bring thousands of teachers from all over the United States, and is bound to create an additional local interest in grand opera music.

Prospects are good for a fine summer trade, and all the dealers are placing large orders with the local jobbers.

Barker Brothers report the sale of a Columbia Grand this month, also a fine business in both Victor and Edison goods.

F. A. Guyette, manager of the talking machine department at the Broadway Department Store, is getting his department in good shape, and is working up a good business. This is the newest talking machine store in the city, and the company is very well pleased with the showing this department is making.

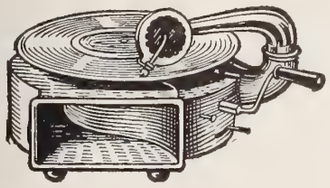
Joseph Carter, with the Southern California Music Co., has recently left for a two weeks' vacation in San Francisco, where, with Mrs. Carter, he will visit the exposition.

The Curtis-Colyear Co., distributers for the Pathephone, have had one of the twenty-two-inch records on exhibition in their window. This immense record has been quite an attraction, and has been the means of bringing a great many people into the store to see the machine that plays such a large sized record.

The Birkel Music Co. report quite a large demand for the new Victrola XVI., the small albums being much more popular than the ones in the previous model. However, many persons are objecting to the very dark fumed oak machines that the Victor Co. are now turning out.

E. M. Bonnell, manager of the local house of the Sonora Phonograph Co., 808 South Broadway, is absent on an agency appointing trip through the small cities of southern California. He writes that he is meeting with excellent success.

Andrew McCarthy, representing the talking machine jobbing department of Sherman, Clay & Co., San Francisco, called on the dealers of this city during the week. He is finding business good all along the coast.



Triton Phonograph

Retails for $10.00

The most portable phonograph on the market. Weighs but 6 pounds. Ideal for picnics, boating parties, camping, traveling and bungalows. Take it with you!

Be the first in your town to cash in on this remarkable profit maker

The Triton Phonograph is guaranteed to play all makes of needle disc records **as perfectly** as the highest priced machines. This new talking machine is having enormous sales all over the country because of its unusually perfect reproductions of the best music, because it is sturdy and not easily broken, because it plays all the popular makes of needle disc records and because the price is **RIGHT**—$10.00 **Retail.**

The TRITON PHONOGRAPH CO.
41 Union Square NEW YORK
Write for Full Particulars

MUSIC FOR THE FASHION SHOW

In Terre Haute, Ind., Supplied by an Electric Victrola XVI Instead of the Customary Orchestra—How "Talker" Department Gained.

(Special to The Talking Machine World.)

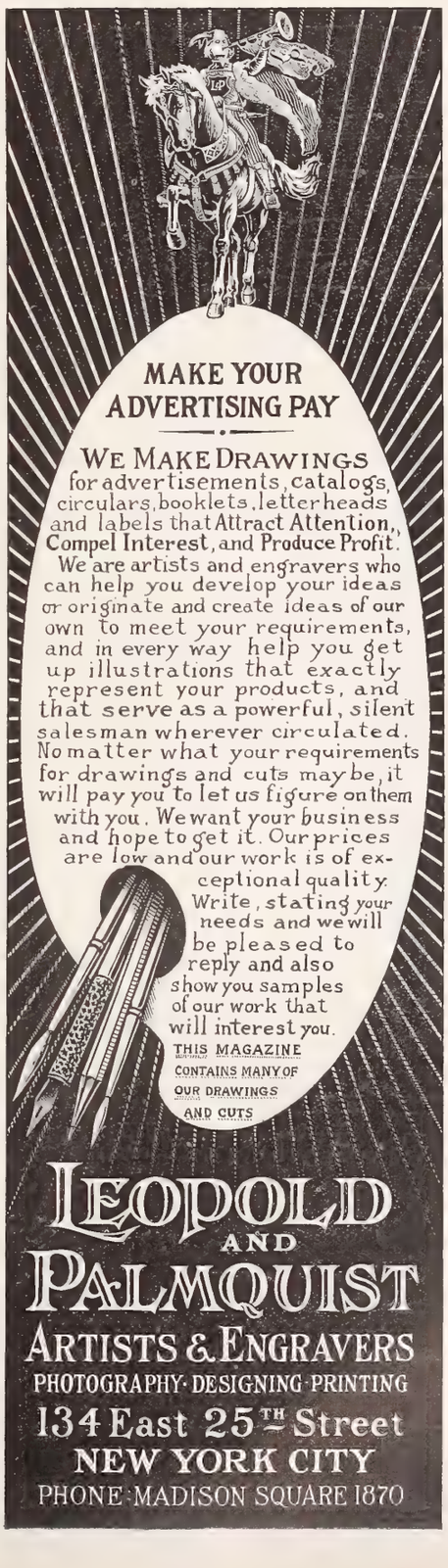
Terre Haute, Ind., April 7.—The substitution of a talking machine for the customary orchestra used at the annual spring fashion show of the A. Herz Co. was the successful innovation recently suggested and put into effect by C. I. Abelowitz, head of the talking machine department of that institution.

Heretofore an orchestra has been engaged every time that affair or a similar one took place. This year, however, Mr. Abelowitz felt that a saving could be effected by using an electric Victrola XVI. An especially fortunate result of the idea was the fact that a lady who was present at the show became so much interested in the machine that she at once placed her order for one of the same style.

Mr. Abelowitz has enjoyed some very profitable returns as a result from some supplementary advertisements and letters issued with the customary monthly record lists. In it special records were mentioned and almost invariably the response shows that the suggestions were heeded.

OCCUPYING LARGER QUARTERS.

John C. Wetjen, a dealer in Victrolas, kodaks, etc., at 3107 Jamaica avenue, Richmond Hill, N. Y., has removed to new and larger quarters at 3005 Jamaica avenue, that town.



THE TRADE IN NEW YORK CITY AND VICINITY

Local trade in talking machine circles the past month has been characterized chiefly by the same unusual shortage of machines and records which has been a factor in the business since the first of the year. Here and there a jobber or dealer maintains that there has been a slight improvement in factory shipments the past few weeks, but the great majority of wholesalers and retailers affirm that shipments bear the same proportion to their orders that they did last month, and a few dealers are emphatic in stating that instead of an improvement they have noticed an even greater shortage in machines and records the past fortnight than heretofore.

It is interesting to note that, notwithstanding the scarcity of goods, distributers and dealers are closing a general business far in excess of any year in their history. The demand for talking machines and records at the present time is phenomenal, and with the national advertising campaign now being carried on by the manufacturers this demand bids fair to increase and even exceed the high-water marks set so far this year. As a means of entertainment at a moderate cost the talking machine is recognized as the most desirable article that the average person can purchase, and there is no lessening of interest in the machines now in the homes, as the new records issued monthly afford the widest possible range of music at reasonable prices.

Enlarging Factory Production.

The dealers and jobbers have been gratified to learn that the factories during the past few weeks have completed plans and awarded contracts for new buildings, which will materially increase their factory production, both in machines and records. According to these plans, the general output will be nearly trebled, and with a corresponding increase in shipping and general facilities there seems to be good reason to believe that the present shortage of goods will diminish steadily in the near future. Just now, however, there are more unfilled machine and record orders on the books of the distributers than there have been for some time past.

Aside from the general scarcity of machines and records, the most significant factor of trade the past month has been the decided increase in the proportion of high-grade machine and record sales. Machines retailing at $75 and upward are proving the most popular in the catalogs, while semi-classic and standard selections are easily outselling the popular song and dance selections. As a matter of fact, the dance craze is now considered by many of the dealers as a thing of the past and an unimportant factor in their daily business. The demand for dance records was at its height last fall, but with the advent of "fad" and impossible steps there was a marked reaction from the dance music in vogue the past year, although a few of the newer dances which are based on rhythm and grace are still quite popular.

Review of Current Conditions.

Discussing general conditions the past few weeks, J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor and Edison cylinder distributer, said: "Our Victor business the past month has maintained the same percentage of increase over last year as we have enjoyed for the past three months. This increase is more significant in view of the fact that last year was the best in our history. We are still unable to do more than schedule shipments of machines based on the quantity received from the factory, distributing and apportioning them with regard to the dates of orders on file and the urgency of the case. Record shipments from the factory have not yet shown any material improvement, but we believe that from now on the percentage will increase, and we urge all dealers to use the time between spring and fall to get their stocks in good condition. There are many records in the catalog which are absolutely standard, inasmuch as they have a steady sale. It therefore is advisable for any dealer who can afford to do so to accumulate more than the immediate demand would call for on such selections, so that he will be fortified when the heavy record season opens in the fall. Had we not done this ourselves we would have been in a position to give only one-half as good service as we have been able to do during the past six months.

"There is no indication of anything to curtail the demand for talking machines and records, and perhaps the best reason for this apparent phenomenal demand is that people recognize in these goods something that produces a greater return in pleasure than many other things that they are economizing in the purchase of. In other words, the public always will spend a certain amount of money for so-called luxuries, and apparently we have the goods they want. After all, the difference between good business and bad business is to create a desire or a real need on the part of the purchaser for merchandise, and means are usually found to make such a purchase. It therefore behooves everybody to stimulate the demand so that in the elimination process the talking machine business will be, as it were, the 'survival of the fittest.'"

March Showed Gain of 42 Per Cent.

"We closed March with a net gain of 42 per cent. over March of last year, which was our previous record-breaker," said R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at the local Columbia wholesale branch, 83 Chambers street. "At the present time we have a larger number of unfilled orders on our books than at any time in our history, and that

(*Continued on page 50.*)

A Little Story

ONCE upon a time the House of Bruno, in business since 1834, came upon the Victor Talking Machine and upon investigation decided that here at last had been evolved, from a toy and curiosity, a Musical Instrument with vast and wonderful possibilities and a great future.

That was fourteen years ago and from a small beginning, but always with the same policy of service to the dealer only, our business has grown with the industry to its present magnitude.

As conditions have changed they have been studied and met—stock has been increased, equipment added and altered as the needs required, but that ***personal interest*** with the dealer which is so essential to his greatest success has always remained and will always remain.

And with that interest in mind we solicit your patronage.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines — *Musical Instruments*

351-353 Fourth Avenue — **New York**

AN INVITATION

TO THE ENTIRE

TALKING MACHINE TRADE

Come to see us in our NEW LOCATION.

30,000 SQ. FT. devoted to an EXCLUSIVELY WHOLESALE Victor business.

An object lesson in SYSTEM—SERVICE and ALL that makes for the SUCCESSFUL distribution of Victor merchandise.

TELEPHONE
BRYANT 6850

NEW YORK TALKING MACHINE CO.

119 WEST 40th STREET NEW YORK

THE TRADE IN NEW YORK CITY.

(*Continued from page* 48.)

includes the figures for any previous December. The heavy shortage continues in the higher priced machines, particularly the $100, $150 and $200 models. On a recent visit to Buffalo and Rochester I found our dealers closing an excellent business, which indicated renewed activity in commercial centers in that territory. We are far oversold on records, and are awaiting with expectancy the increased output of our factory at Bridgeport, Conn., which is now being materially enlarged. Our business in this territory has increased so rapidly that we have determined to reorganize every branch of this distributing center, so that we can give our dealers enhanced efficiency in every direction."

Max Landay Talks of Summer Campaign.

Max Landay, president of the well-known Victor distributing house of Landay Bros., 563 Fifth avenue, New York, returned last week from a fortnight's visit to Atlantic City and Lakewood, N. J., where he acquired renewed energy for an arduous spring and summer campaign. Referring to local trade, Mr. Landay said: "Business at the present time is as good as can be expected, considering the terrific shortage of merchandise. We are selling all the goods we can obtain, and hope that when the famine in goods is removed there will be a proportionate increase in business. We are now completing plans for our usual summer retail campaign, and will utilize special advertising and special booklets to interest owners of summer homes in the merits of Victor products. This campaign will be launched next month, and we are hopeful of its signal success."

Recitals Prove Big Attraction.

It is a tribute to the impressiveness and force of the publicity campaign now being waged by the Edison Shop, 473 Fifth avenue, that not only is the recital hall in the building filled **daily** with music lovers but that the business has increased monthly since the store was opened. For the past few weeks the Edison Shop, which is conducted by the Phonograph Corporation of Manhattan, has been paying particular attention to the technical and constructive features of the Edison diamond disc phonograph, emphasizing particularly the significance of the diamond as a means for reproducing as compared with the needle. This advertising has consisted of half-pages in the leading newspapers, which, through the use of appropriate illustrations, have served to attract unusual interest and attention. The programs prepared for the daily informal recitals have so interested visitors to the recital hall that very often it has been necessary to give private demonstrations on the upstairs floors at the Edison Shop in order to accommodate visitors who have evinced a personal interest in the musical qualities of the Edison diamond disc phonograph.

Hayward Cleveland's Effective Work.

The Columbia department in the store of F. G. Smith, 335 Fifth avenue, New York, reports the closing of an exceptionally good month in March. Hayward Cleveland, manager of this department and one of the best-known members of the retail branch of the industry, is using certain innovations in the handling of his trade which have been of vast assistance in the development of the store's present Columbia business. Mr. Cleveland is thoroughly conversant with every detail of high-grade merchandising, and the splendid location of the F. G. Smith store, in the heart of the Fifth avenue shopping district, has enabled Mr. Cleveland to advantageously promote new ideas particularly directed toward a Fifth avenue clientele.

Expanding Their Sphere of Influence.

The products of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, have been favored with more publicity by local dealers the past month than during any period since the company began its active wholesale and retail campaign. Having established quite a number of live-wire dealers in metropolitan territory the last few weeks, the Pathé Frères Co. is becoming better known among music lovers day by day. Several of the local dealers have used good-sized advertisements on behalf of the Pathephone and Pathé discs, calling attention to the unlimited scope of the Pathé disc catalog and using cuts of the various models of Pathephones to interest prospective patrons.

Rolling Up Large Sales Total.

Notwithstanding the fact that it has been in the throes of removal for the past fortnight, the New York Talking Machine Co., Victor distributer, now established at 119 West Fortieth street, has been able to roll up new sales totals for the first two weeks of April, and during March maintained its position of breaking all records since the first of the year. Sales Manager Moody bent every effort to give uninterrupted service to the company's dealers during the removal period, and his efforts were crowned with success.

LIVELY DINNER PROMISED.

Record Attendance in View for the Annual Banquet of the Talking Machine Men on April 14—Excellent List of Speakers.

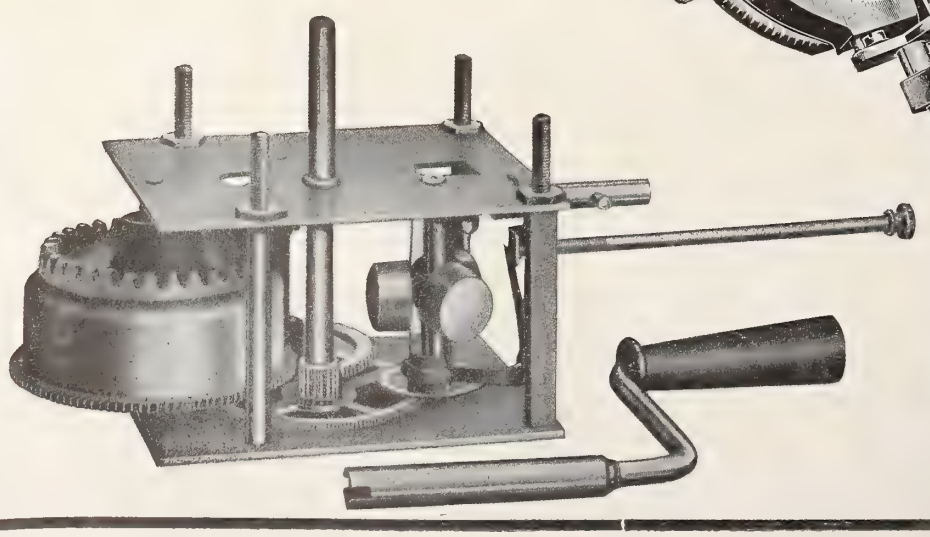
The plans for the annual banquet of the Talking Machine Men, the organization of talking machine dealers and jobbers in New York and vicinity, scheduled to be held at the Hotel Gregorian on the evening of April 14, too late for reporting in this issue of The World, lead to the belief that the evening will be well spent by those privileged to attend.

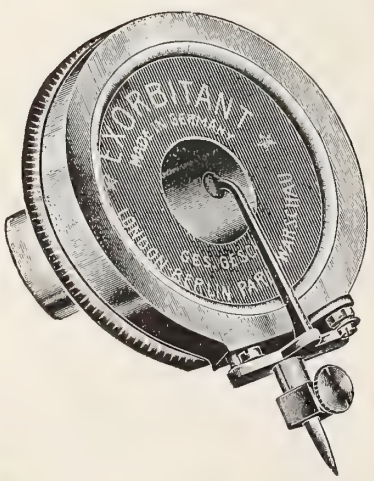
The speakers of the evening will be Henry C. Brown, advertising manager of the Victor Talking Machine Co.; R. H. Waldo, business manager of the New York Tribune; R. W. Morey, general manager of the New York Talking Machine Co.; Victor H. Emerson, of the Columbia Graphophone Co.; J. R. Young, of the Merchants' Association of New York; J. G. Bremner, president of the Talking Machine Men, and others. The belief that there would be well over 200 talking machine men and their friends at the dinner is being well borne out by the large number of acceptances being received by the officers of the association. John E. Hunt, the prominent dealer of White Plains, N. Y., will preside as toastmaster.

BERLINER PHONOGRAPH CO.

140 East 4th Street NEW YORK

TONE ARMS
SOUND BOXES
MOTORS





In addition to our excellent line of motors, sound boxes, tone arms, etc., we are headquarters for all kinds of talking machine supplies, such as needles, speed levers, records, horns, etc. You can obtain from us practically everything with which to build phonographs.

LOW PRICED PHONOGRAPHS

Particular attention is called to our line of motors, which come in a number of sizes for playing different periods, these being made of fine quality materials throughout.

We also have several low priced phonographs upon which the prices are very low.

Ask us for full particulars of these goods.

BERLINER PHONOGRAPH CO.
140 East 4th Street New York

THE VICTOR CO.'S MAGNIFICENT TEMPLE OF MUSIC.

One of the Noteworthy Features of the Palace of Liberal Arts at the Panama-Pacific Exposition—Temple Designed and Built on Most Sumptuous and Artistic Scale — Details Give the Reader an Idea of Its Completeness—Hearty Welcome Given to All Visitors.

Among the hundreds of artistically designed and beautifully finished booths in the Exhibit Palaces, at the Panama-Pacific Exposition, San Francisco, the Victor Temple of Music stands out prominently, and is being pronounced by the visiting thousands as the most beautiful single exhibit on the grounds. It is situated in the center of the Palace of Liberal Arts, which adjoins and is attached to the Tower of Jewels, which faces the main or Scott street entrance. Upon entering the grounds the outer wall of growing moss serves to prepare one for the spacious esplanade, and the three great central fountains with their attendant pools, the wide gardens of flowers and avenues of palms, all making a fitting approach to the palace. Once inside, coming from any direction, the interior is dominated at first sight by the impressive dome of the Victor Temple, surmounted by the trade-mark, slowly revolving, as if keeping watch and presiding over the entire environment.

Exterior View of the Victor Temple of Music.

The Temple is of classic, Roman Doric design, and with its pillars, pediment and dome, looks as if it might have been plucked bodily out of some sylvan glade on Parnassus. The outer walls are composed of three great windows of plate-glass, on each of the three sides which face the main streets of the building. The inner row of pillars on the two sides give a peristyle effect which furnishes an ideal place for the display of Victrolas, of which there is at hand an entire line in all the various finishes of oak, mahogany, Circassian walnut and Vernis Martin. The Auditorium has low vaulted ceiling, so designed as to produce perfect acoustics, the whole lighted by a system of concealed lights which produce a soft effect of modified sunlight from no visible source. At one side there is a stage of ample proportions for lecture work, concerts, interpretative and folk dancing given by individuals and classes, and so forth.

The Stage, Rest Room and One of the Demonstrating Booths.

The furnishings (velvet stage curtains, draperies, carpet, leather chairs and settles, oriental rugs) are carried out completely in a single tone of old-blue mingled with dull gold.

The Auditorium seats comfortably 125 and is even made to hold 175 at one time by enthusiastic visitors coming and going, insisting upon standing in groups to hear the concerts. Three thousand people were entertained on the opening day, and this attendance is being daily repeated.

The combination of dignity, elegance, quiet restfulness and the sheer beauty of the place is such that men who enter unconsciously remove their hats, and everybody enters as if going into a drawing room or cathedral.

At the sides of the stage are two booths for business conferences and special demonstrations. Immediately back of the stage are skilfully arranged record racks, carrying a complete and entire stock convenient for use. At the right rear of the stage is located the office, beautifully furnished in dark brown mahogany, the office and guest chairs with inset panels of dark cane. The wall is covered with grass cloth in combined shades of rose and gold. The carpet is of rose Bundhar Wilton; the hangings at the French window doors are of cream casement cloth overhung with rose silk. On the walls are photographs of President Eldridge R. Johnson and General Manager L. F. Geissler, and autographed copies of photographs of some of the great artists who sing for the Victor Co.

On the left rear of the stage is found the Reception Room, delicately tinted and daintily furnished. The wall is light green and overlaid rose, flowered, the carpet green Wilton; the furniture imported English Dryad (cane); hangings at the French window door, casement cloth and gold-green brocade. The pictures here are of Spring, carrying out the same coloring, and all on musical subjects. Opening from this to the ladies' dressing room, furnished complete with couch, dressing table and chairs of old ivory. Even the lighting fixtures in both these rooms (wicker baskets in the reception room and old ivory wood in the dressing room) match perfectly the general scheme.

A View of the Reception Room.

Interior of Temple of Music as Seen from the Doorways.

This very unusual harmony of furnishing and finishing, provokes exclamations of delight from all visitors. The structure, in its entirety of dignity and chaste elegance, calls out expressions of enthusiastic approval also for the root idea of utility which prompted the entire project.

The practically sound proof, glass walled Auditorium makes it possible not only to display the entire line of Victor products under the most advantageous conditions, but, also, to demonstrate

(*Continued on page* 52.)

The Oldest Victor Distributors in the Southwest

Our constant endeavor has been to furnish a Victor Distributing Service which matches up in efficiency with the service of the Victor Company as manufacturers. The remarkable growth of our business shows that we have succeeded. If this is the sort of Victor distributing service you wish, get in touch with us.

Emergency and Rush Orders Promptly Filled

Schmelzer Arms Co.

1214-16-18 Grand Ave. Kansas City, Mo.

THE VICTOR CO.'S MAGNIFICENT TEMPLE OF MUSIC.

(*Continued from page* 51.)

continuously, or in set programs, the remarkable beauty of tone, and the educational and artistic values of the entire line of records. There is no longer any specific value in an exhibit in still life of talking machines, as they are no longer a curiosity; hence, the wisdom of the Victor Co. in arranging this eminently practical plan of actually demonstrating Victor products to large numbers of visitors, who, primarily, attracted by the outward beauty of the Victor Temple of Music, enter, and are then held by the appeal of the records.

The Temple was entirely completed and ready for service on the opening morning, February 20. The formal dedication was held the next Tuesday afternoon, February 23, as was reported in The Talking Machine World in the issue of March 15.

Everett E. Worthington, who designed the Temple in accordance with plans presented to him by the Victor Co., supervised its construction in Philadelphia, its transportation, and its erection in San Francisco, will be in charge during the entire exposition period. Mr. Worthington, and also other representatives from the home office, who will be in attendance from time to time, will be very glad to extend the courtesies of the Victor Co. to any member of the trade who will be fortunate enough to visit San Francisco this year, and particularly distributers and dealers during the convention of the Talking Machine Jobbers' Association to be held in San Francisco in July.

WAMELINK TO HANDLE TALKERS.

Latest Piano Dealer to Fall in Line—Buoyant Note Prevails in Talking Machine Circles—New Columbia Dealers—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., April 7.—From all quarters evidence indicates a great increase of activity in practically all lines of business. A more buoyant note prevails in talking machine circles, and trade is constantly expanding. Industries in Cleveland and throughout this territory, which have been running on short time during recent trying months, are opening their doors to thousands of new workmen, and a better feeling prevails among employers and employes. Wage earners are again buying more liberally of both machines and records, and trade from this source will continue to increase.

The Wamelink & Son Piano Co. has joined the ranks of the talking machine dealers and taken on a complete line of Columbia goods. The company intends to devote a good share of attention to the business in connection with the piano trade.

Mr. Laurie, auditor of the Columbia Graphophone Co., was in the city the first of the month and expressed himself pleased with the showing of the local store under the management of Geo. R. Madson.

New Columbia dealers recently appointed are the La Salle & Koch, of Toledo, and S. S. Urjer, of New Philadelphia, O.

It would seem as though the most encouraging condition in the talking machine trade existed in the discouraging situation. The cry is still a shortage. Mr. Madson, of the Columbia Co., says business is great, but that he is holding orders for more machines than the factory is alloting him, and that minus the shortage he could double the sales.

The Phonograph Co., distributor of the Edison phonographs, reports business very gratifying, both wholesale and retail.

Mr. Routh, of the Grafonola Co., says there is an ever increasing demand for Grafonolas in Cleveland, and but for the shortage in Columbia products, the past month would have proved a banner one in the trade. The window display of the company, featuring Al Jolson in his latest show, "Dancing Around," is aptly illustrated by the dancing "Ragtime Rastus" in connection with his records. The display is attracting attention and is creating a demand for the popular record selections.

Citizens are endeavoring to impress on the public the paramount importance of "safety first," and the Harmony Music Shoppe Co. has indorsed and added to it the slogan, "service first." The company's efforts to please is meeting with deserved success, and sales of Victrolas and records are constantly expanding.

Only the limitation of Columbia supplies is preventing the H. M. Brainard Piano Co. from doing a banner business. G. E. Morton, manager of the Grafonola department, said March showed the largest volume of business in the past ten months, the sales consisting of the more expensive graphophones and records, while prospects are unusually flattering.

The Eclipse Musical Co., Buescher & Sons Co., and the Collister & Sayle Co., distributers of Victor goods, are doing a normal business with an increasing demand in evidence.

H. G. Derrick has purchased the Edison phonograph business of J. E. Reid, Rochester, Minn.

EDISON IS MAKING DYES.

Inventor Believes Americans Can Supply Needs but Must Get Protection.

Thos. A. Edison does not take much stock in the so-called famine in dyes, and says that he already has made large quantities of the best analine dyes, and he asserted that it was only necessary for textile manufacturers to follow his example to break the monopoly which Germany has hitherto had in the dye industry. He stated further that since the outbreak of the war he has been making carbolic acid, analine oil and benzol and can make all the primary colors textile men wish, but adds, "What we need most is a protective law, such as Canada has. We should prevent "dumping' here of foreign goods."

IANNELL WITH BLOOMINGDALE BROS.

C. J. Iannell, for the past year or more connected with the Victrola department of Frederick Loeser & Co., Brooklyn, and for two years or more before that buyer for the talking machine department of the Simpson-Crawford Co., New York, on April 5 took charge of the talking machine department of Bloomingdale Bros., the prominent department store at Third avenue and Fifty-ninth street, where his long experience in the trade should serve him in good stead.

A PROFITABLE SIDE LINE.

"Ragtime Rastus" the automatic dancing doll for disc talking machines, made by the National Toy Co., 125 Congress street, Boston, Mass., is constantly growing in sales. This funny little "cullud" creature fits on a number of talking machines and is automatically made to dance when the record is played. It has a kick of over a hundred funny steps and gives amusement to young and old.

As far as its commercial value is concerned it is interesting to note that "Ragtime Rastus" was put on an electric machine in the window of a Boston store, and in twenty days forty-five dozen were sold. This means 540 dolls, which at the retail price of $1.50, gives a business of $810, all extra profit, for there is no effort to sell them. Without this demonstration, a department store in the same city sold sixteen dozen in eight days, while from all over the country comes the most optimistic reports regarding this doll. The best and easiest method of selling these, however, is to keep a machine constantly going in a window.

LET US SEND SAMPLES

Standard Automatic Stop	**List**	**$1.00**	**Sample**	**25c**
Standard Fibre Needle Cutter	**"**	**2.00**	**"**	**50c**
Standard Record Cleaner	**"**	**.50**	**"**	**10c**
Simplex Record Cleaner	**"**	**.15**	**"**	**5c**

Order samples on business stationery only, inclosing stamps to cover samples desired. Only one sample of each article to any dealer. Place regular orders through your jobber

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET NEW YORK

$1 ECONOMIC $1
ALUMINUM
ATTACHMENT

PATENT APPLIED FOR

PLAYS ANY RECORD

FROM 5½" TO 14" DIAMETER

COLUMBIA, EDISON, VICTOR, PATHÉ, ETC.

Discounts to Dealers

ECONOMIC SUPPLY CO., Jamaica, N.Y.

If you have not yet equipped yourself to supply Columbia records by Eugen Ysaye, the world's master violinist, you are missing a considerable portion of your rightful income.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SHORTAGE OF STOCK HARASSING KANSAS CITY TRADE.

Business Still Booming in Kansas City and Dealers Are Most Optimistic Regarding the Outlook—This Applies to All Branches of the Trade and All Makes of Machines—Crellin-Burgy Jewelry Co. Takes on Talking Machines—Activity with Schmelzer Arms Co.

(Special to The Talking Machine World.)

KANSAS CITY, MO., April 7.—The talking machine business in Kansas City is still enjoying the booming trade that it has had for the last three months. Talking machine dealers only have one particular grievance, and this is heard from the smaller ones as well as the larger merchants; that is, they want more machines but cannot get them. Orders have been booked for more than three months in advance. Record sales have not been prominent in Kansas City lately because of the Lenten season. The great bulk of the business seems to have been in the sacred music records. Very little dance music was sold. The piano dealers have been anxiously waiting for the spring season to set in, but the talking machine men did not have to wait this year, as the business held remarkably well. The spring, of course, has brought a big increase in the talking machine business, but the increase was not needed, as the business was already there. Some stores still are kicking on record conditions, for they have booked orders far in advance; they expected to catch up with their record business during the Lenten season, but the season was far too short to allow them to lay in a very large stock, and the big demand for popular music and dance records after Easter completely exhausted the stock within a week. It is the consensus of opinion among the dealers that the factories will soon have to be making some arrangements whereby they can increase their capacity so as to give the Kansas City dealers the number of instruments they need when they need them.

The Means & Pearson Piano Co., which handles the Victor, Columbia and Edison machines, says that for the month of March the business has been far in advance of all previous records. U. L. Means says that he believes one reason their talking machine business has been so good is the fact they can offer the patrons demonstrations of the different machines side by side, and that this helps them greatly in making their selections, or at least the patron believes it does. Mr. Means says that he would just as soon sell the buyer one machine as the other, and that he tries to show no preference in the machines when selling them. The store at Hutchinson, Kan., has been sending in many good reports on the talking machine department.

The Mooney Music Co. has been offering a piano and a Grafonola as prizes for contests that it has been giving as an advertisement. One of its display windows is given over to the Columbia talking machine, and E. B. Segerstrom says that the business has been increasing every day since the first of the year. Mr. Segerstrom says the indications are that the month of April is going to see talking machines move faster than they ever have before on the Kansas City market.

The Nowlin Music Co. received another shipment of Columbia machines which it has long looked for. George Nowlin says that the only trouble he has in selling the Columbia Grafonolas is in buying them. His sales have been far in advance of the deliveries. A. P. Child, salesman for the Nowlin Co., made a trip into the Missouri territory last month and brought back several gratifying results in the way of sales.

The Hall Music Co., which handles the Victrola, says that the business for the month has been particularly good. It has taken in several pianos in trade for the talking machines and this business has been increasing right along.

The police recently issued orders to enforce the ordinance prohibiting music in saloons. This strikes several men in the music business in Kansas City, for there have been several automatic talking machines placed in the saloons.

Harry Wunderlich is still maintaining his advertising campaign on his talking machine department. A unique advertisement that he recently ran in the daily paper said: "See Dr. Victrola for jumpy nerves." The ad caused considerable comment and not a little business. Mr. Wunderlich has finished the remodeling and redecorating of his store and now has everything in first-class running order. The concert rooms and the talking machines are all on the first floor and the pianos are on the second floor. The room is finished in mission and is very attractive.

The J. W. Jenkins Sons Music Co. has had a great run on Red Seal Victor records.

The Columbia Graphophone Co. has lately been featuring the Columbia "baby grand" machine in its window display. E. A. McMurtry, manager of the store, says that his business has shown no signs of decreasing and that he believes that the business will steadily increase until nearly every person who can afford it and many who really cannot will have talking machines in their homes.

Mr. McMurtry, by the way, calls attention to an item in the Kansas City correspondence in The World last month in which it was stated that the Edison Shop was the only exclusive talking machine shop in that city, and adds: "We beg to call your attention to our own store, which has been established in Kansas City for thirteen years as an exclusive talking machine establishment."

L. Hoffman, manager of the talking machine department at the May Stern Furniture Co., is enthused over the many sales that he has already secured since the company put in the Columbia machines.

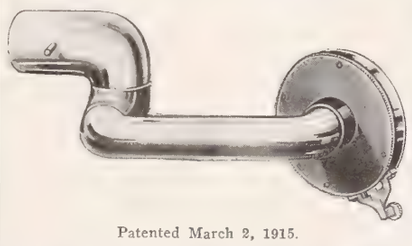
The Crellin-Burgy Jewelry Co., a new concern in Kansas City, startled other jewelry houses lately by adding a talking machine department and putting in a complete line of Columbia machines and records. At present it has not arranged for concert chambers, but it probably will do so soon.

Since one firm in Kansas City has been taking pianos in trade for talking machines a piano man has twisted the tables and is taking talking machines in trade for pianos. W. E. Rupe, manager of the Starr Piano Co., is doing this, and he reports that he has already taken in a number of talking machines.

Arthur Trostler, manager of the talking machine department at Schmelzer Arms Co., is always kicking—on the small number of the machines that he can secure for his stock. The Schmelzer Arms Co. has one whole floor of its building devoted to the Victrola and, needless to say, the business done by this concern, which is the largest sporting goods house in the world, is amazing. Mr. Trostler, the hustling manager of the department, is busy every minute of the day, and is always trying his utmost to get a stock of machines on the way to Kansas City. But he cannot get them to the store, for he runs away ahead and sells the machines while they are en route. The fact is several times Mr. Trostler has found himself in the predicament of having only a very few machines in the store that were not sold.

M. M. Blackman, manager of the Edison Shop, has added something new in the way of decorations and attractive advertising to his store. On the top of his concert chambers, which can be seen from the street, he has a row of the new small electric light letters calling attention to the fact that they are giving free concerts daily. And in the window he has another sign of small lights that reads, "The New Edison Diamond Disc."

"Kent" Attachments



Patented March 2, 1915.

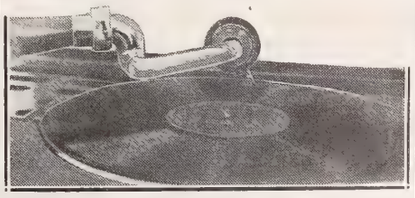
Attachment for Edison Disc Phonographs for playing Victor and Columbia records.

Attachment for Edison to play Pathe records with Pathe Reproducer.

Attachment for Victor to play Edison Disc and Pathe records

ORDER FROM YOUR JOBBER

Every attachment is attractive in appearance; simple and accurate in construction; original in design and entirely different from anything ever produced.



F. C. KENT CO., 81 Columbia Ave., Newark, N. J.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., April 8.—March was "some month" in the talking machine business in Philadelphia. The business was limited to the amount of goods that could be obtained, and this was not alone true of conditions with the Victor dealers, but it applies also to the handlers of the Columbia and Edison. At the end of the month, the jobbers and retailers both found many good orders on their books that remained unfilled. In fact, in a few instances there are still some January delivery orders still waiting delivery. The last week of the month the situation eased up a little bit, but not to the extent of giving the dealers much encouragement.

The dealers are entering the month of April, the first spring month, with most optimistic ideas as to the business, and with the hope that the factories will be able to help them out more liberally than in March. As a rule, they are inclined to bear with the manufacturers, for they recognize that the business is so unprecedented that they feel that the manufacturers are not entirely to blame.

The Pennsylvania Talking Machine Co., the local jobber and retailer of the Columbia, states that last month was the biggest month it has ever had, with the possible exception of the past December. Manager Walter L. Eckhart has been so close to the office since January 1, not only looking after the business here, but in Baltimore and elsewhere, that he found it necessary, about ten days ago, to go to Atlantic City until after Easter in order to get a much needed rest.

In March the Pennsylvania Co. had the satisfaction of adding to its Columbia dealers, besides the Cunningham Piano Co., of this city, the Clelenad-Simpson Co., of Scranton; the Bethlehem Talking Machine, of Bethlehem, Pa.; the Easton Talking Machine Co., of Easton, Pa., and within the past few days another most important representation in this city, the Story & Clark firm. For some time, the Story & Clark firm has been handling the Edison, which it will still retain. Thomas K. Henderson, formerly the Columbia representative of this city, is the manager of the Story & Clark talking machine department. On Friday and Saturday of last week, the Pennsylvania Co. delivered a large quantity of machines and a complete line of records to this firm.

The Pennsylvania Co. reports that it is just able to keep up, but not ahead in its deliveries. If it can get the goods, it expects April to be the biggest month that it has ever had. It also notes that collections are better, which looks as if general conditions in Philadelphia are getting better. Among their visitors the past week were John B. Cromelin, general manager, and E. M. Burns, first vice-president of the Columbia Co.

The call for Dictaphones is also active. Among recent big orders were those from the Public Ledger, newspaper, and the Delaware Underwriters' Association.

The Louis Buehn Co. have separated their talking machine and their Edison dictating machine business, and have opened a fine office and salesroom for the latter at 837 Chestnut street. This new establishment was just opened the past week, and they expect to do very much better in the new location, as it is right in the direct thoroughfare of the business men. The new Edison dictating salesrooms are managed by George M. Austin, and they will add a few more salesmen to their staff. Among some of the large sales made in March were to the United Roofing Co., the Foote Mineral Co., Robinson, Marsh & Kauffman, attorneys; the Hydraulic Pressed Brick Co., the Alpha Knitting Mills, and M. F. Barringer, grain broker in the Bourse building.

Louis Buehn says his March business shows a very nice increase over last year. He states that the merchandise has been coming in a little more freely, both records and machines, although machines are not nearly in sufficient quantity. They are still oversold several hundred machines of certain types.

Gimbel Bros. report that their business in March was very good, that they have been having a great difficulty in getting machines, but that records are coming through a little better.

All the handlers in Philadelphia of the Edison disc machine have been doing exceptionally well in March. The fine quality of tone of the Edison is responsible for this.

Blake & Burkart, the extensive handlers here of the Edison, at Eleventh and Walnut streets, have considerably improved their warerooms in March. They have closed in the offices at the rear, which has greatly increased their space, and have made other interior improvements, while they have placed some most attractive lighting in their display window. Their shop, in its present condition, shows admirable taste, and they have enjoyed a very excellent March business.

C. J. Heppe & Son are celebrating this month their golden jubilee, and this will apply to their talking machine department, as well as all other departments of the store. They are advertising heavily, and already there has been much increase in their retail sales. S. M. Fletcher, of this department, has resigned to look after his own real estate business. Otherwise the selling force is as large as during the holiday rush period, and they seem to be as busy now as during last December.

"Pen your orders to Penn."

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies. We specialize upon Victor machines and records, offering a quick service in both.

PENN PHONOGRAPH CO.
17 South 9th Street
PHILADELPHIA

Buehn Record Service

The Louis Buehn Co.

825 Arch Street
Philadelphia

Money—the difference in what you have and what you might have from your record profits is so much net profit, for your general expense is the same. You ought to try the Buehn Record Service, for we help to secure "what you might have." Send a list of records that you are anxious to get, and let us fill the order. You'll be surprised at its completeness.

Since the exclusive Columbia line of table instruments was introduced, their steady increase of popularity has been one of the healthiest features of the industry.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ACTIVITY IN INDIANAPOLIS.

Increased Call for Machines and Records Prevails—New Udell Catalog Being Mailed—Edison Stock for Kipp-Link Co.—New Quarters of the Columbia Co. Well Situated.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., April 8.—Talking machines and records are still very much in demand in Indiana. This statement is made without reference to the dealers and jobbers who always tell a tale of woe because of lack of stock. It is based on observation in the last few weeks in the homes of friends and acquaintances. A friendly evening call here and there reveals another purchaser of a talking machine and many records. And a few nights later a friend of this friend has invested in one of these modern gloom chasers and diffusers of melody.

Howard T. Griffith, manager of the Udell Works, manufacturers of music cabinets and talking machine cabinets, is mailing the new talking machine cabinet catalog issued by the company. It is one of the most attractive that has been put out by the Udell Works.

Mr. Griffith and Daniel G. Williams, dean of the talking machine cabinet salesmen and known among "them" as "Uncle Dan," have just returned from a trip to Chicago and Milwaukee. They found the talking machine men "up on their toes," to use Mr. Griffith's expression. The trip proved to be a very profitable one for Mr. Griffith and Mr. Williams, and also the Udell Co.

Demonstrating that the Udell Works is right on the jump to assist the talking machine dealer, Mr. Griffith, within twenty-four hours after the new Victrola reached Indianapolis, had had photographed the new machine on a Udell cabinet which matches the new model admirably. This was done to show the dealers how effective is the combination of the new Victrola and the Udell cabinet.

Walter Kipp, of the Kipp-Link Phonograph Co., distributer for the Edison line of talking machines, returned to Indianapolis April 4 from a visit to New York and to the Edison factory. Mr. Kipp found conditions at the factory very encouraging as to new stock in machines and records. The record stock of the Kipp-Link Co. has been replenished to a certain extent and a few machines have been coming its way, but still the demand exceeds the supply.

W. S. Barringer, manager of the Stewart Talking Machine Co., jobber for the Victor line of talking machines, reports conditions in Indiana to be excellent. He says the business of the Stewart Co. has been growing by leaps and bounds, and it was found necessary recently to move into larger quarters.

The local branch of the Columbia Graphophone Co. is now situated at 44 North Pennsylvania street, just across the street from its former place of business. A. W. Roos, manager, estimated that he was out of business for less than an hour in making the move. Records were sold in the old store up to the last minute, and as soon as the move had been made several sales of machines were made. When Mr. Roos gets straightened out in his new home he will have the satisfaction of being in one of the most attractive talking machine stores in Indianapolis. Besides five large demonstration booths, attractively arranged, there is a large display parlor in the front part of the room. Mr. Roos says business conditions are good. The business done in March was about equal to that done in March last year, but the collections were much better this year, Mr. Roos said.

F. J. Clark, in charge of the Dictaphone department, made March the biggest month for the Dictaphone in Indianapolis in the last two years.

The Aeolian Co., 237 North Pennsylvania street, is featuring a noonday musicale for business men, who are invited to come to Aeolian Hall any noon and enjoy a half hour of music in the Vocalion salons.

VICTROLA FOR GLENN H. CURTISS.

Glenn H. Curtiss, the famous aviator and manufacturer of hydroplanes at Hammondsport, N. Y., has recently purchased an expensive Victrola through E. H. Gleason, Bath, N. Y.

HANDSOME GIFT FOR GEO. W. LYLE.

Columbia Executive Office Force Presents Him with Gold Watch and Chain.

George W. Lyle, who recently severed his various connections with the Columbia Graphophone Co., was the guest of honor at a dinner tendered his family on April 1 at the home of Miss Helen Warburton in Brooklyn, N. Y., who was formerly Mr. Lyle's private secretary and who is now acting in a like capacity for H. A. Yerkes, New England district manager for the Columbia Co.

During the course of the evening Mr. Lyle was greatly surprised and pleased to receive a beautiful gold watch and chain from the employes of the Columbia executive offices, wholesale division and record department, who presented this gift to Mr. Lyle as a token of their esteem and affection. The presentation speech was made by Frederic Goodwin, director of the Columbia educational department, and Mr. Lyle responded in a few words of sentiment and appreciation.

This

A.F. Meisselbach & Bro.
TRADE MARK
Newark, N.J.

On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Gramophone Record Trade Throughout Great Britain Continues Along Satisfactory Lines Despite the Great Conflict Which Is Disturbing Nations—Lack of Labor Rather Than Lack of Orders Is Keeping the Manufacturers Somewhat Behind—Supplies Coming Through from Switzerland in Good Shape Excepting Trumpets—Review of Import Conditions—Interesting Suit Over Contract—The Columbia Co.'s Generous Gift of £1,500 to the Prince of Wales Fund—Gramophone Co.'s Advertising Campaign in the London and Provincial Papers—News of the Month.

(Special to The Talking Machine World.)

LONDON, E. C., April 2.—According to personal observation and inquiry and outside information upon which I have every good reason to place reliance, gramophone and record trade throughout the whole country continues along very satisfactory lines, notwithstanding so many existing elements adverse (or so one might reasonably think) to the sale "as usual" of articles other than actual necessities. Traders naturally find it expedient to economize in certain departments of business expenditure, and in the judicious handling of a peculiar situation all forms of what would ordinarily pass as good speculation, wisely or unwisely, find no place to-day in retail propaganda. Yet those few dealers who in the strength of their faith have operated "as usual" find there remains some scope for enterprise in the direction of utilizing current events as a peg upon which to hang a sensible sales talk. This spirit, unfortunately, is not as general as one might wish, but so far as it goes it bespeaks a perspective of no mean significance under the prevalent circumstances.

Owing to the large number of distributers of gramophone goods in this country individual retail opinion lacks optimism regarding sales. Spread over such an extensive field, the average dealers' trade does not reflect a true perspective of present sales conditions or of future prospects. In arriving at some estimate of what is actually being accomplished, factory outputs bulk largely as a certain index. From this viewpoint the position is decidedly satisfactory. Manufacturers are little short of normality in their record supplies, and so far there is no untoward sign of depression in the demand for patriotic or war titles The trouble in some factories is not so much the lack of orders as the lack of labor. This feature is indeed a cause of more apprehension than the maintenance of sales. The position may adjust itself during the summer months when business usually slackens off, but in respect of skilled pressers the outlook for next season is not without promise of trouble.

On the instrument side trade is fairly good. The insufficiency of supplies experienced all round the last few months provoked much complaint, but judging by the increasing quantities of motors, tone arms and parts now coming through from Switzerland the shortage will be largely made good by next season. Trumpets, however, are at a premium. It is impossible to obtain new supplies, and with the early future exhaustion of present stocks the majority of instrument houses will be unable to catalog anything but models of the hornless type. There is not one single British firm that I know of willing to make the metal trumpet. The Germans could turn out a good article very cheaply; they had reduced it to a fine art, and being unable to compete on price, English metal working shops refuse to allocate the necessary capital expenditure to plant and machinery. Given the promise of a protective tariff to come into operation when the war is over, they would go ahead. But without such guarantee, which, by the way, is officially negatived, it is to be admitted that the circumstances demand the exercise of great caution.

My readers will doubtless appreciate the almost unique set of adverse elements with which British gramophone circles are beset, yet it is pleasing to observe that trade on the whole is decidedly good; in fact, quite beyond even the expectations of the best of us!

Heavy Decline in Imports.

A significant commentary upon the locking up of Continental supplies is found in the business returns relating to export and import figures. The pre-war value of imports of musical instrument goods ran into many thousands of pounds sterling per month; to-day the contrast is striking. Having regard to the extensive range of musical lines, it is difficult to arrive at actual figures, but from special information received a liberal estimate of the total decline would be in the neighborhood of 80 per cent. Of gramophone goods a very substantial trade existed between this country and Germany. There are rumors that some goods are still coming through via neutral countries, but I am unable to trace any material facts which would warrant definitive corroboration in these columns. To all intent and purpose Continental trade is entirely eliminated, saving the receipt here of record consignments from France and supplies of motors, tone arms, sound boxes, etc., from Switzerland. From the latter source imports are about normal, any extra output being out of the question until the Swiss troops are demobilized.

On the other hand, British exports of musical instruments generally have proportionately increased, saving gramophone trade, which is restricted only by reason of supply shortage.

Hearing Held on Interesting Suit.

Interesting statements were made before Justice Lawrence in the hearing of an action for alleged breach of agreement brought by John Coates, the well-known singer, against the Gramophone Co., Ltd. Counsel explained that Mr. Coates had made a contract whereby defendant company was to take records of his songs, produce them satisfactorily and advertise them for sale in its catalogs. On plaintiff's allegation that there had been a breach of that agreement he commenced an action in October, 1913. Mr. Coates had been engaged in military duties for some time and had now been granted a commission in a West Yorkshire battalion. Counsel asked that the hearing of the case should be fixed for April 21, on which date plaintiff could get leave to attend the court. Mr. Hogg, for the defendant company, said the only difficulty was that one of the defendant company's witnesses, Major Dixon, was at the present time adjutant of his battalion and his whole time was occupied by his military duties. Therefore it was practically impossible for him to obtain leave on any special day, and counsel suggested that the hearing should be fixed for a reasonable date, say, one month after the conclusion of peace. (Laughter.) He hoped that date would not be long after the date indicated by Mr. McCardie.

His Lordship: "We all hope that, but we cannot make orders on the ground that the end of war will not be long."

Mr. Hogg: "A great many orders have been made on that footing, and six months after the war has been mentioned in statutes."

His Lordship fixed the hearing of the case for April 21, giving liberty for a further application to be made if found necessary.

Gramophone on Submarine.

When we read at the time of the sinking of the Turkish battleship "Messaduych" by the British submarine "B 11" we remembered a statement of a member of the crew of the submarine that they spent a good deal of time under water playing their gramophone. We have just heard that a prominent South Sea dealer has advised the Columbia Co. that he supplied to Lieutenant Commander Holbrook, of the "B 11," fifty Columbia records for the entertainment of the crew just before the submarine left Portsmouth.

Sale of Records to Aid Red Cross.

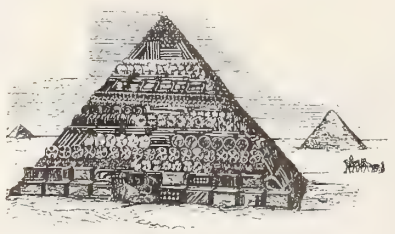
At the Christie sale of rare articles in aid of the British Red Cross Society Funds, commencing on April 12, there will be included Columbia records of the war office recruiting song, "Fall In," the records being autograph copies signed by the composer, Sir Frederic Cowen.

African Natives Didn't Appreciate Talker.

In an interesting account of his travels across the heart of Africa, Cherry Kearton makes somewhat amusing reference to "impedimenta" in the

"RENO"

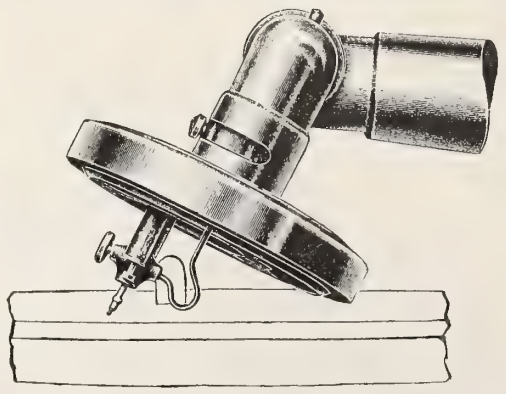
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64 PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

BEKA DOUBLE-SIDED RECORDS

OTHER LONDON "HITS."

London's Latest Hits

Standard Musical Comedy Revival, and other Popular Numbers.

SOME RECENT EXAMPLES.

960 35861 Florodora Selection Part 1.
35862 Florodora Selection Part 2.

961 35846 A Country Girl Selection Part 1.
35847 A Country Girl Selection Part 2.

962 35848 A Chinese Honeymoon Sel. Part 1.
35849 A Chinese Honeymoon Sel. Part 2.

963 35835 The Cinema Star Selection Part 1.
35836 The Cinema Star Selection Part 2.
Played by the EMPIRE MILITARY BAND

965 35841 A Little Love, a Little Kiss. (Un peu d'Amour)
35842 She Is Far From the Land.
Sung by MR. VICTOR CONWAY.

966 35877 Mother's Sitting Knitting Little Mittens for the Navy.
35875 My Old Iron Cross.
Sung by MR. JOSEPH NEWMAN

969 35828 Tell My Daddy to Come Home Again.
35830 Somebody's Boy.
Sung by MR. STANLEY KIRKBY

971 35857 The Blind Boy (Phono Fiddle Solo)
35858 My Fiddle Is My Sweetheart. (Phono Fiddle Solo)
Played by Mr. HARRY STOGDEN

972 35507 Chickabiddy (Barn Dance).
35509 Love in Arcady (Serenade). (Xylophone Solos)
Played by Mr. W. BRADY.

974 35883 Only One of the Toys.
35884 Some Hearts Will Be Joyful.
Sung by MR. STANLEY KIRKBY

975 35901 On the 5.15.
35895 Back to Dixieland.
Messrs. ELLIOT & HUGHES

Complete catalogue and trading terms on application.

O. RUHL, Ltd., 77 CITY ROAD, LONDON, E. C., ENGLAND.

FROM OUR LONDON HEADQUARTERS—(Continued from page 56).

shape of a gramophone which received its death blow from a native spear. It came about in this way: Having taken records of native war songs he was adventurous enough to reproduce them for the benefit of the "artists." It was a fatal mistake. Apparently under a slight misapprehension not unassociated with their knowledge of the cloven hoof, the natives promptly terminated the proceedings by spearing the gramophone through and through. And that, in brief, is why the "acoustical" part of Mr. Kearton's mission failed!

Export Supplement of Zonophone Records.

Colonial and foreign dealers should note that a new list in the form of a supplement to the complete catalog is notified by the British Zonophone Co., Ltd. This supplement, by the way, includes all records issued to date (April) since the publication of the last Zono-Twin catalog.

A fine aggregation of records is itemized on the current list (April), all to the credit of reputable artists who have made the name Zonophone known among the gramophone public the world over.

Gramophone Co.'s Expensive Advertising.

A word of especial praise is due the Gramophone Co. for the very excellent publicity efforts embarked upon in the leading London and Provincial newspapers, etc. From the viewpoint of effect the advertisements generally are of an eye-compelling nature, being well displayed and attractively relieved by illustrations. In addition to this advertising close attention is given dealers' local requirements and many are the excellent suggestions for special window displays, circulars, local ads, etc. Some pleasingly conceived window and wall hangers of striking design are also available, and altogether it would seem that "H. M. V." dealers have quite a fair percentage of their trade directed to them by the company's publicity influence.

The Leipsic Messe.

Apropos the Leipsic messe, which the Germans held notwithstanding the advice of its business men, I learn from reliable neutral sources that it proved a failure. Neither business nor pleasure could be maintained seriously; indeed, both fell very short of the "as usual" mark. There were in attendance a few buyers from such neutral countries as Holland, Denmark, Sweden, Switzerland, Italy, Roumania, etc., who placed fair orders under certain conditions as to delivery and acceptance, being dependent upon the general political situation. From day to day one never can be sure of the maintenance of neutrality by the Italian and Slav dynasties, and it is only natural that buyers placed their orders at Leipsic under conditions which would leave them free to refuse acceptance. All said and done, I understand the fair was but a shadow of its former self, there being, as perhaps one might expect, a big decrease of exhibitors, of visitors and of orders.

The Columbia Co.'s Generosity.

It is not generally known that the Columbia Co., in addition to its splendid gift of £1,500 (made up of war record royalties) to the Prince of Wales' Fund, has also presented numerous instruments and thousands of records to military hospitals and training camps, H. M. ships, etc., at home and abroad. In every case the company has been favored with the grateful thanks of the recipients, the communications taking up a good-sized filing cabinet.

Dealers Should Lend Co-operation.

The Columbia Co. announces that its advertising campaign has been still further extended during March, and in its advance copies of the advertisements to be used urge dealers to clip the advertisements in question and paste them in their windows. This fairly obvious duty is not, we believe, carried out to the extent it should be, yet the idea of linking a shop up with a newspaper advertisement like this is one that every dealer should appreciate to its full. We often wonder why more dealers do not use little baize-covered notice boards, hung in their doorways on eye-level, for these and other special announcements. These notice boards never fail to attract public attention.

C. V. Townsend a Benedict.

Cupid has scored another bull's-eye, this time in the direction of our old friend C. V. Townsend, who has taken unto himself a charming lady in the person of Mary McDermott. The happy event was performed at a certain well-known Islington church on March 4, and afterwards celebrated in the usual way at the house of the bride's parents. We raise our glass to the happiness and prosperity of Mr. and Mrs. Townsend.

T. Edens Osborne Again Active.

A certain enterprising correspondent has recently been priming the Belfast newspapers with a few historical anecdotes of the city, and in happy vein gramophonic news is pertinently associated therewith. It is Thos. Edens Osborne's clever advertising again. Says one advertisement: "In 'The Story of Belfast,' by Mary Lowry, it is stated that in the year 1575 the sum of £94 7s. 6d. was equal to £3,000 of our present currency. Accordingly, if it had been possible to buy a five guinea gramophone from T. Edens Osborne at that period its value would have been £166 14s. 2d." A very interesting calculation and a good advertisement.

The Latest Beka Record List.

The latest Beka list abounds in capital instrumental and vocal numbers—the kind that make a wide appeal and enjoy continuous sales as distinct from the many makes of cheap ephemeral records with which the trade this side is overfed. The ever-popular numbers from "Florodora," "Chinese Honeymoon," "Cinema Star" and other comic operas find a place in the list as instrumental items by the Empire Military Band—a first class organization of exceptional ability. In this class of music there is a well-defined revival, and importers are strongly advised to carry good stocks of these new Beka issues. Of interest, too, are the featuring of more patriotic and pantomime titles on records which have won much favorable comment from the trade.

Two popular numbers made, one might almost say, immortal by the great Chirgwin, otherwise known as "The White-Eyed Kaffir," are coupled on disc No. 971—"The Blind Boy" and "My Fiddle Is My Sweetheart." As played on the phono-fiddle by Harry Stogden, their attractiveness is, if anything, much enhanced.

Adopted as the war march of the First Australian contingent of fighting men, "For Auld Lang Syne, Australia Will Be There," is given in vocal form by Stanley Kirkby, and is paired on No. 973 with another popular Colonial song.

(*Continued on page* 58.)

JUST A WORD TO YOU

ARE YOU STOCKING

COLISEUM RECORDS

IF NOT, WHY NOT

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

WM. COOPER BROS., LTD.
(X Y DEPT)
1735-37-39-41-43 Clerkenwell Rd.
LONDON, E. C.

String Fiddle

STROH VIOLS

VIOLIN, VIOLA, ETC.

The mellow and matured tone of these instruments, which are constructed largely of aluminum, yet possess *none* of the characteristics of the gramophone or wind instrument, is only one of its many points which are fully set out in an illustrated booklet which will be mailed free on request to the *sole makers.*

GEO. EVANS & CO. 94 Albany St. London, Eng.

OR

in U. S. A. to their sole representatives

OLIVER DITSON CO.
150 Tremont Street
BOSTON
NEW YORK and PHILADELPHIA

Violin

REG. TRADE MARK

TO WHOLESALE BUYERS OF

Gramophone Records

A BRITISH FIRM of REPUTE is prepared to offer **SPECIAL QUOTATIONS** to OVER-SEA BUYERS—IMMEDIATE SHIPMENTS. SPECIALIZING OWN BRANDS or Customers' own Labels.

RECORDING EXPEDITIONS dispatched to any part of the WORLD
CORRESPONDENCE INVITED FROM INTERESTED HOUSES

Address "Export Manager," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London

Cables, "GRAMMAVOX, LONDON"

FROM OUR LONDON HEADQUARTERS—(Continued from page 57).

Altogether the list under review is one of the most interesting and perhaps the best yet issued by the Beka people.

"Fall In" Proves a Popular Record.

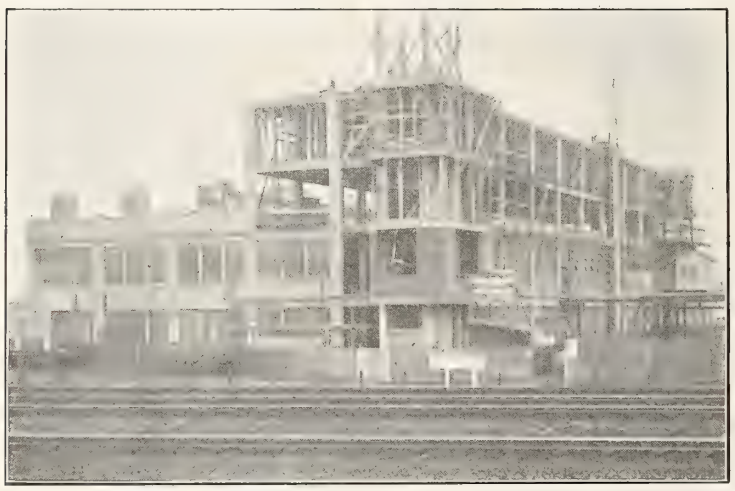
The march, "Fall In," founded upon the famous War Office recruiting song, figures in the Columbia list this month as one of the ever-welcome contributions by the regimental band of H. M. Scots Guards. It is a rattling good march, too, and for mate on the disc carries "Are We Downhearted?" march, on the famous song of that name.

A VISIT TO "HIS MASTER'S VOICE" LONDON FACTORIES.

Interesting Facts Regarding This Gigantic Plant, Which Is an All-British Enterprise—Condition of Busines Excellent—Factory Is Working Day and Night.

(Special to The Talking Machine World.)

LONDON, ENG., April 4.—Notwithstanding the present importance of the gramophone industry we who are engaged therein—either in the departments of production, sales or trade journalism—often give expression to our belief that from a commercial and scientific point of view it has yet to emerge from the cradle of infancy. To this someward hackneyed phrase point is given with additional emphasis when one considers the comparatively large annual output of gramophones and records in relation to the limited British manufacturing facilities. It is a significant fact—the elimination of Continental competition considered—that the whole trade field is practically catered to by less than half a dozen firms. And the largest of these being the "His Master's Voice" Co., a brief article on its splendid factory at Hayes, Middlesex, will doubtless prove of extreme interest to World readers. It stands not only as an illustration of the marvelously rapid expansion of the gramophone industry as a whole, but by those very progressive attributes it alines our belief in a future trade development of unlimited proportions.



View of Cabinet Factory Taken December 21.

Showing Extensions (Four New Floors). Proceeding as Usual Despite the War.

That preliminary expression leads me to the recollection of a pleasant visit to the Gramophone Co.'s home, conveniently situated on the Great Western main line at Hayes, where I was instructed and crammed with interesting information apropos the ingenuity and marvels of the only all-British gramophone instrument works extant. My guide, philosopher and friend—a veritable walking encyclopedia—was W. J. Wyatt, to whom I am indebted for most of the details here set forth.

The "H. M. V." works consist of three separate buildings of gigantic proportions. These are, respectively, (a) record factory, (b) cabinet factory, (c) machine factory, and in addition there is a large separate block devoted solely to the clerical departments. Nineteen hundred and seven witnessed the commencement of the first building—an historic event celebrated by the great Diva, Mme. Melba, who very graciously consented to lay the cornerstone. Since this date the whole series of buildings has sprung into existence, and even today, despite the war, expansion is proceeding.

After a quick tour of the office block, where is installed all the latest labor-saving devices, we visited the great machine factory. This is built on the reinforced concrete plan, is six stories high, has a floor space of 140,000 square feet, covering an area of five acres, and cost to build and equip over £120,000! With a roof tank of 30,000 gallons capacity, the building is so constructed as to render it virtually fireproof. If left open when fire broke out the metal doors leading from wing to wing would close automatically by the firing of a fusible part of the pulley which releases the counterbalancing weights. Another ingenious constructional feature is the staircase arrangement whereby communication between each floor takes place over open balconies. A fire in any one department could thus be confined to the floor on which it broke out. The arrangement also prevents congestion on the staircase and affords ample means of escape for the employes in any case of emergency. It is to be noted that two passenger and several goods lifts form part of the equipment. Innumerable windows provide a maximum of natural light and ventilation—a point of the utmost importance to the health and power of productivity of the employes. Apropos the physical well-being of the workmen, it is pertinent to interpolate here that "His Master's Voice" directorate has given this matter very special attention. The factory boasts possession of a fully equipped hospital under expert medical supervision. All but cases of grave accident can be handled. It is pleasing to learn that owing to proper machinery safeguards accidents are few. As a matter of fact, since the departure of the resident nurse to the war area I was told there had been no patients at all! But that by the way.

In point of machinery equipment this wonderful factory conforms to a highly scientific standard, the plant being throughout of the most modern description. It includes mechanism of seemingly human intelligence, almost weird in its accomplishments. On the ground floor is installed a series of heavy hydraulic presses, and although each is designed to exert a pressure of 600 tons, their operation causes absolutely no vibration in the building. At the time of my visit these mighty instruments were stamping out discs from a solid strip of brass, about ⅝ inches thick. On another

SPECIAL OFFER

250,000 10in. Double Sided

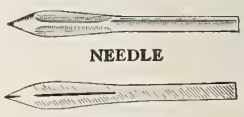
Disc Records

of a celebrated manufacture to clear at a low figure. Good Titles.

Write for full particulars

EXPORT RECORD CO.
94 SHUDEHILL
MANCHESTER ENG.

The Patent
Silver-Sheath Needles


NEEDLE
SECTION

They come between steel and fibre needles and wear your records less than any metallic needle whatever. Each S/Sheath will play 400 to 500 records, with occasional resharpening.

Medium loud tone—clearest results possible—scratch *almost* done away with.

Prices Post Free:
1 S/Sheath Needle.....$0.25
6 Needles with sharpener 1.65
Aluminum Sharpener, separately ..... .50

Ask for particulars of the FLEX loud speaking diaphragm, etc.

DAWS CLARKE, 14 Lorne Grove
FALLOWFIELD MANCHESTER, ENG.
WANTED AGENTS. Good Trade Discount.

FROM OUR LONDON HEADQUARTERS—(Continued from page 58).

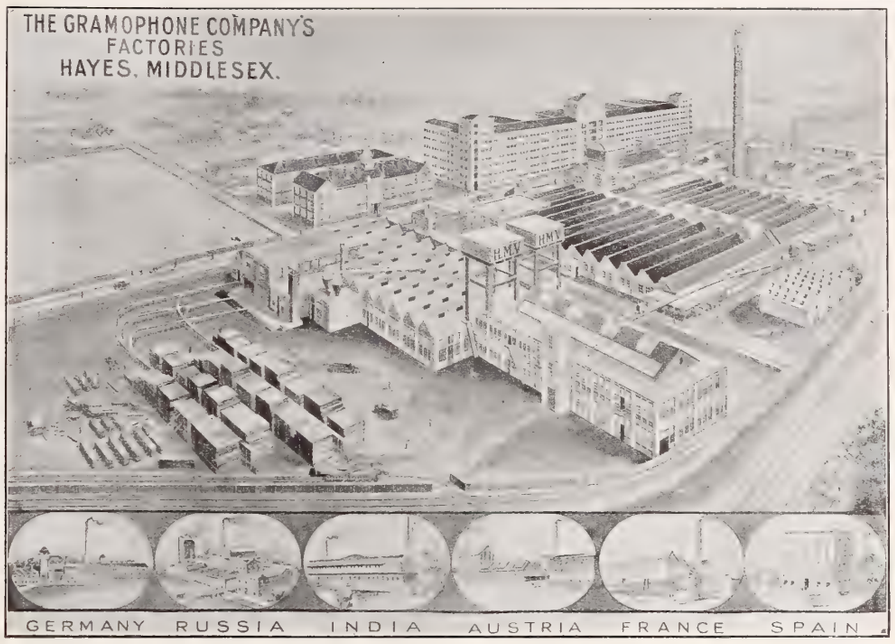
floor there were machines which in turn "operate" on these brass discs until, process by process, is evolved complete the famous "H. M. V." gooseneck tone arm. It is all really wonderful, and especially interesting was the seemingly simple action of bending the elbow without so much as a crack or a split in the metal. Of intense interest, too, is the process of "drawing" the cold tube so that by degrees it reaches the correct tapering gage. All these and other processes I, as a layman, naturally viewed with a certain fascination almost akin to awe.

In another department were machines for smoothing down the flange of the steel record molds, one of which my guide placed on the machine bed, afterward requesting me to lift it off. Neither I nor the strength of a Hercules could move that mold. An invisible agency held it fast. No chucks, screws or bolts; just magnetism.

On another floor machines were turning out all sorts and sizes of screws and much other production in the way of parts for motors, sound boxes, etc. These latter, by the way, were all imported

Power House of the Company at Hayes.

from America until the completion of this fine factory rendered it unnecessary. It is something of which to be justly proud that each little item, part or adjunct of the "H. M. V." instruments is



manufactured at Hayes. Take, for instance, the various grades of gramophone motors—single, double and triple spring. The visitor to this modern all-British factory can see each machine in operation for the production of every single part that goes to the completion of a beautiful and smooth-running gramophone mechanism. There is one huge section exclusively reserved for assembling and the testing of every motor that goes out. On this particular work a large staff of skilled mechanics is constantly employed, and when the assembled motor is "passed" it bears the seal of that supreme merit which has made for "His Master's Voice" a reputation of reliability and extreme value the world over. It may truly be said of "H. M. V." instruments that "they have built their name by the way they are built."

The exigencies of space forbid further mention in detail of this most wonderful plant, and we will therefore pass to the cabinet factory. To do this I was taken via the woodyard, where is stacked over £20,000 worth of mahogany, walnut, oak and other timber. The process of drying and seasoning covers a period of several months, and every piece of wood is thus thoroughly matured before using.

Entering the cabinet factory I was at once impressed by the remarkably clear atmosphere—this notwithstanding the working of sawing, plan-

(Continued on page 60.)

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade. The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

The Pablo Casal's records are among the fastest money makers in the exclusive Columbia list—just as we predicted, only more so. Two new recordings in the May list.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

FROM OUR LONDON HEADQUARTERS—(Continued from page 55).

ing, smoothing, mitering and a host of other machines. Inquiry showed that an elaborate system of compressed air shafts reached throughout the whole building. Every particle of sawdust was, by this means, carried off, to be utilized as fuel for the big furnaces.

Among this maze of remarkable machines, all playing more or less the same tune, a not unpleasant hum of stentorian proportion, I was extricated by my faithful guide, who proceeded to have demonstrated to me the cabinet-factory alphabet. The proceedings were, to say the least, fascinating—to watch the various processes from the rough plank to the polished cabinet. Who would not find it so? Here a machine to rough-shave, as it were, the plank under operation, then the smoothing, the cutting into apportioned lengths, a marvelous piece of mechanism that in one operation would cut the male and female joints, glue and slide them together; thus the formation of a cabinet side. Again, more and still more machines busily engaged in mortising, tenoning, dovetailing, all in the twinkling of an eye. So accurate and perfect are these automatic woodworking instruments that once set they require little or no attention. The operators seem to work more or less mechanically; they cannot go wrong. I possess a trophy in the form of four small pieces of various woods jointed together; and, though not glued, it is impossible to slide them apart, so perfect is the fitting.

Passing across "Gramophone Lane," which runs between the cabinet and the record factories, we entered the latter through a set of specially designed iron gates which, upon our approach, opened by some unseen agency. Inside, the "material" mixers were working at high speed. An interesting operation to watch is what is known as blanket rolling. This consists of drawing a blanket of the plastic record material over a steel bed, where it hardens and is cut up into squares. These squares find their way in turn to the record pressing department, and are here converted to the finished record, each of which undergoes a special examination by actual test before being passed for sale. It is to be observed that the "H. M. V." organization has reached that stage of perfection which insures such good workmanship throughout all processes that few records are rejected by the examining experts of the company.

As I wended my way to the station, it struck me very forcibly that since my last visit to Hayes a few years ago the village had attained to great importance as a manufacturing center. A few new works were noticeable, but the dominating feature from all angles was "His Master's Voice" series of factories, upon which to-day rests the name and, one might justifiably say, the fame of the village of Hayes.

My impression is one of unbounded admiration of the organizing genii responsible for the ideal layout and scientific equipment of this undoubtedly model record and gramophone enterprise. It is the embodiment of all that goes to the maintenance of British commercial supremacy, and in its particular channel represents an example of high efficiency in productive capacity unique in the talking machine industry As the link that places mechanical music on the highest plane of art, Englishmen will ever feel a just pride in the activity of "His Master's Voice."

A final word of thanks to Mr. Wyatt for his patient and exhaustive disquisition of points upon which I needed enlightenment. To him I am indebted for a most interesting, not to say instructive, tour of "His Master's Voice" factories.

ARTISTIC JAPANESE ROOM

Of J. Henry Ling, Detroit, Used Effectively to Display Talking Machines.

(Special to The Talking Machine World.)

DETROIT, MICH., April 9.—Art in interior decoration was evidently kept in mind when the Japanese room of the new talking machine department of J. Henry Ling, in this city, was designed. It is something entirely out of the ordinary—so dainty, so attractive, so restful—that ladies visiting the warerooms find it a most delightful place to pause and listen to the Grafonola while a Japanese girl pours tea. This room, of which an illustration appears herewith, gives an idea of how the art atmosphere in connection with talking machines has been developed.

Japanese Room in Talking Machine Department of J. Henry Ling.

No better form of exploitation can be conceived than the artistic parlor, or special room, such as the one under discussion, as a means of interesting and selling talking machines. It demonstrates particularly that the talking machine is now a musical instrument par excellence, and must be considered in that sense. A room like that of Mr. Ling's is a contributory factor to this viewpoint that cannot be lightly overlooked.

MEANS OF CLARIFYING TONE.

A tone clarifier, recently invented, apparently provides a satisfactory cure for the tendency of the diaphragms used in telephones and phonographs to emit a shrill, squeaky sound in which the low and characteristic tones are nearly if not entirely obliterated, says an exchange. This tendency is due to the fact that the natural rate of vibration of one of these small diaphragms is many times higher than the natural rate of vibration of the tones commonly used in talking, singing or playing. The new device works on the principle of weighting the diaphragm to retard its vibration and of damping the vibrations of the separate parts without interfering with the vibration of the diaphragm as a whole. It consists of a combination of metallized rubber discs, stiff celluloid discs and soft paper cushions, which are secured to the rear face of the diaphragm, says the Scientific American.

Columbia Graphophones and records have been added to the line of the Cable Piano Co., in Toledo, O.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE. DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

NEW VICTOR DEALER APPOINTED.

The Merchants & Jobbers' Exchange Becomes Distributer for the Victor Products in Minneapolis—Dance Demonstrations by the Minnesota Phonograph Co. Attract—Busy Times with Columbia Co.—News of Month.

(Special to The Talking Machine World.)

ST. PAUL and MINNEAPOLIS, MINN., April 7.—The Merchants and Jobbers' Exchange has made its début as a jobber for the Victor Co.'s products, Colonel O'Neill, long connected with the company, is interested in the general wholesale agency for the company and has obtained commodious quarters at Fifth street and First avenue in the heart of the jobbing section of Minneapolis. Although not entirely settled to-day (April 5), local deliveries were being made. It is announced that the new house will in no wise clash with W. J. Dyer & Bro., who have represented the Victor house in the Northwest for many years, as a complete understanding is said to have been reached.

It is hoped by the retail dealers that the new jobbing concern will carry a complete line of instruments and records at all times so that no sales will be lost by inability to deliver the goods.

The World may safely say that St. Paul and Minneapolis have been kind to the talking machine and phonograph dealers. Trade has been most satisfactory and one element to make it so has been the success of the factories in keeping the dealers supplied with a full line.

Archie Matheis expresses great pleasure over the latter feature. "We have been able to get instruments and records that have been in the greatest demand, but which we could not supply some weeks ago and that has helped materially," he explained. "Things are looking quite rosy for us just at present. Mr. Matheis at his talking machine shop gave a Good Friday recital that attracted a large audience. The music room was decorated with Easter lilies and other flowers and the program was limited to sacred music.

Dyer & Bro. also gave a Good Friday recital and the "S. R. O." sign was hoisted. Their trade has been away up all through the month.

The Minnesota Phonograph Co., at its new Edison shop on Nicollet avenue, opened a series of dance demonstrations, Monday, April 5. These will be held every afternoon following a plan tried with much success last fall. Edison goods are coming forward at a much better rate than formerly and there is no difficulty because of the scarcity of goods. Under the new jobbers' zone arrangement by the Edison Co., the Minnesota Phonograph Co.'s territory will include Minnesota, North Dakota, the northern part of South Dakota, the northern part of Wisconsin and the upper peninsula of Michigan, and the arrangement is pronounced as entirely satisfactory by President Laurence H. Lucker.

"The best March we ever had," is the judgment of C. P. Herdman, manager of the St. Paul store of the Columbia Phonograph Co. "Business has been moving nicely. The fire down the row did us no harm whatever, although we had a close call. We are having a good record business. The public is demanding a higher class of instruments than before, and naturally this improvement in taste suits us."

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

No. 3 Strap

(Made in two grades)

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

SENDING OUT 500 REK-REPS A DAY.

More, in Fact, According to President Presbrey, Who Tells of the Satisfaction Which They Are Giving the Trade and the Public.

"During the past few weeks we have secured sufficient shipments from our factory to make prompt deliveries of the Rek-Rep to all parts of the country," said E. H. Presbrey, president of the Record Repeater Co., 432 Fourth avenue, New York. "We are now sending out more than 500 Rek-Reps a day, and are in a position to make shipments the same day that the orders are received. Our factory is in splendid shape, and is turning out our product even faster than we had anticipated.

"At the present time we are shipping Rek-Reps for Victor machines only, as the tremendous demand for our repeater stop from Victor dealers has kept up busy day and night since we started operations. We expect, however, to be able to ship Rek-Reps for Columbia machines in a very short while. It is pleasing to note that the Rek-Rep is giving perfect satisfaction to all its users, and we have received numerous letters of praise relative to the long-felt want that the Rek-Rep has filled."

"TALKERS" HELP PIANO DEALERS

Says Frank J. Bayley—Finds No Competition Between the Two Lines—Wherein the Business of the Dealer Is Materially Benefited.

(Special to The Talking Machine World.)

DETROIT, MICH., April 5.—Frank J. Bayley, agent for the Boardman & Gray and other well-known pianos, is remodeling the interior of his store for the purpose of expanding his talking machine business, which has been in an experimental stage thus far. Mr. Bayley is only one of half a dozen old-time Detroit piano dealers who have in the last two or three years added talking machines to their business as a help to the music trade business in general. Their opinion is universal that no piano merchant can afford to be without a line of talking machines.

"There is no competition between the two lines," said Mr. Bayley. "If a prospect wants a piano he will buy a piano if he can find one to suit him, and no offer of a talking machine will turn him aside. If he wants a talking machine he will not buy a piano. Probably he already has one, or he can't play and doesn't want one. If he inquires of you for a talker and you haven't got it, of course you lose the business. If a prospect is undecided as to whether he wants a piano or a talker you have both lines with which to work upon him, and if you find you cannot land him for a piano you do not lose the business if you have a talking machine to turn him to."

Which is much the same line of argument that influences the other piano merchants who have tried the experiment of selling talkers and who have a large measure of success with them.

FLEXIBLE
FLEXIBLE
FLEXIBLE
FLEXIBLE

Flexible Needles are guaranteed to play the Longest Records Perfectly.
Flexible Needles are guaranteed to save the record from wear.
Flexible Needles are guaranteed to eliminate the scratch.
Flexible Needles make old records sound like new.
Flexible Needles are better because they do more.
Flexible Needles are made from the best steel obtainable.
Flexible Needles are the best for any record because they bring out all that is in the record.

The
FLEXIBLE 4-Pointed Steel Needles

PATENTED IN U. S.—FOREIGN PATENTS PENDING

Four Pointed Flexible Needle

FLEXIBLE

PATENTED
FOUR TUNES ON ONE NEEDLE

In attractive Packages of 200 Points.
Increase Your **Profit.**

Send for **Samples and Prices** today.
Two Sources of Supply.

Write to

JOHN M. DEAN Corporation
PUTNAM, CONN.

TALKING MACHINE BUSINESS EXPANDING IN DETROIT.

Heyn's Bazaar Opens Attractive Talking Machine Department and Will Handle the Columbia Line—E. K. Andrew Discusses Plans for J. L. Hudson Talking Machine Department Babson Bros. Open for Business—Piano and Talker Dealers Get Together—Other News.

(Special to The Talking Machine World.)

DETROIT, MICH., April 10.—Of the dozen or more talking machine dealers interviewed in the past ten days on trade conditions, there was not a single one who did not report business excellent and increasing. It is a fact there are now very few exclusive dealers in pianos, mostly everybody finding it necessary to add a talking machine department to successfully operate. Not only is the talking machine becoming a feature with dealers of musical instruments, but department stores are finding it a very profitable side line.

The latest department store to add phonographs is Heyns' Bazaar, on Woodward avenue, Detroit, one of the oldest institutions and one of the largest in the city. The department is located on the mezzanine balcony overlooking the main floor, being officially opened on Saturday, April 3. The Columbia line exclusively will be handled, both machines and records. This new department is under the management of Philip B. Long, a Columbia man for many years, who has been with the company in Washington and Baltimore. The Heyns Co. has chosen an excellent spot for this department. The balcony has been partitioned with glass on all sides, and sub-divided into five rooms, one large one and four smaller ones, which will be used for the display of machines and demonstrations. In the rear, against the wall are contained the records.

R. J. Keith, of the Talking Machine Co., Chicago, and its representative, George Cheatle, were in the city the last week in March.

E. K. Andrew, manager of the J. L. Hudson talking machine department, said to The World: "Our business is entirely satisfactory; collections are good, and we are naturally optimistic about the balance of the year. We are, of course, anxious to get into our new quarters where we are banking on having the finest talking machine store in the Middle West. One feature of our department in the new building will be a small recital hall, thirty by fifteen feet. We will install a Pathescope moving picture machine and on Saturday mornings will give free picture shows for the benefit of the children. We will use educational, historical and comedy films only. We believe this feature will make a hit with the kiddies."

As previously announced, the J. L. Hudson Co. some months ago took a long-term lease of the building at 188-190 Woodward avenue, where suitable alterations will be made to house the company's piano, piano player and Victrola departments. The company got possesson April 1 and immediately started to remodel. The building has five floor and basement, each thirty by 100 feet. The Victrola department will be on the first floor, which will be divided into a reception room and eleven demonstration rooms. There will be a mezzanine balcony which will be used for the offices. The main Victrola department will be on the second floor where there will be twelve rooms, displaying all the different kinds of machines. Over these booths, on a balcony floor, will be kept the reserve stock of all machines. It will take some five or six weeks to remodel and decorate this new building, which means that it will be the middle of May before it will be ready.

Music dealers of Detroit some weeks ago got together and practically organized a new association, the old one being a thing of the past. The new association consists of piano dealers, and practically every talking machine dealer is also a member. The constitution and by-laws were revised to take in the talking machine men. The association starts out with new life and with a larger membership than ever before. Arthur H. Howes, of Grinnell Bros., is president; A. E. Trebilcock, of the Detroit Music Co., is first vice-president; W. H. Goldblum, of Story & Clark, is second vice-president; C. A. Guilford, of Crowley, Milner Co., is third vice-president; F. A. Dennison, manager Columbia Phonograph Co., is secretary, and Wallace Brown, of the Wallace Brown Phonograph Shop, is treasurer. The object of the association is to create harmony and goodfellowship among the dealers and to discuss topics of general interest to all the members of the trade.

It was generally believed that E. Percy Ashton, who for eighteen years conducted the American Phonograph Co., in Detroit, would find a new location and continue in the business, but about the middle of March he issued an announcement that he would retire from the field April 1, having turned over his accounts to Wallace Brown, of 21 East Grand River avenue. Mr. Ashton was a pioneer in the talking machine business. For years he was located on lower Woodward avenue and about five years ago moved uptown to 252 Woodward avenue. Mr. Ashton did well and made a lot of money. He will now devote his efforts to the real estate business. The balance of Mr. Ashton's Victrola stock was purchased by Grinnell Bros., the Edison cylinder records by Frank Bayley, and the Edison disc records by Wallace Brown.

"With us it isn't a question of selling as much as it is a question of getting the goods," said Wallace Brown. "Business itself is fine but the trouble is that we cannot get the goods." Mr. Brown deals only in Edison disc records and machines. He is now operating his business under the style of "Wallace Brown's Phonograph Shop, Edison Diamond Disc Phonographs and Records."

Bayley's Music House is now the only Detroit shop handling the Edison cylinder record.

The Goodfellowship Club, consisting of male employes only of Grinnell Bros., Detroit, gave its first annual masquerade at Clark's Dancing Academy, Thursday evening, April 8, to which the ladies were invited. The attendance was about 150. Everybody masked and had an enjoyable time. The committee handling the dance comprised P. W. Guest, chairman; Howard Minor, Jack Read, Joe Gallagher and Julius Weiss.

The fact that the 600 or more customers of the American Phonograph Co. will be calling at the Wallace Brown shop to pay their instalments, most of which were for Victor goods, is going to stimulate business for Max Strasburg, who sells the Victor, as he is right on the way to the Brown store. In other words, the patrons who go to the Brown store to pay their bills will pass Mr. Strasburg's store, and being Victor customers and having Victor machines, it is only natural that they will do more or less of their business with Mr. Strasburg. This is a case where Mr. Strasburg will get some extra business without going after it.

As previously predicted, Babson Bros., who will job Edison disc records and machines in Michigan, have at last opened for business. They have secured a large portion of the fifth floor of the Liggett building, Gratiot and Farmer streets, Detroit, and have fitted it up to suit the needs of the business. The Michigan business will be in charge of R. B. Alling, who has been associated with Babson Bros. since they have been a going concern. Mr. Babson will make his home in Detroit. The present location is only for the summer, as it is Mr. Alling's intention to keep looking meanwhile for larger quarters. By fall he hopes to have a retail store in operation on one of the main thoroughfares. Locations are, of course, hard to get, especially at a reasonable price. J. H. Heinsman, for ten years with the American Phonograph Co., and very popular throughout the State, will travel in Michigan for Babson Bros., covering the same territory as formerly.

NYOIL

For Talking Machines, Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools and all Polished Instruments. THE FINEST OIL MADE. It absolutely *prevents rust.* NYOIL now sold everywhere by all hardware and sporting goods men. Large bottle (cheaper to buy) 25c.; trial size, 10c.

WM. F. NYE, New Bedford, Mass.

NYOIL

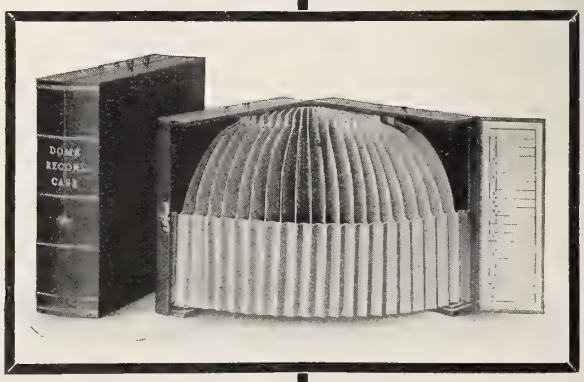
For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

Business is good—There's a reason. A trial order will show you. WHY? The goods and the service is the answer.

VICTOR and EDISON Distributor

DOME RECORD CASES



should be in your stock. Holds 20 records. Made in 10″ and 12″ sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style of finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

W. D. Andrews - Buffalo, N. Y.

Columbia Double-Disc records A5613—A5617—A5646—A5645. A few fox trots and one steps, that a majority of Columbia dealers are finding hard to keep in stock.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TRADE NEWS FROM CINCINNATI.

Invention of New Reproducer for Which Important Claims Are Made—Business as Reported by the Leading Concerns in the City Is of Fair Volume—Records in Demand.

(Special to The Talking Machine World.)

CINCINNATI, O., April 9.—Since phonographic machines were invented manufacturers have sought a sound box or reproducer, that mechanism which is between the needle and the record, which would insure the record against a "blasting" or "breaking" on the high notes in song or instrumental music. J. Mack Tatman, of 409 Tusculum avenue, East End, has invented a reproducer, now in the patent office, which he claims has none of the defects which have worried manufacturers. The Cincinnati inventor is negotiating with one of the largest talking machine concerns in the world. Like many inventions, Tatman's idea came to him through an accident. About a year ago he was entertaining a company of friends at his home, when the reproducer of his phonograph broke. There was no more music for the company, but Tatman, who is a machinist, began to think, and the result was he constructed a reproducer which not only was springless, but carried the singer's voice or musician's notes to the highest note without a break. The reproducer also brings out a larger tone volume than others. Tatman formerly was vice-president of a local machine tool manufacturing concern.

Business during March was mainly confined to the sale of records. There was a fair demand for machines and, as usual, some of the dealers in the Victor line were shy certain sizes. Generally speaking, business was good. The trade is now looking forward to the summer camping business, which usually gives the houses an opportunity to clean up on their damaged goods stock.

When interviewed as to business conditions during the month of March, Manager Whelen, of the local Columbia store, said: "We held our own in the retail end of the business, but we more than made up for this in wholesale business, which soared high over last March. Collections as a whole were good, and we have no complaints to make with the total results of March. April started in with renewed vigor and we expect to do a large April business. Caroline White, an exclusive Columbia artist, appeared at Keith's during the month, and while her records have always been good sellers, the artist's appearance here stimulated the sale of same."

Mr. Laurie, auditor of the Columbia Graphophone Co., spent a week or ten days in the local store and expressed himself very favorably with conditions here.

Mr. Krumenauer is making things hum in Dictaphone sales, and has placed quite a few new installations during the past month.

The Church-Beinkamp Co.'s Columbia department is now in operation and as a starter business in March was rather good. Mr. Beinkamp is making a feature of the sale of machines instead of records, although quite a line of the latter is carried in stock.

The Cable Company's Victor department enjoyed a satisfactory business during March and just now the record shelves are being refilled, the demand just previous to Easter having been an exceptional one.

At the Otto Grau Piano Co. the Victor continues to be a money producer for the house.

Mr. Byars, of the Aeolian Co., reports a gratifying volume of Vocalion business for March. He says: "It is a real pleasure to sell Vocalions, because the Graduola feature adds new interest to the instrument every day for the customer."

DEATH OF GEO. E. EMERSON.

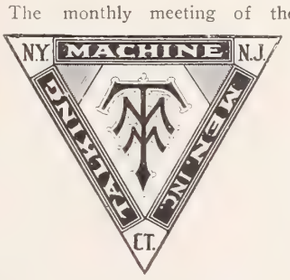
Well-Known Recording Expert Passes Away at His Home in Newark, N. J.

George E. Emerson, a phonographic record expert, died on March 19 at his home, 535 Central avenue, Newark, N. J. He began experimental work with phonographs many years ago, and was said to have been the first to apply the records to motion pictures. Mr. Emerson was in charge of the recording department of the Cameraphone & Actophone Cos., Inc. Mr. Emerson, who was born in San Francisco, was a brother of Victor H. Emerson in charge of the recording laboratory of the Columbia Graphophone Co. in New York City.

"TALKING MACHINE MEN" GROWING.

Over Fifty Applications for Membership from Dealers and Jobbers Received at Monthly Meeting of the Local Organization in March—Annual Banquet on April 14 at Hotel Gregorian Expected to Be Big Affair.

The monthly meeting of the Talking Machine Men, the organization of talking machine dealers and jobbers which recently succeeded the Eastern Talking Machine Dealers' Association, was held in the rooms of the Merchants' Association in the Woolworth building on Wednesday evening, March 24, and about the best piece of business transacted was the acceptance of the applications of over fifty jobbers and dealers of New York and neighboring States who desire to become members of the association. It is believed that, with jobbers and dealers working together, the organization will be able to accomplish much real good in the trade.



New Association Insignia.

The new insignia of the Talking Machine Men has been prepared according to specifications and is reproduced herewith. It is shown on the letterheads of the body, and has also been produced in the form of pins and buttons that the members may wear.

Plans are now being completed for the annual banquet of the association, which will be held at the Hotel Gregorian, West Thirty-fifth street, on the evening of April 14. The committee in charge of the affair is preparing an excellent list of speakers representing all branches of the trade and expect to have at least 200 association members and their friends present, with a chance of the crowd being much larger.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
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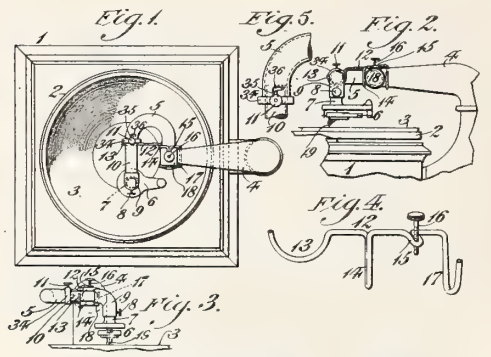
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., April 9.—ATTACHMENT FOR TALKING MACHINES. Charles S. McNally, Philadelphia, Pa. Patent No. 1,128,021.

This invention consists of an attachment for supporting a sound box of the type employed in talking machines operating with records having the so-called "hill-and-valley" sound grooves, such as the Edison records, upon the tone arms of talking machines normally operating with records having a laterally waving sound groove, such as the Victor and Columbia records, so as to adapt such latter type machines to operate with an Edison sound box upon Edison records. It further consists of means for adjusting the sound box upon such machines in its relation to the records.

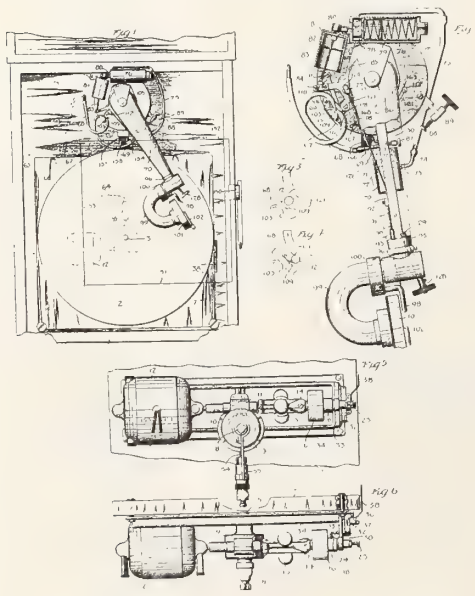


In said annexed drawings Fig. 1 represents a plan view of a Victor talking machine, illustrating an Edison sound box and record applied to the same. Fig. 2 represents a side elevation of as much of such machine as will illustrate the application of this device. Fig. 3 represents an end view of said parts. Fig. 4 represents a detail view of the attachment. Fig. 5 represents a detail view of a device for connecting the elbow tube supporting the sound box with the goose neck.

MOTOR DRIVEN PHONOGRAPH. Albert F. Madden, Newark, N. J. Patent No. 1,127,056.

This invention relates in general to phonographs of the disc type and more especially to motor driven phonographs in which mechanism is provided for automatcially stopping and repeating the record.

In order to indefinitely repeat the reproductions on phonographs it is desirable that some form of power drive be employed which is continuous in its

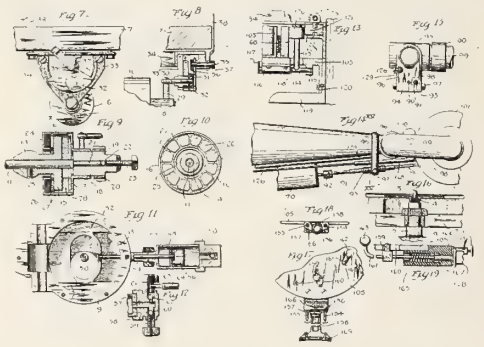


operation, that is to say, to avoid the necessity of intermittent winding or storing of power in the drive mechanism as takes place in the usual spring motor driven phonographs. Power is also necessary to actuate the repeating mechanisms. The term "motor" as employed herein, is intended to indicate a power motor, preferably electric, to distinguish the driving means from the usual spring power drive mechanism in which the energy is stored by a manual operation in the act of winding.

It has heretofore been proposed to employ the electric motor for driving phonographs. Due to the variation in line voltage which is usually experienced in the operation of electric motors, considerable difficulty has been met in applying the electric motor drive to phonographs. The pitch of the tone reproduced by the phonograph is, of course, under the direct influence of the speed at which the record is driven, and the slightest perceptible variation in the speed of the record interferes with the quality of the reproduction. It will therefore be apparent that the success of a repeating phonograph depends in a large measure upon the proper control of the driving mechanism employed and that the use of an electric motor can be practicable only when accompanied by a positive and reliable speed control for the motor.

According to this invention the inventor has employed preferably an electric motor in conjunction with a reliable governor of special design, and this source of power is utilized for the driving of the phonograph and also as a source of power for the actuating mechanism of the repeating devices.

In said drawings Fig. 1 is a top plan view of the apparatus showing the location of the various elements. Fig. 2 is a similar view of the reproducing and repeating mechanism, parts being shown in horizontal section. Figs. 3 and 4 are diagrammatic details illustrating the operation of one of the valve



mechanisms employed. Fig. 5 is an underneath plan view of the electric motor and speed control devices. Fig. 6 is a front elevation of the same. Fig. 7 is a side elevation of the manually operated speed regulator. Fig. 8 is a front vertical section of the same. Fig. 9 is a similar view of the friction brake running in oil. Fig. 10 is a face view of the friction surface employed. Fig. 11 is a top plan view with parts in horizontal section, showing the compressor for the repeating system and its driving connection. Fig. 12 is a vertical section of the valves employed in the compressor. Fig. 13 is a vertical section of the cam operated valve device for controlling the supply of air under pressure to the repeating devices. Fig. 14 is a side elevation illustrating in detail the outer end of the reproducer arm and parts of the repeating devices. Fig. 15 is a transverse sectional elevation on line XV—XV of Fig. 14. Fig. 16 is a detail vertical section showing the main shaft or arbor and turntable of the phonaogrph. Fig. 17 is a detail plan view with parts in section showing the electric switch and its control device. Fig. 18 is a transverse section of the switch plunger. Fig. 19 is a longitudinal section through the switch plunger and its control mechanism.

MACHINE FOR SHAVING SOUND RECORDS OR BLANKS. Thos. A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,130,156.

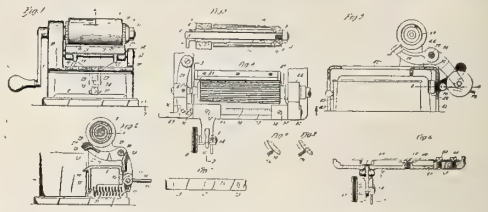
This invention relates to machines for shaving sound records or blanks, particularly, but not exclusively, those of cylindrical form.

In shaving machines now in common use it is customary to provide a narrow knife for turning off the surface of the record or blank. This construction is objectionable owing to the time consumed in turning off the surface and to the necessity for providing more or less complicated mechanism for feeding the knife along the record. Both of these objections are obviated by the employment of a knife extending throughout the length of the record or blank to be shaved, as disclosed in United States Patent No. 457,314, granted on August 11, 1891.

One of the objects of the present invention is to provide an improved device of this character which is simple, compact and capable of rapid and efficient operation.

Other objects are to provide a new and efficient shaving knife and improved means for feeding the knife into the record or blank.

Fig. 1 represents a front elevation of a shaving machine embodying one form of the invention; Fig. 2 represents a cross section thereof taken

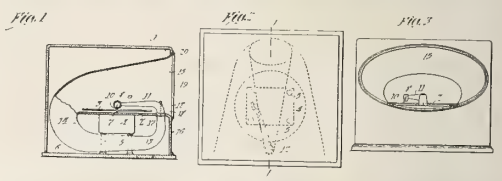


on the line 2—2 of Fig. 1; Fig. 3 represents a central longitudinal section of the record or blank support and its mounting; Fig. 4 represents a plan view of a modified form of the invention; Fig. 5 represents an end view thereof partly in section on line 5—5 of Fig. 4; Fig. 6 represents a plan view partly in section taken on line 6—6 of Fig. 5; Fig. 7 represents a plan view of the shaving knife; Fig. 8 represents a cross section of the preferred form of shaving knife, and Fig. 9 represents a similar view of a modified form of the shaving knife.

TALKING MACHINE. Walter H. Miller, Orange, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,130,099.

This invention relates to talking machines of the type in which the horn or sound conveyer is entirely or chiefly inclosed within a cabinet, and the object is to provide a simple, compact and efficient device of this character.

Fig. 1 represents a vertical cross section through a cabinet and inclosed parts taken upon line 1—1 in Fig. 2, some of the parts being shown in side elevation. Fig. 2 is a top plan view of the



apparatus shown in Fig. 1, and Fig. 3 is an end elevation looking from the right to Fig. 1.

PHONOGRAPH. Edwin M. Kellogg, Moline, Ill. Patent No. 1,130,173.

This invention relates to that class of phonographs or machines for recording or reproducing sounds, having a stylus, needle or reproducer point adapted to engage a record and provided with means for enabling a disc shaped record to be repeatedly played, or the sounds produced by such a machine to be automatically repeated or reproduced.

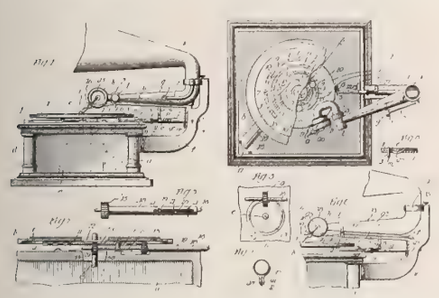
The principal object of the invention is to provide a simple, economical and efficient phonograph or machine for recording or reproducing sounds, and a simple and efficient means for automatically lifting and moving the stylus, or recording needle in the direction of the starting point, so as to enable a record to be repeatedly played without requiring the attention of the operator or the return of the stylus to initial position by the operator, and more particularly to provide means whereby this may be accomplished in such a manner and by mechanism of such construction as to enable disc or flat records of unequal or varying lengths to be played successively and repeated in the proper time required for each record, or played but once as desired.

A further object is to produce means for automatically stopping the machine at the proper instant, upon the completion of the playing or reproduction of a record, or of each of a series of

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 64).

records, of unequal, varying, or equal lengths, as the case may be, and means for automatically raising the stylus out of engagement with the record at the proper instant, automatically returning the stylus or stylus and tone arm to proper starting position for records of varying or any desired length or dimensions, and lowering the stylus into the proper position to automatically begin at the beginning of a record of any desired length, all in such a manner as to avoid injury to the record or stylus or other parts of the machine.

In the accompanying drawings Fig. 1 is a view in side elevation of a machine of the type commonly known as the "Victor," provided with this invention and improvements; Fig. 2, a vertical sectional view of the upper portion of the same taken approximately on line 2 of Fig. 4, looking in the direction of the arrow; Fig. 3, an enlarged detail view in elevation of the pinion and adjustable sleeve shown in Fig. 2; Fig. 1, a plan view of the machine shown in Fig. 1, with a portion of



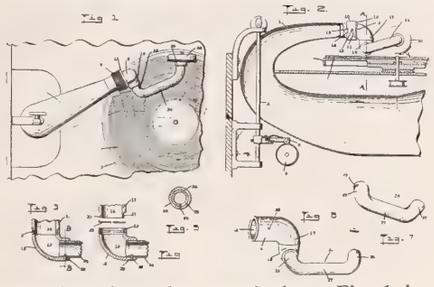
the record and record supporting turntable broken away; Fig. 5, an enlarged detail plan view of the gear mechanism or pinion and scroll (shown in Figs. 2 and 3), for operating the adjustable pinion shown in Figs. 2 and 3—the scroll being shown as it would appear when seen from the bottom; Fig. 6, a view in side elevation of a portion of a machine provided with improvements and of which this invention forms a part, in which the tone arm is swung upward and downward on a pivotal support in raising and lowering the stylus, and in which the mechanism for raising and lowering the stylus and swinging the same to initial operative position serves to support both the tone arm and the stylus in raised position when the stylus is out of engagement with the record; Fig. 7, an enlarged detail sectional view taken on line 7 of Fig. 6, looking in the direction of the arrows; and Fig. 8, a detail view in elevation of the mechanism, for operating the rock shaft.

Speaker Connection for Talking Machines. Frederick C. Kent and Carl William Lindholm, Newark, N. J. Patent No. 1,130,298.

Of the various talking machines now on the market there are two popular makes, one of which employs record discs from which sound waves are produced by the bearing of a needle on the side wall of a spiral groove in the record disc, while the other produces sound waves by a stylus bearing upon the bottom of the groove. Obviously record discs manufactured to be played upon one make of machine will not play upon the other, and vice versa.

The present invention relates, therefore, more particularly to means for adapting a machine which normally plays records by the stylus bearing on the bottom of the groove, to play records in which a needle bears on the side wall of the groove, and the objects of the invention are to provide an efficient device of this character; to enable the device to be readily applied to or removed from the machine; to allow for vertical and lateral displacement; to secure simplicity of construction and operation, and to obtain other advantages and results set forth as follows:

Referring to the accompanying drawings, in which like numerals of reference indicate the same



parts throughout the several views, Fig. 1 is a plan of a portion of a talking machine normally adapted to employ a stylus bearing on the bottom of the record groove, with this invention applied to enable its stylus to bear upon the side of a record groove; Fig. 2 is a vertical sectional view longitudinally through the tone arm thereof; Fig. 3 is a section on line A—A of Fig. 2; Fig. 4 is a similar sectional view showing the parts separated; Fig. 5 is a sectional view on line B—B of Fig. 3; Fig. 6 is a perspective view of device detached from the machine, and Fig. 7 is a perspective view of the reproducer mounting.

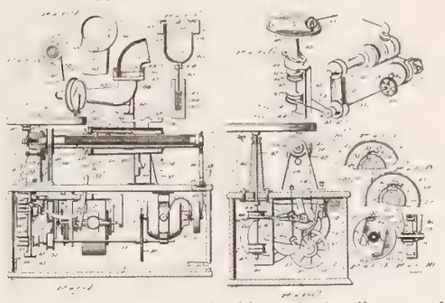
Sound-Reproducing Machine. William C. Wolfe, Lilly, Pa. Patent No. 1,131,454.

This invention relates to improvements in sound reproducing machines.

The object of the present improvements is to provide a simple and economical arrangement of parts for using either disc or cylindrical records.

A further object of the invention is to provide special means for operating the mandrel, whereby the latter may be revolved to reproduce from standard records, or the lateral transverse movement of said mandrel may be retarded to reproduce records which require a greater number of revolutions per inch of its transverse movement than that required in playing the standard.

The invention also relates to an improved means for supporting one end of the mandrel shaft to relieve the strain, due to the weight of the record when the opposite end of said shaft is released to



permit it to revolve, and which may be disengaged from the shaft when it is desired to reproduce from records of unusual length.

In the drawings Fig. 1 is a vertical longitudinal section of the improved machine. Fig. 2 is a transverse section on the line x—x, Fig. 1. Fig. 3 is a detail transverse section on the line y—y, Fig. 1. Fig. 4 is a detail plan view of the free end of the sound conveyor. Fig. 5 is a transverse section on the line 5—5, Fig. 4. Fig. 6 is a detail perspective view of parts of the operating mechanism, the cylinder record mandrel, and the turntable for a disc record. Fig. 7 is a detail section on the line a—a, Fig. 4, illustrating the nut out of engagement with the mandrel screw. Fig. 8 is a similar view, but illustrating the nut in engagement with the screw to laterally feed the mandrel. Fig. 9 is a detail elevation of an electric governor. Fig. 10 is a transverse section of the same.

Sound Reproducer and Recorder. William J. Travers, Buffalo, N. Y. Patent No. 1,131,442.

This invention relates to sound reproducers and recorders and has reference more particularly to the stylus bar and its armature, in which magnetic means are used for maintaining the stylus bar armature in a predetermined position.

An object of the invention is to provide a simple, reliable and inexpensive sound reproducer and recorder in which the amplitude or the time of vibration of the same is varied. Another object of the invention is to provide means for maintaining the stylus bar armature upon its bearings.

Another object of the invention is to provide a sound producer and recorder in which the friction of the stylus bar armature bearings is reduced to a minimum.

A further object of the invention is to provide a stylus bar of reduced weight without reduction in strength.

Fig. 1 is a front elevation of an embodiment of this invention; Fig. 2 is a section on line 2—2,

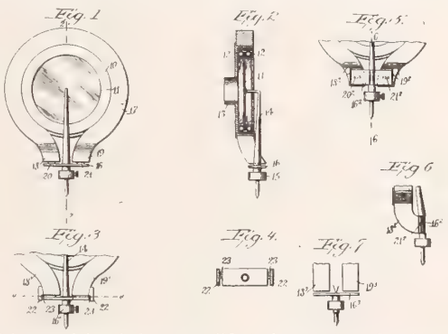
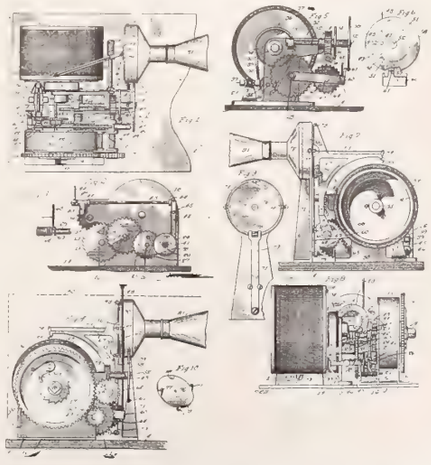


Fig. 1; Fig. 3 is a modified form of stylus bar armature bearings; Fig. 4 is a section on line 4—4, Fig. 3; Fig. 5 is another modified form of mounting of the stylus bar armature journalings; Fig. 6 is a section on line 6—6, Fig. 5, and Fig. 7 is another form of mounting the stylus bar armature so that the same oscillates longitudinally with respect to the poles of the magnet.

Graphophone. Archie E. Parnall, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,130,837.

This invention relates to graphophones, and the accompanying drawings illustrates a practical embodiment of the several features of the invention: Fig. 1 is a plan view of the machine; Fig. 2 is a sectional view on the line 2—2 of Fig. 1 looking in the direction of its arrows; Fig. 3 is a detail view of the returning worm and the needle arm; Fig. 4 is a view in side elevation taken at the motor side of the machine; Fig. 5 is a sectional view on the line 5—5 of Fig. 1 looking in the direction of its arrows; Fig. 6 is a front view of parts of Fig. 5 taken at the right hand; Fig. 7 is a view in side elevation on the side opposite to Fig.



4 and with the parts in position for returning the needle arm to its initial position on the record; Fig. 8 is a view in rear elevation taken at the left hand of Fig. 1; Fig. 9 is a view in rear elevation of parts of the sound box, and Fig. 10 is a detail view showing the means for providing a universal joint for the needle arm on the box.

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RECORD BULLETINS FOR MAY, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

No. Size.

Margaret Woodrow Wilson (daughter of the President) Makes Record for War Relief.

A1685 The Star Spangled Banner (Key). Soprano Solo and chorus of mixed voices, orch. accomp.... Margaret Woodrow Wilson 10

Medley of Patriotic Airs, Introducing "America," "Yankee Doodle," "Columbia, the Gem of the Ocean," "Marching Through Georgia" and "Dixie". Arr. by Maurice Smith..... Columbia Band 10

The Columbia Presents Miss Felice Lyne, the Young American Soprano.

A5656 Spring's Awakening (Sanderson). Soprano Solo in English, with orch. accomp..... Felice Lyne 12

A Dream Fancy (Marshall). Soprano Solo in English with orch. accomp.....Felice Lyne 12

Two Ballads by Oscar Seagle.

A5655 Nita Gitana (De Koven) Baritone Solo in English, with orch. accomp.....Oscar Seagle 12

The Bandolero (Stuart) Baritone Solo in English, with orch. accomp. .....Oscar Seagle 12

Pablo Casals Plays Two 'Cello Masterpieces.

A5654 Adagio, from Concerto in D minor (Tartini) 'Cello solo, orch. accomp.....Pablo Casals 12

Romanza (Campagnioli) 'Cello Solo with Charles Albert Baker at piano.....Pablo Casals 12

BLUE-LABEL DOUBLE-DISC RECORDS.

New Recordings of Hawaiian Melodies.

A1702 One, Two, Three, Four (Alau). Ukulele and guitar accomp.....Toots Paka Hawaiian Co... 10

Ua Like No a Like (Berger). Ukulele and guitar accomp. .....Toots Paka Hawaiian Co... 10

A1710 The Heart of a Sailor (Adams) Baritone Solo, orch. accomp. .....Albert Wiederhold 10

When Dull Care (Wilson) Baritone Solo, orch. accomp. .....Albert Wiederhold 10

A5657 Oh, That We Two Were Maying (Nevin) Soprano and Contralto Duet, orch. accomp.... Grace Kerns and Mildred Potter 12

Oh, Summer Night (Serenade from "Don Pasquare") Soprano and Baritone Duet, orch. accomp. ..... Caroline Hudson-Alexander and Andrea Sarto 12

DOUBLE-DISC RECORDS.

A1705 Memories of Home (Ambrosio) Violin, flute and harp trio .....George Stehl, M. P. Lufsky and Charles Schuetze 10

Call Me Thine Own (Halevy) Romance—L'Eclair . Violin, flute and harp trio..... G. Stehl, M. P. Lufsky and C. Schuetze 10

A1704 Sea Shells Waltz (Innes) Trumpet Solo, orch. accomp. .....Vincent Buono 10

Zulma (Roth) Three-step Mazurka..... Prince's Orchestra 10

Comic Sketches by "Uncle Josh" (Cal Stewart).

A1717 Wedding of Uncle Josh and Aunt Nancy Smith (Stewart) Comic Sketch..... Mr. and Mrs. Cal Stewart 10

Uncle Josh at Delmonico's (Stewart) Comic sketch. .....Cal Stewart

A1742 Uncle Josh at the Opera (Stewart) Comic sketch. .....Cal Stewart 10

Uncle Josh and Aunt Nancy on a Visit to New York (Stewart) Comic Sketch..... Mr. and Mrs. Cal Stewart 10

A1711 Under the Double Eagle (Wagner) March.... Columbia Orchestra 10

With Prussian Banners (Von Blon)—March.... Columbia Orchestra 10

A1733 Marseillaise (De L'Isle).....Columbia Band 10

Boje Tsaria Khrani (Lvoff) Lord God, Protect the Czar—National Anthem of Russia..... Columbia Military Band 10

A1712 The White Cockade—Jigs and Reels Medley Violin Solo. .....Charles D'Almaine 10

Harrigan's Reel .....Prince's Orchestra 10

A1737 Our Director March (Bigelow)..Columbia Band 10

Monte Cristo Waltz (Goudlier)..... Republican Guards Band 10

A1736 Bride Elect March (Sousa).....Columbia Band 10

Young Guard March (Appel)....Prince's Band 10

Mr. McClaskey Sings a Pair of Famous "Heart Songs."

A5658 Silver Threads Among the Gold (Danks) Tenor Solo, orch. accomp.....Harry McClaskey 12

Those Songs My Mother Used to Sing (Smith). Tenor Solo, orch. accomp...Harry McClaskey 12

May Dance Records.

A5659 I Wonder What Will William Tell (Daly and Allen)—One-step .....Prince's Band 12

I Want to Go to Tokio (Fischer)—One-step..... Prince's Band 12

A5660 Settle Down in a One-Horse Town (Berlin)—One-step .....Prince's Band 12

When My Ship Comes In (Von Tilzer)—Medley One-step .....Prince's Band 12

A5661 L'Esprit Francais (Waldteufel)—Polka..... Prince's Band 12

Beverly Hunt (Wendling)—Fox Trot..... Prince's Band 12

A5662 Dicty-Doo (Morgan)—Fox Trot..Prince's Band 12

I Want to Linger (Marshall), and I Wonder Where My Loving Man Has Gone? (Cook)—Fox Trot.....Prince's Band 12

Song Hits for May.

A1707 I Want to Go to Tokio (Fischer) Soprano and Tenor Duet, orch. accomp..... Frances Fisher and Henry Burr 10

All for the Love of a Girl (Meyer). Orch. accomp. .....Peerless Quartet 10

A1706 Everybody Rag With Me (Kahn and LeBoy). Tenor Solo, orch. accomp..... George O'Connor 10

On My Way to New Orleans (A. Von Tilzer) Tenor Solo, orch. accomp...George O'Connor 16

A1703 That Southern Hospitality (Walker) Soprano and Tenor Duet, Orch. accomp..... Ada Jones and Will Robbins 10

Oh, What a Beautiful Baby (Brown). Soprano and Tenor Solo, Orch. accomp..... Ada Jones and Will Robbins 10

A1709 In the Garden of the Gods (Ball) Tenor Solo, orch. accomp. .....James Reed 10

Sleepy Moon (H. Von Tilzer) Orch. accomp... Peerless Quartet 10

A1708 Doodle-Oodle-Dee (Morse) Baritone and Tenor Duet, orch. accomp...A. Collins-B. G. Harlan 10

Auntie Skinner's Chicken Dinner (Morse) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and B. G. Harlan 10

BLUE-LABEL DOUBLE-DISC RECORDS.

Grand Opera From Milan.

A1391 Faust (Gounod) "Salve dimora casta e pura" (Hail Thou Dwelling Pure and Lowly). Tenor Solo in Italian, with orch...Angelo Bendinelli 10

Carmen (Bizet) "Il fior che aveir a me tu dato" (The Flower You Lightly Gave Me) Tenor Solo in Italian, with orch...Angelo Bendinelli 10

A1392 Rigoleet (Verdi) "Caro Nome" (Dearest Name) Soprano Solo in Italian, with orch..... G. Finzi-Magrini 10

Rigoletto (Verdi) "Tutte le feste al tempio" (As on Festal Days I Went) Soprano Solo in Italian, with orch. .....G. Finzi-Magrini 10

A1393 Aïda (Verdi) "Celeste Aïda" (Radiant Aïda) Tenor Solo in Italian, with orch..G. Armanini 10

Aïda (Verdi) "Morir, si pura e bella" (O Die! So Pure and Lovely!) Tenor Solo in Italian, with orch.....G. Armanini 10

A1394 Madame Butterfly (Puccini) "Addio, fiorita asil" (Farewell, Oh, Happy Home!) Tenor and Baritone Duet, with orch..... G. Armanini and Taurino Parvis 10

Cavalleria Rusticana (Mascagni) "Siciliana" (Oh, Lola, fair as the flowers) Tenor Solo, with orch. .....G. Armanini 10

A1395 Ballo in Maschera (Verdi) "Eri tu che macchiavi" (Thou didst sully that spirit pure). Baritone Solo, with orch.....Taurino Parvis 10

Fedora (Giordano) "Amor to vieta" (My love restrains you) Tenor Solo in Italian, with orch. .....Q. Santarelli 10

A1396 I Pagliacci (Leoncavallo) "Decidi al mio destin" (Tell me my fate) Part I. Soprano and Baritone Duet, in Italian with orch..... E. Cottino and E. Badini 10

I Pagliacci (Leoncavallo) "Decidi al mio destin" (Tell me my fate) Part II. Soprano and Baritone Duet, with orch. ..... E. Cottino and E. Badini 10

A1632 Don Pasquale (Donizetti) "Tournami a dir che m'ami" (Tell me again that you love me) Soprano and Tenor duet.I. Cattorini-G. Paganelli 10

Elisir D'Amore (Donizetti) "Una Furtiva lagrima" (A furtive tear) Tenor Solo..... A. Bendinelli 10

A1633 Carmen (Bizet) "Romanza del fiore" (Flower Song) Tenor Solo.....A. Bendinelli 10

Mignon (Thomas) "Addio Mignon" (Goodbye Mignon) Tenor Solo.....A. Bendinelli 10

A1634 Carmen (Bizet) "Presco il bastion di Siviglia" (Near the ramparts of Seville) Mezzo-soprano Solo .....N. Frascani 10

Carmen (Bizet) "Scena delle carte" (Card scene.) Mezzo-soprano Solo.....N. Frascani 10

A1635 Barbiere de Siviglia (Rossini) "Ecco ridente in cielo (Lo, smiling in the eastern sky) Tenor Solo .....G. Paganelli 10

Barbiere di Siviglia (Rossini) "Il mio nome" (My name) Tenor Solo.....G. Paganelli 10

A1636 Aïda (Verdi) "O tu che sei d'Osiride" (Oh, thou who art to Osiris) Mezzo-soprano and Bass Duet with chorus..E. Lopez-Nunes, V. Bettoni 10

Aïda (Verdi). "Vieni sul crin ti piovano" (Come bind thy flowing tresses) Mezzo-soprano Solo with chorus.....E. Lopez-Nunes 10

A1637 Aïda (Verdi) "Scena del giudizio" (Scene of justice)—Part I. Spirito del Nume. Mezzo-soprano and Bass Duet with chorus..... A. Beinat and V. Bettoni 10

Africana (Meyerbeer) "Adamastor" (Ruler of Ocean) Baritone Solo.....Taurino Parvis 10

A1638 Faust (Gounod) "Dio possente" (Even bravest heart) Baritone Solo .....C. Formichi 10

Iris (Mascagni) "Apri la tua finestra" (Open your window) Tenor Solo.....A. Bendinelli 10

A1639 Gioconda (Ponchielli) "O monumento" (Oh monument) Baritone Solo.....C. Formichi 10

Gioconda (Ponchielli) Barcarole. Baritone Solo and chorus.....C. Formichi 10

A1640 Lakmé (Dèlibes) "Aria delle campanelle" (Bell Song)—Part I. Soprano Solo.G. Finzi-Magrini 10

Lackmé (Dèlibes) "Aria delle campanelle" (Bell Song)—Part II Soprano Solo G.Frinzi-Magrini 10

A1641 Lohengrin (Wagner) "Cigno fedel" (Swan Song) Tenor Solo.....M, Polverosi 10

Lohengrin (Wagner) "Prova maggior" (Victorious be!) Tenor Solo.....M. Polverosi 10

A1642 Lohengrin (Wagner) "Di non t'incantan" Tenor Solo.....M. Polverosi 10

Lucia di Lammermoor (Donizetti) "Fra poco e me ricovero" (A peaceful refuge granting) Tenor Solo .....M. Polverosi 10

A1643 Lucrezia Borgia (Donizetti) "Il segreto per essere felice" (It is better to laugh) Mezzo-soprano with chorus.....E. Lopez-Nunes 10

Barbiere de Siviglia (Rossini) "Largo al factotum" (Make way for the factotum) Baritone Solo .....T. Parvis 10

A1644 Manon (Massenet) "Guizzar vid'io due bianche stelle" Soprano Solo.....A. Karola 10

Manon (Massenet) "Ancor son io tutta attonita" Soprano Solo .....A. Karola, 10

A1645 Otello (Verdi) "Ora e per sempre addio" (Ah, now farewell forever) Tenor Solo..I. Calleja 10

Carmen (Bizet) "Mia tu sei" (You are mine) Tenor Solo .....I. Calleja 10

A1646 Pagliacci (Leoncavallo) "No! Pagliaccio, nom sono" (No, Punchinello, no more). Tenor solo .....G. Armanini 10

Záza (Leoncavallo) "Mai piu Záza (Never more, Záza) Tenor Solo .....G. Armanini 10

A1647 Rigoletto (Verdi) "La donna è mobile" (Woman is fickle) Tenor Solo .....M. Polverosi 10

Tosca (Puccini) "Gia mi dicono Venal" (Venal my enemies call me) Baritone Solo ..... C. Formichi 10

A1648 Tosca (Puccini) "Ella verrá" Baritone Solo.. C. Formichi 10

Traviata (Verdi) "Brindisi" (Drinking Song) Soprano and Tenor Duet..... M. Alessandrovitch and A. Bendinelli 10

A1649 Traviata (Verdi) "Un di felice" (One ne'er forgotten day) Soprano and Tenor Solo..... I. Cattorini and A. Bendinelli 10

Traviata (Verdi) "Sempre libera deggio" (The round of pleasure I'll enjoy) Soprano Solo... G. Finzi-Magrini 10

A1650 Traviata (Verdi) "Frendi, quest e l'immagine" (Receive this parting gift) Soprano, Tenor and Baritone Trio..... I. Cattorini, A. Bendinelli and C. Formichi 10

Traviata (Verdi) "Addio, del passato" (Forever I must leave thee) Soprano Solo..... G. Finzi-Magrini 10

A1651 Traviata (Verdi) "Amami, Alfredo" (Dearest Alfredo) Soprano and Tenor Duet..... I. Cattorini and A. Bendinelli 10

Trovatore (Verdi) "Chi del gitano" (What so gay the gypsy's life?). Chorus of La Scala 10

A1652 Trovatore (Verdi) "Mira d'acerbe lagrime" (Here pleading at thy feet)—Part II. Soprano and Baritone Duet..... T. Chelotti and C. Formichi 10

Trovatore (Verdi) "Mira d'acerbe lagrime" (Here pleading at thy feet)—Part II. Soprano and Baritone Duet. ..... T. Chelotti and C. Formichi 10

DOUBLE-DISC RECORDS.

Band Selections.

A1397 Barbiere di Siviglia (Rossini) "Uno voce poco fa".....Cornet Solo with accompaniment by Municipal Band of Milan 10

Barbiere di Siviglia (Rossini) "Io sono docile." Cornet Solo with accompaniment by Municipal Band of Milan 10

A1398 El Albanico (Javaloyes)—March..... Band of H. M. Scots Guards 10

Viva la Jota (Maraéuiri)—March..... Band of H. M. Scots Guard 10

A1399 La Entra de la Murto (Volpatti)..... Municipal Band of Milan 10

Valencienne—Mazurka (Fernandi)..... Municipal Band of Milan 10

A1400 Dolce Carezza—Valse..Municipal Band of Milan 10

Speranza (Balzari)—Polka..... Municipal Band of Milan 10

VICTOR TALKING MACHINE CO.

THE MAY DANCE RECORDS.

No. Size.

17687 Pick a Chicken—One-step (Mel. B. Kaufman).. Victor Military Band 10

Bayside Fox Trot (Jesse Winne)..... Victor Military Band 10

17726 Valse Marie—Hesitation (Harry Israel)..... Victor Military Band 10

Fiora Waltz Hesitation (James R. Europe).... Victor Military Band 10

35438 I Didn't Raise My Boy to Be a Soldier—Medley One-step .....Victor Military Band 12

The Little House Upon the Hill—Medley One-step .....Victor Military Band 12

35439 To-night's the Night—Medley—Waltz Hesitation (Rubens).....Victor Military Band 12

Maid in America—Medley Fox Trot..... Victor Military Band 12

NEW HAWAIIAN INSTRUMENTAL RECORDS.

17710 Kohala March (Hawaiian Guitar Duet)..... Pale K. Lua-David K. Kaili of the Irene West Royal Hawaiians 10

Honolulu March (Hawaiian Guitar Duet)..... Pale K. Lua-David K. Kaili of the Irene West Royal Hawaiians 10

POPULAR SONGS FOR MAY.

17736 Don't Take My Darling Boy Away (Will Dillon-A. Von Tilzer).....Peerless Quartet 10

I'm On My Way to Dublin Bay (Stanley Murphy) .....Peerless Quartet 10

17748 The Syncopated Walk from "Watch Your Step" (Irving Berlin) .....Peerless Quartet 10

That Southern Hospitality (Chas. McCarron-Raymond Walker) .....Peerless Quartet 10

17751 Come Over to Dover (Murphy-Botsford)..... American Quartet 10

Way Down East To-Night (Walsh-Magini)..... American Quartet 10

17752 Maybe a Day, Maybe a Year (Gilbert-Monaco).. Henry Burr 10

Don't Blame Me for What Happens in the Moonlight (Blame the Moon) (Grant-Young)..... Campbell and Burr 10

17753 Over the Hills to Mary (Alfred Bryan-Jack Wells) .....James Reed-James F. Harrison 10

In the Garden of the Gods (J. Keirn Brennon-Ernest R. Ball).....Harry Macdonough 10

17755 The Little Ford Rambled Right Along (Foster-Gay) .....Billy Murray 10

Auntie Skinner's Chicken Dinner (Fields-Carroll-Morse) .....Collins and Harlan 10

TWO DELIGHTFUL NEW RECORDS BY THE TOLLEFSENS.

17749 Romance (Rubinstein) Op. 44, No. 1) Violin, 'cello and Pianoforte.....Tollefsen Trio 10

Siegmund's Love Song from "Die Walküre" (Wagner) Violin, 'cello and pianoforte..... Tollefsen Trio 10

TWO LITTLE KNOWN "VERDI" PRELUDES.

17729 Aida—Prelude (Verdi)...Vessella's Italian Band 10

Traviata—Prelude (Verdi) Vessella's Italian Band 10

TWO POPULAR ORCHESTRAL CLASSICS.

35437 Valse Triste (Jean Sibelius, Op. 44)..... Victor Concert Orchestra 12

The Angelus, from "Scènes Pittoresques" (J. Massenet) .....Victor Concert Orchestra 12

TWO INSTRUMENTAL GEMS BY FAVORITE VICTOR ORGANIZATIONS.

17747 At the Mountain Inn (Idyl) (Aug. Labitzky, Op. 48) Violin, harp and flute.Neapolitan Trio 10

Melody of Love (H. Engelmann, Op. 600) Violin, flute, 'cello and harp.....Florentine Quartet 10

TWO RECENT SONG SUCCESSES.

17754 I Want to Go to Tokio (McCarthy-Fischer).... Lyric Quartet 10

I'm Looking for Someone's Heart, from "Maid in America" (Atteridge-Romberg) Lyric Quartet 10

VOCAL "GEMS" FROM TWO RECENT SUCCESSES.

35440 Gems from "Chin-Chin" (Caldwell-Caryll)..... Victor Light Opera Company 12

Gems from "Maid in America" (Production at the Winter Garden)..... Victor Light Opera Company 12

BLUE LABEL RECORDS.

45060 (1) Der Schmied (The Blacksmith) (Brahms), (2) Frühlingsnacht (Spring Night) (Schumann, Op. 39, No. 12) In German....Christine Miller 10

Du bist wie eine Blume (Thou'rt Like a Lovely Flower) (Schumann, Op. 25, No. 24) In German .....Paul Reimers 10

PURPLE LABEL RECORD.

A NEW MACFARLANE BALLAD.

60134 Dreamy Eyes (Anita Owen)..Baritone Solo.... George MacFarlane 10

NEW EDUCATIONAL RECORDS.

17718 (1) O cessate di piagarmi (Oh, No Longer Seek to Pain Me—Arietta) (Scarlatti) ("Anthology of Italian Song") (2) Ecco purch'a voi ritorno (Aye for You My Spirit Yearneth) (Canzone from "Orfeo"—Monteverde) ("Golden Age of Bel Canto") In Italian....Reinald Werrenrath 10

Caro mio ben (Thou, All My Bliss—Arietta) (Giordani) ("Anthology of Italian Song") In Italian .....Reinald Werrenrath 10

17724 (1) When that I was a Little Tiny Boy ("Twelfth Night") (Shakespeare-Fielding) (Elson's "Shakespeare in Music") (2) Hold Thy Peace ("Twelfth Night") (Shakespeare) (Elson's "Shakespeare in Music") Unaccompanied.... Macdonough-Dixon-Werrenrath 10

(1) Come Unto These Yellow Sands ("Tempest") (Shakespeare-Purcell) (2) Green-Sleeves (Shakespeare-Vincent) ("50 Shakespeare Songs") Unaccompanied ..... Werrenrath-Dixon-Hooley 10

17725 (1) War Song of Normans (Ancient Tune) (Modern Music Series, 4th Book) (2) Crusaders' Hymn (Siefert's Choice Songs) Unaccompanied. .....Victor Male Chorus 10

Duke of Marlborough ("One Hundred Folk Songs") Unaccompanied ..... Macdonough-Dixon-Werrenrath 10

NEW RED SEAL RECORDS.

64313 Melodie, from "Orfeo" (Gluck) Violin Solo; pianoforte by Geo. Falkenstein)..Fritz Kreisler 10

64407 Mavis (L. S. Lefevre-H. Craxton) Tenor Solo in English.....John McCormack 10

64431 Avourneen (E. C. Fitzpatrick-W. King) Tenor Solo in English. .....John McCormack 10

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The time to secure space is now, and get your copy in at once. Don't be a "dead one."

64441 At Parting (F. Peterson-J. H. Rogers) Contralto Solo in English; pianoforte by C. V. Bos).... Julia Culp 10

64446 Ich liebe dich (I Love Thee) (Herrosse-Beethoven) Contralto Solo in German; pianoforte by Arthur Arndt).....Margarete Ober 10

64475 Swedish Love Song (B. Roberts-E. Halsey) Contralto Solo in English; pianoforte by Rosario Bourdon).....Sophie Braslau 10

64479 Comme se canto a Napule ("As They Sing in Naples") (T. Rolonda-E. A. Mario) Baritone Solo in Italian; with orchestra and mandolin.. Emilio de Gogorza 10

74409 My Ain Folk (W. Mills-L. G. Lemon) Tenor Solo in English.....Evan Williams 12

74416 All in the April Evening (Sacred Song) (Katherine T. Hinkson-J. Michael Diack) Bass Solo in English.....Herbert Witherspoon 12

74426 Serenata (Serenade) (Mascagni) Tenor Solo in Italian, with orch. and mandolin..... Giovanni Martinelli 12

87196 Old Folks at Home (Swanee River) Soprano Solo in English with violin obligato (Dvorak's "Humoresque"; pianoforte by Sam Chotzinoff Alma Gluck and Efrem Zimbalist 10

87211 Hantise D'Amour (Love's Haunting) (Baron H. Rey-Roize-J. Szulc) Tenor Solo in French.... Enrico Caruso 10

87214 Wiegenlied (Cradle Song) (Franz Schubert) Soprano Solo in German.....Emmy Destinn 10

89085 Les Deux Sérénades (Two Serenades) (Leoncavallo) Tenor Solo in French with violin accompaniment; pianoforte by Gaetano Scognamiglio. Enrico Caruso and Mischa Elman 12

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San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
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AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, May 15, 1915

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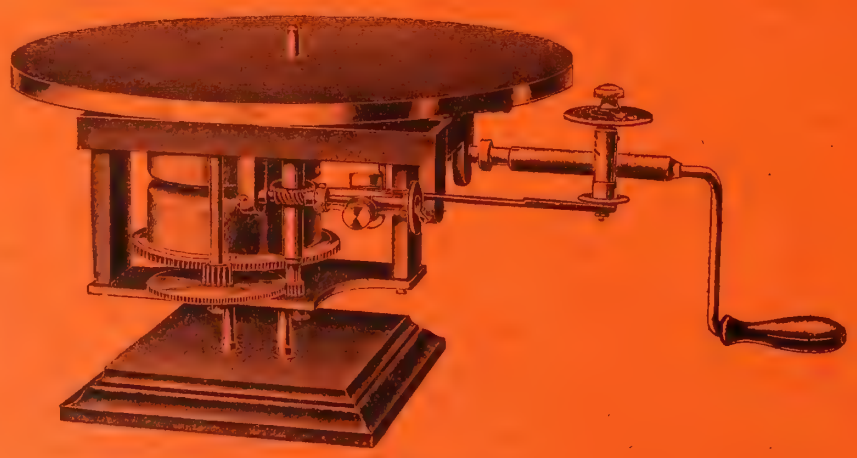

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The Talking Machine World

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INSURANCE RATES ON RECORDS.

Buffalo Talking Machine Dealers' Association Takes Up Subject at Meeting and Appoints Committee to Discuss the Matter with the Companies—A Luncheon Followed Business.

(Special to The Talking Machine World.)

BUFFALO, N. Y., May 8.—Never has the effect of co-operation through organization proved more beneficial in the talking machine trade here than just at the present time, the Buffalo Talking Machine Dealers' Association, in meeting this week, lining up strong to bring about a decrease in the high insurance rates now imposed upon record stocks. More than thirty-five dealers from Buffalo and western New York attended the rousing meeting in the Park Hof, and more was accomplished for the benefit of the members at the one meeting than has been in the many of the past.

A well-known insurance expert appeared before the association and outlined a plan which it is expected will ultimately mean the reduction of the rate from $2.50 to a figure much lower. The dealers here are up in arms against what they claim is an exorbitant rate as in comparison with the rates in other sections of the country. It is held by the members that the insurance rates on records in other cities range from $1.50 to $1.25.

President Wade Poling, of the piano department of the J. N. Adam Co., presided at the meeting, and appointed a committee of three to go thoroughly into the insurance problem and to report back at the next meeting. Those named on the insurance investigating committee were W. D. Andrews, Al Schwegler and B. E. Neall, all men prominent in the talking machine world of Buffalo. The issue was gone over in detail in discussion after the insurance man had pointed out how maintenance expenses could be cut by adopting a plan to decrease insurance expenses.

It seems that records have been listed at the same rate as films, and that this rating was given many years ago, when wax records were in use and were inflammable. The Buffalo dealers declare that the records now in use are not inflammable and should not be classed as such, thus keeping the rate unusually high.

The insurance matter was the special order of business, although routine work was carried out after a luncheon had been served in Buffalo's popular banquet hall. This night's meeting was the last one prior to the summer season. The association will not meet during July and August, but will resume sessions in September.

ATWOOD WITH SILVERSTONE CO.

(Special to The Talking Machine World.)

ST. LOUIS, MO., May 10.—F. M. Atwood, formerly Edison jobber at Memphis, has been added to the traveling sales force of the Silverstone Music Co., at St. Louis. In the allotment of trade zones, The Silverstone Music Co. gets that territory which formerly was covered by Mr. Atwood and with which he is best acquainted. He will cover that important territory for the Silverstone Co.

R. B. CALDWELL RESIGNS.

R. B. Caldwell, vice-president and a director of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, who has been connected with the company for the past eleven years, resigned from this position this week. Mr. Caldwell will probably remain in the Victor business. His successor has not yet been appointed.

R. B. Caldwell, receiver in bankruptcy for Vincent J. Doyle, Victor dealer, formerly in business at Jersey City, N. J., sent out checks to the creditors this week in payment of a first dividend of 5 per cent.

KNOWING WHAT CUSTOMER WANTS.

An Apt Illustration of the Gift on the Part of a Talking Machine Salesman—Saves Time and Trouble in Selling Goods—How It Pays Salesmen to Keep Posted Anent Their Business.

We chanced to be in a talker shop the other day where a very obliging clerk was waiting upon an extremely attractive young lady. What struck us most forcibly was the ease with which he was able to satisfy her wants without the long preliminary concert and suggestions which usually precede record sales. He evidently knew her favorite artists by heart and was in a position to satisfy her craving for good music intelligently and promptly.

After the lady had purchased to the extent of her pocketbook, she was handed a catalogue of the current month's records and informed that the selections which would most appeal to her were marked therein.

"Stop in when you are downtown, and I will be very glad to play them for you," he remarked courteously as he bowed her to the door.

"Kind sir, pray tell me," quoth the writer, pulling the aforesaid clerk by the sleeve, "why is it you are able to sell the fair one $40 worth of records without receiving a suggestion from her as to her musical tastes? It would appear to the uninformed that you are a mental telepathist."

He grinned again and, seeing his command promptly obeyed, continued: "I found that we were wasting valuable time in preliminaries while playing records for patrons. We did not seem capable of holding their attention from the start, even though they had visited our hearing room many times before, so I immediately sought for a solution of the problem. After some hard thinking, I finally hit upon the anticipation stunt, about which I have told you.

"Of course, you understand that a new customer has to be initiated and his tastes determined, but when this is done my plan proceeds at once to make good. After I have gained a very fair idea of my patron's wants, I do not forget all about him until he comes again, as most dealers would do, but instead I enter his name in my little red book and opposite it a letter designating the kind of selection he liked best.

"If he is fond of sentimental selections, the letter S will be in evidence. If his desires should run along humorous lines, the letter H would appear, etc.

"It's a cinch, old man, to keep such a record, and you just saw for yourself how it helps a fellow out.

"I believe every dealer should endeavor to keep posted on his customer's needs, as it will to a large extent do away with the long concerts that generally accompany record sales."

AGENCY PLACED IN SASKATOON.

(Special to The Talking Machine World.)

WINNIPEG, MAN., May 6.—Robert Shaw, the energetic Columbia man in the West, with headquarters at Winnipeg, reports the opening up of a Columbia agency with the International Specialty Co., of Saskatoon. This firm has fine new premises opposite the McMillan department store. Mr. Shaw is elated over the arrival of Columbia Grafonolas at the warerooms of the Western Fancy Goods Co., all of which are now made in Canada and not advanced in price because of the war tax.

A NEW $500,000 CORPORATION.

The Tiffany Motor Co., New York, has been incorporated under the laws of Delaware with a capital stock of $500,000, for the purpose of manufacturing, selling, repairing, renting and leasing motor phonographs. The incorporators are Thomas M. Logan, Theodore H. Bame, of New York, and William R. P. Desassure, Englewood Cliffs, N. J.

PLAN FOR ACCESSORIES EXHIBIT.

Talking Machine Men to Arrange for an Elaborate Showing of Talking Machine Accessories in New York in September—New Members of Executive Committee.

One of the most important and interesting moves of the talking machine men is heralded in the announcement that arrangements are being made for an elaborate exhibit of talking machine accessories to be held in New York some time in September on a date and at a place to be decided upon later.

All manufacturers of accessories, including those who make cabinets, special needles, attachments, repeating devices, albums and other goods, will be asked to participate on most favorable terms, it being the desire of the talking machine men to bring together the most complete display of accessories that has ever been made in the trade.

September has been chosen as the time for the exhibit with a view of giving the dealers an opportunity of ordering any goods desired and have them delivered in time for the holiday trade. The idea is a most ambitious one and indicates the broad principles of the talking machine men in the conduct of their organization.

A further announcement, in greater detail, regarding the plans for the accessories exhibit will appear in The Talking Machine World at an early date.

President J. G. Bremner, of the Talking Machine Men, announces that M. Goransky, of Yonkers, N. Y., and Fred G. Loeffler, of Union Hill, N. J., have been added to the executive committee of the association, leaving only a member of the executive committee from Connecticut to be appointed.

NEW STORE ON BROADWAY.

I. Zion, Inc., Opens Display Rooms at Ninety-Seventh Street and Broadway, in Exclusive District, for the Exhibition and Sale of Edison Diamond Disc Ponographs and Columbia Grafonolas—Store Elaborately Decorated.

I. Zion, Inc., who, for the past seven years, has been a dealer in the Victor line exclusively, at 2399 Broadway, New York, and was for five years engaged in the retailing of talking machines on the East Side, on April 15 opened a new and elaborate store at the southwest corner of Ninety-seventh street and Broadway, where he is featuring the Edison diamond disc phonograph and the Columbia line of Grafonolas and records.

The new store is located in one of the most desirable districts on Broadway with many high-class apartment houses and hotels in the vicinity and the business from the opening days has been of a very satisfactory character in the matter of volume.

The store is equipped with four sound-proof demonstrating booths, over which is located a mezzanine gallery to provide space for the offices and the recital hall. Mr. Zion holds recitals on the Edison diamond disc phonograph each afternoon from 3 to 5 o'clock, which are well advertised in the neighborhood through the medium of circulars, personal letters and advertisements in the programs of near-by theaters, and the audiences test the capacity of the attractive recital hall, which seats about fifty people.

The decorations are elegant rather than elaborate with the color scheme throughout in French gray. Prominently displayed on the window and over the booths is the slogan of the house "Where Good Service is a Habit." The entire store is well designed to cater to the most exclusive class of trade and is getting that trade.

The business of I. Zion was incorporated last July with I. Zion as president and J. H. Weber, well known in the local talking machine trade, as vice-president.

ST. LOUIS DEALERS EXCEEDING LAST YEAR'S RECORD.

Report That Business Is of Substantial Volume and Keeps Up Well—Low-Priced Machines and Records Being Exploited by Department Stores—Edison Diamond Disc Recital Crew Doing Good Work—General Items of Trade Interest.

(Special to The Talking Machine World.)

ST. LOUIS, MO., May 10.—Local talking machine dealers are beginning to talk of exceeding the business of corresponding months of last year. Several say that such records were made during April, and there is no outstanding reason for this result except that they went after the business. The departments that made these records are, and were last year, established departments. They possibly in every case handle more makes of machines than a year ago, but the range of prices and character of the business are the same. Others assert that the record business exceeds a year ago and that jobbing business is better. So it will be seen that talking men here are not suffering.

The ten-cent records and the $10 talking machines have formed a new topic for talking machine men. For the most part, "Piano Row" dealers assert that the low-priced goods are "killing the game." By that they refer especially to the laterally cut rolls and machines that play these rolls. The department store dealers and others who do not put their best efforts of salesmanship forth on high-priced machines say that these low-priced goods are stimulating the market by popularizing the machines and records by putting them in the hands of persons who cannot afford the higher priced articles. The question appears to be a purely ethical one, and time alone will answer it.

A rather odd coincidence took place with the advent of the $10 machines and advertising subject late in April. The Famous-Barr Dry Goods Co. came out with a liberally spaced ad announcing that 1,000 "Masterola" machines were on sale in that store and extolling them as the ideal for outings and summer homes. The same day and in the same papers the Stix, Baer & Fuller Dry Goods Co. announced that it had taken the "Triton" machine, a $10 product, on sale, and that a model machine was on exhibition in the talking machine department and that orders would be taken for future delivery in time for summer homes and outing parties.

Both of the department stores mentioned are selling the ten-cent talking machine rolls in competition with the ten-cent stores and are doing a nice business. The Stix, Baer & Fuller Co. has placed its records in the regular talking machine department, while the Famous-Barr has placed its ten-cent stock in the basement, where a miniature music department is maintained.

At Aeolian Hall Harry Levy, manager of the talking machine department, says that as the months go by he is more than pleased with the success of the Vocalion as a salable article.

Arthur Gabler, manager, and a crew of six expert recital men, are here from the Edison laboratory and will spend six to ten weeks in this city and vicinity giving recitals wherever an audience of intelligent persons is willing to listen to music and explanatory remarks on sound reproduction. These recital men are specially trained for this work and it will be their mission to introduce the Edison disc machine to all people over the sixth school grade age. Their work will be offered to churches and clubs or other social, musical or study clubs, and the theory of sound reproduction as well as the construction of the diamond disc machine will be fully explained and the various kinds of music played and commented upon. This is looked upon as an excellent field for publicity work. Mr. Gabler was accompanied here by J. F. Reily, manager of this work. Upon the arrival of the party President Silverstone, of the Silverstone Music Co., at which store they will make their headquarters, invited them into his recital hall and gave them two hours' laboratory work that they might fully understand the special advertising work that he has been doing, so that they might be fully qualified to answer all questions arising from this publicity.

The cash offer spoken of last month as about to be offered by the Silverstone Music Co. for the person who would guess nearest to the time that an Edison disc record would be broken under the constant tapping of an electrically propelled hammer was not made. The arrangement was delayed by several hindrances, and then a doubt arose as to whether the record ever would give way under the tapping. It now has been running for a month and there seems to be little damage to the record. The device is a reminder of the former mechanical devices. The eight-ounce hammer protrudes through a table top and meets the swinging record fairly thirty-six times a minute. It runs fourteen hours a day.

Irby W. Reid, general manager of the Columbia warerooms, returned early this month from a short trip into Arkansas much encouraged over the trade prospects from that section. He predicts that the embarrassment caused by the collapse of the cotton market last August has now been worked out and that good times will rule in the South as well as the North.

Generally speaking, the Columbia Co. is well pleased with present business conditions and Wholesale Manager Salmon reports that factory shipments now are of such a volume that all orders are being filled promptly, and that the local warerooms have enough to meet all local trade requirements. For a long time the Columbia Co. was doing business under a considerable handicap. J. J. Bennett, the ambassador, has moved from southern Illinois, where he created so many new dealers, over into Kentucky, where he is making much the same kind of a record in the tobacco-growing districts.

Retail Manager Duffy reports an excellent record business for the last month and excellent prospects for machine business now that deliveries can be guaranteed. "While the dancing season is about over and we expect a falling off in the excellent records for dancing that we have been pushing," said Mr. Duffy, "we fully expect the new records we are receiving from the company to maintain our sales by building up the demand for general records. The late records have been so excellent that we hear frequent comment from our customers as to their fine quality. This is going to help in spring sales, and will enable us to retain the many customers we have gained in the dance records."

In both the retail and wholesale departments of the Columbia it is said that the "Favorite" model is most in demand.

The Columbia Margaret Wilson record, 25 cents of the price of each record going to the American Red Cross fund, has met with excellent sale here and a neat sum has been turned in from the local warerooms.

Lambert Friedl, of the foreign record department of the general office, was the guest of the local warerooms for several days during the last of the month on a business-promotion trip.

AN AUSTRALIAN VISITOR.

O. L. Remington, general manager of Wm. McLean & Co., Melbourne, Australia, is now investigating machinery methods and new developments in this particular field in the United States. He is accompanied by an engineer from his country, and he is looking over the industrial centers of the United States with the object of thoroughly investigating kinds of machinery best adaptable to Australian and New Zealand trade.

CONCERTS SPLENDIDLY ADVERTISED.

(Special to The Talking Machine World.)

HALIFAX, N. S., May 8.—N. H. Phinney & Co., Ltd., at their Halifax warerooms are continuing their Friday afternoon complimentary Columbia Grafonola concerts, which are being splendidly patronized.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

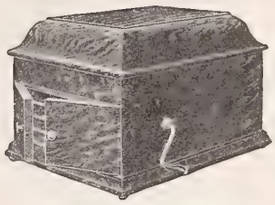
THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola IV, $15
Oak

Victrola VI, $25
Oak



Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

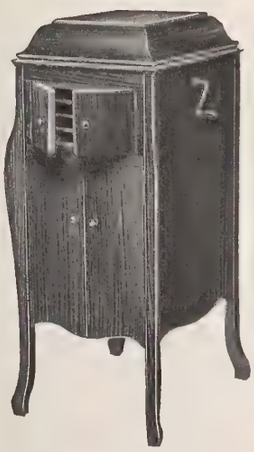
Victrola supremacy— all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit-producer, the Victrola is supreme.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

SENDING RECORDS ON APPROVAL

Discussed by the Detroit Trade Association—Committee Appointed to Consider Subject.

(Special to The Talking Machine World.)

DETROIT, MICH., May 8.—At the regular monthly meeting of the Detroit Music Trades Association the subject came up as to whether or not dealers should continue the practice of sending out records to customers on approval. Secretary Denniston, of the Columbia Graphophone Co. branch in Detroit, opened the discussion by giving his views, and then called upon every dealer present for their opinions. They varied considerably. It was generally admitted that the practice was abused and that it had grown into an evil. Some members said they were in favor of discontinuing the practice entirely, and offered to do so if the rest of the members would act similarly.

Max Strasburg said he did not believe it a good idea to stop altogether from sending out records on approval. "If everybody came down to my place to get their records, it would be impossible to handle the trade," he said. "I would have to have a place twice the size. By sending out records, I do away with this congestion. Sending out records on the approval plan is all right if you know your customer and have it distinctly understood that the approval is for twenty-four hours only, and that if not returned within that period charge will be made for them. If a customer abuses this rule once, you know how to treat her the next time.

"But I find by being strict and having it thoroughly understood with customers that that is the rule and that there are no deviations from it, you sell more records and do not have very many people who take advantage of the plan. Getting back to the dealer, he must first know his customer. The approval method is all right if run right, but it is a business destroyer if permitted to be abused."

The result of the general discussion was the appointment of a committee to further go over the matter and to work out some plan for either eliminating the approval method entirely or minimizing the abuse. This committee comprises Wallace Brown, chairman; Mr. Rupp, manager of Grinnell Bros. talking machine department, and Mr. Andrews, Jr., of the J. L. Hudson Co.

A WELL EQUIPPED TALKING MACHINE DEPARTMENT.

One of the most attractive and well-conducted talking machine establishments in the local trade is the Columbia department in the store of F. G. Smith, the prominent piano house at 335 Fifth avenue, New York. This department was opened at its present quarters about a year ago, but in this short space of time a high-grade clientele of large proportion has been developed through the use of efficient sales methods and the standing of the Columbia products.

The Columbia department in this store is under the personal management of Hayward Cleveland, a veteran in the talking machine industry and a most successful retail man. Mr. Cleveland has devoted practically his entire business career to the development of Columbia interests, and there is no phase of the business, large or small, which has not been subject to his consideration. Keenly alive to the value of efficient organization, Mr. Cleveland has devoted particular attention to the selection of his sales staff, and as a result the group of Columbia hustlers at this store are business producers.

Columbia Department of the F. G. Smith Store in New York.

A significant feature of the photograph of the Columbia department shown herewith is the attractive appearance of the warerooms as a whole. Mr. Cleveland has made a detailed study of the requirements of modern retail warerooms, and as a result of his lengthy experience in this field the Columbia department of the F. G. Smith store is a model of store lay-out and arrangement.

A NEEDLE "ISOLATOR."

J. C. Benedict, of Davenport, Ia., advises The World that he has created what he terms a talking machine needle "isolator." This device he claims will take the place of the regular needle receptacle and ejects one needle at a time, thus obviating the necessity of picking the needle out with the fingers. Mr. Benedict has applied for a patent on his device.

C. W. Lindsay, Ltd., branch store in Kingston, Ont., recently ran in the Kingston Standard a good-sized advertisement headed Victor Victrolas, and gave five important "reasons why the Victrola leads in talking machines." It brought the results aimed at.

THE BEST ALBUMS

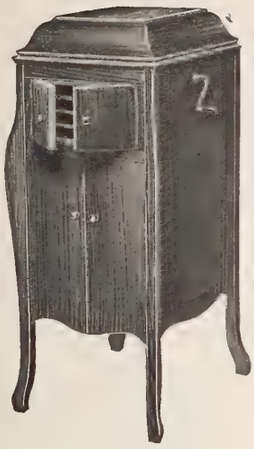
on the market at the lowest price bear this trade-mark

New York Album & Card Co., Inc.

23 Lispenard Street New York

NYACCO

SEND FOR CATALOG



Victrola X, $75
Mahogany or oak

Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Mahogany or oak

Victrola supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from $15 to $250 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

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Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1915.

THE term industrial pioneer applies with singular fitness to Edward D. Easton, founder of the Columbia interests, who passed away on April 30.

Endowed with keen intellectuality and perspective talent, while a young stenographer in Washington he saw the immense business possibilities which opened up through the commercialization of the new method of engraving and producing records of sound. The words which he noted in his diary at that time emphasized more than pages of explanation the business vista which this young man saw in the new invention: "Saw the laboratory model of the new talking machine. I have determined it is a great opportunity for a profitable and large occupation."

He organized the American Graphophone Co., which acquired the Bell and Tainter patents which were issued in 1886, and later assumed its presidency and the direction of its affairs.

When viewed from the vantage ground of present success and impregnability, it is difficult to understand and appreciate the tremendous obstacles which faced this ambitious young man, who saw with prophetic vision the future of a great industry.

Financing a new and unknown proposition was not easy, because there were few who could view its business possibilities as young Easton, but with grim determination he set out to accomplish things, and the world knows that he never halted in his industrial endeavors until death claimed him.

At the start it was public indifference, it was financial difficulties, it was patent litigation, but undaunted he kept straight on despite the obstacles which faced him and developed a business which was a credit to his business powers and which stands as a monument to his enterprise.

He was a pioneer in a new and unexplored land. He drew about him men with whom he was personally acquainted and inspired them with his confidence in the future of the industry. He possessed not only business faculties of a high order, but he knew men, and his ability to gauge their capabilities and to command his organization so that it should be strong in every way, was one of the marked features of this truly remarkable man.

He was a believer in organization, and to create an organization it was necessary for him to acquire a financial strength to carry out his plans. This he succeeded in doing and the development of the Columbia business became his life's aim. Year by year he toiled and saw the little industrial acorn which he had planted in earlier years grow to enormous proportions. He saw the Columbia banners planted in every part of the civilized world, for not only in the principal cities throughout America, but in Europe and in all foreign lands he established branches. It was his custom to take world-wide trips so that he might be in close touch with the interests over which he presided. Distance was nothing to him, but Columbia service and success was his absorbing aim.

As the industrial enterprise developed his keen business instinct developed in like proportion and the Columbia products became wider and wider known.

He contributed largely to the development of the talking machine industry, and to say that he first saw the possibilities of the commercialization of the talking machine is to pay but a just tribute to his far-sighted business talent.

He had the proud satisfaction which comes to but few men of that of seeing his ideas worked out successfully into practice, and from a small beginning of three or four machines a day he has seen the gradual development of the enterprise, the destinies of which were guided by him, to a point where it occupies many acres of floor space and employs thousands of operatives.

While the main Columbia factory is located in this country, its well equipped plants for the manufacture of records and the assembling of machines are maintained in London, England, and Toronto, Canada.

He had the pleasure, too, of having his old friends of earlier days associated with him and share with him in the financial success of the Columbia enterprise. He had the gratification of seeing a younger generation become a part of the Columbia organization, all imbued with that kind of enthusiasm which was imparted to them by the chief.

Columbia organization and Columbia service were always dominant with him, and Mr. Easton took pride in the great organization which has been built up under his leadership.

Edward D. Easton was a business builder in the truest sense, and while he was engrossed in business he was not unmindful of the other obligations which fall to successful men. The softer side of his life showed a distinctly charitable leaning and he gave with unstinted hand to deserving charities.

So well balanced was the Columbia organization that he had the intense satisfaction of knowing that when the death summons came to him the great organization which commenced with him would move on without the slightest break in its splendidly organized machinery.

He believed in permanency and in every man doing his part, and the great Columbia enterprise will stand as a monument to the life and accomplishments of Edward D. Easton—to the foresight and resourcefulness of that young stenographer who years ago saw possibilities in the talking machine as an educator and entertainer which were unthought of and which required business acumen of the highest quality to develop.

BUSINESS conditions are showing steady improvement, and even the most pessimistic must be forced to admit that the trade tide is coming in. The high water mark has not been reached by considerable, but many of the trade flats which have been exposed for a long time are now covered by the incoming tide of prosperity.

The talking machine trade through the depressed times has been particularly fortunate and we do not know of a single industry which has enjoyed similar activity. The manufacturers have been forced to work day and night to fill the orders which have been pouring in upon them. Surely, such a condition must be encouraging and stimulating to talking machine men everywhere, and the indications are that there is going to be no slowing up of trade. On the contrary, there is a well-founded belief that the business is only in its infancy.

Undoubtedly the dance craze, which has swept all America, has been of vast aid to the talking machine business, but after giving that factor liberal credit for impelling power, that is not all, however. The talking machine has impressed itself upon all America as being a wonderful entertainer, admitting that the dance fad has opened up new opportunities to stimuate interest.

Many dealers have adopted clever plans in the exploitation of the talking machine. They have utilized their windows for advertising purposes in a very effective and interesting way. They have gotten up effective and refined means of publicity in a series of special musical programs and all of the efforts put forth have been resultful in increased business on account of the growing interest in the talking machine.

CLEVER work in various lines in recitals and dances has enabled the talking machine men to increase to an extraordinary degree the interest in the talking machine. Educational work along these lines has resulted in almost phenomenal sales.

Piano merchants have realized the business building powers of the talking machine, and those who were inclined to look upon it as a creation of ephemeral growth have now taken a different view and are taking on the talking machine in numbers never approached in the business.

One of the best illustrations of the present position of the talking machine in the musical world is illustrated by the exhibits at the Panama-Pacific Exposition.

The exhibits of the leading houses have been illustrated and described in detail in these columns, and they tell a history of special industrial growth which is unapproached in any other trade.

If we go back to the former great expositions of the world we will find that leading talking machine manufacturers created attractive exhibits, but they did not occupy the dominating position which they hold, at the Panama-Pacific of 1915.

In this connection it is interesting to note the position of the talking machine men as compared with piano manufacturers.

At the Panama-Pacific there are numbers of pianos displayed in the various State buildings and in connection with other exhibits, and certain local San Francisco representatives of piano manufacturers have exhibits, but in the entire Panama-Pacific Exposition there is not a single comprehensive piano exhibit launched by manufacturers.

This condition has never been witnessed at any other great Exposition in the world, and when visitors wander through the various buildings and look for complete piano exhibits, like in days past at expositions, they will be disappointed. In place they will find the talking machine splendidly environed and attractively presented to the thousands who throng the booths and recital halls daily. Naturally, it will create the thought in the minds of visitors as to whether or not the talking machine has actually crowded pianos out.

A PIANO manufacturer of national prominence remarked to us recently that now that the Exposition was such a pronounced success he regretted that he had not considered favorably the idea of presenting an exhibit commensurate with the standing of his institution.

A good many piano manufacturers viewed the success of the Exposition with doubt. They thought that the war and other conditions would militate against its success as a magnet which would draw thousands of visitors from all sections of the country, but it has worked out differently. Every day adds to the number of visitors, and the piano exhibits, which should convey to visitors an adequate idea of the size and extent of the piano industry, are lacking. So it would seem that the condition as illustrated at the Panama-Pacific would bear out the statement that the talking machine has seriously affected the piano business.

The talking machine manufactuers realized the advantage of the Exposition to them and they did not hesitate to go in and spend vast sums in creating exhibits of marvelous attractive powers. The practical result of their work has already been demonstrated in many ways.

The records of single exhibitors show that thousands of people have been entertained by talking machine music daily. This is reflected in an increased demand for the product and increased respect for the talking machine itself. Talking machine men all over the country profit by such magnificent exhibits. Their educational effect is far-reaching, and when the members of The Talking Machine Jobbers' National Association meet in San Francisco they will indeed feel proud of the representative exhibits which the manufacturers have created in the World's Fair City.

THE artistry of the fine instruments on display, their physical attractiveness and wide diversity of form, added to the rare quality of tone, all of which are brought out at the recitals which are held at the Exposition, are certainly doing much for the whole industry in a forceful and attractive way.

Lectures are being delivered by musicians of note. Every possible sidelight on music is being covered in these lectures. There are lectures on opera, on the development of music, on folk songs and different musical instruments, as well as explanations and instructions for the children.

These practical demonstrations show the tremendous possibilities of the talking machine, and as a result the dealers on the Pacific Coast are doing a splendid business.

The fact that the Exposition authorities have officially designated July 24 as "Victor Talking Machine Jobbers' Day" is in itself a great compliment to the talking machine jobbers who will make that city their exposition camping ground in July.

SURE, he is a hustler! Who is "he?" Why, Chairman Wiswell, of the Traffic Committee of the Talking Machine Jobbers' National Association. He is getting out the kind of literature which is decidedly attractive, and a number of jobbers have already secured reservations on the Talking Machine Special train which leaves Chicago on July 13.

In order to make the special train possible there must be a guarantee of one hundred and twenty-five persons, and it is believed that there will be more than that number who will go out on the special, for which a most enjoyable itinerary is prepared, including some most entertaining side trips.

One thing is certain, every jobber who can afford the time and expense to take this trip to California will be amply repaid. The

(*Continued on page* 10.)

DITSON
Victor
SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO.
BOSTON
CHAS. H. DITSON & CO.
NEW YORK

Morgan Kingston's solo Columbia Double-Disc records, formerly priced at $1.50, have been reduced to $1. His solo records, formerly priced at $1, are now 65 cents. It only needs a normal vision to see the business there is in these really good tenor solos at these reduced prices.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

EDITORIAL—(Continued from page 9).

trip is a most enjoyable one, and will long be remembered by those who journey westward.

Don't delay. Write Wiswell; he is waiting to hear from all jobbers who will attend the meet in the World's Fair City.

Wiswell and his bunch of aids will be on the job from July 13 until the special reaches the Golden Gate.

Are you on?

THE public exploitation of talking machines has thus far been free from that class of bargain advertising which has seriously affected the piano trade.

The maintenance of these rules has held the talking machine business up to a high plane, and it has also acted as a shield against stock depreciation.

Any attempt to lower the price standard of talking machines through public exploitation by listing exchanged or used machines at cut rates is not calculated to have a strengthening effect upon the business, and if this plan were adopted broadly the whole industry would be seriously injured?

The moment a merchant has to fall back upon cut rates for business, rather than upon illuminating trade arguments, he is venturing upon ground which is dangerous, because no one can tell just how far such a condition may go. That is one reason why we have always believed in price maintenance. It has been the bulwark of the industry and any deviation from this principle, whether by department stores or regular merchants, cannot have other than a serious effect upon the trade.

The public will pay fair prices for talking machines, and every man in business is entitled to a fair margin of profit upon reputable products, which he may sell to the public.

We believe that the strengthening influence of price maintenance cannot be too forcibly emphasized upon the talking machine industry. It has not only worked out as a protection to the manufacturers and to the merchants themselves, but to the public as well, and it should be staunchly maintained in order that the same trade stability may continue.

LAST month an important meeting of talking machine forces, jobbing and retailing, was held in this city. In this connection we might add that the change in the name of the local association to "The Talking Machine Men" has been heartily applauded. The organization includes jobbers and dealers of New York, New Jersey and Connecticut.

A number of important matters were taken up for serious discussion at their various meetings, one of the most vital being the charging of interest on deferred talking machine payments.

The opinion of those present at the meeting was favorable for the adoption of the interest-bearing plan. The general opinion expressed was that there should be interest charges of 6 per cent. on all deferred payments.

Probably the talking machine men of New York City, through their failure to charge interest on instalment accounts, have lost more money than any other city in the country. An enormous business has been transacted here, and the fact that many of the concerns have charged no interest has naturally meant a very material loss to the different establishments.

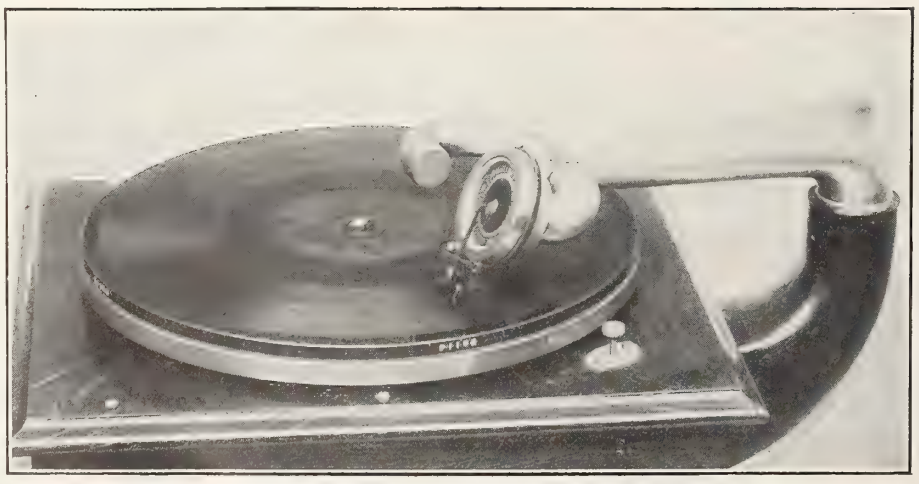
In outside points interest charges are being made on talking machines sold on the instalment plan, and there is no question but that a large amount of the business in New York and tributary territory will be conducted hereafter on an interest-bearing plan.

The banquet held at the Hotel Gregorian was the most successful of any which has been held in this city by the talking machine forces, and there is no question, with the present interest in the organization, but it is destined to grow and become a strong factor in our local trade life.

WE have received a number of communications similar to the subjoined, which is from E. N. Upshaw, secretary of the Elyea-Austell Co., Atlanta, Ga., who writes:

"Your editorial in the current issue of The Talking Machine World is indeed a strong one and should be read with profit by every talking machine dealer in the United States."

Most talking machine men read World editorials.



DO YOU WISH TO PLAY EDISON OR PATHÉ DISCS?

Attachment Complete with Permanent Sapphire Needle

PRICE (NICKEL) $2.00
GOLD PLATED $2.50

(Sample to Dealers Upon Receipt of $1.00)
GOLD PLATED $1.50

(Specify whether for Edison or Pathe Records.)
Extra needles either Style 75c. each.

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.

THOMAS A. EDISON HONORED.

Presented with Gold Medal by Civic Forum as an "Inventor and World Benefactor"—Highly Complimented by Noted Personages.

"Inventor and World Benefactor" was the inscription on the gold medal of the Civic Forum which was presented to Thomas A. Edison on May 7 in Carnegie Hall as a national testimonial. President Butler, of Columbia University, who presided and made the presentation, said:

"This gold medal is not awarded for any particular achievement, but for distinguished services and great scientific achievements and in recognition of a great career, which has a place among the very highest in the roll of human history."

Not all the friends and admirers of the inventor and scientist who went to the hall to pay him honor were able to get inside. All the seats

Medal Presented Thomas A. Edison.

from gallery to stage were occupied when Mr. and Mrs. Edison walked with the speakers to the front of the platform. The great audience of men and women stood when Mr. Edison and the others on the stage arose as the presentation was made. Those who expected that Mr. Edison would talk to them were disappointed when he resumed his seat after a whispered conference with Dr. Butler, who announced:

"Mr. Edison has whispered to me that 'actions speak louder than words in appreciation.'"

President Wilson sent this message to Mr. Edison, through Isaac N. Seligman:

"THE WHITE HOUSE,
"WASHINGTON, D. C., May 6, 1915.

"Please present my sincere and most cordial greetings to Mr. Edison this evening, and say how happy I would be if it were possible for me to be present to express my great admiration of his distinguished services and achievements.

"WOODROW WILSON."

Letters from ex-President Theodore Roosevelt and ex-President William H. Taft, Alexander Graham Bell and others were read by Robert Erskine Ely, a trustee of the Forum. Those who lauded the work and personality of Mr. Edison in addresses were Nicholas Murray Butler, ex-Governor J. Franklin Fort of New Jersey, George McAneny, Guglielmo Marconi, President Richard C. Maclaurin of the Massachusetts Institute of Technology, Charles A. Coffin, Chairman of the Board of the General Electric Co.; Dr. John A. Brashear, the Pittsburgh astronomer, and Dr. Charles P. Steinmetz.

MUSIC AN AID TO ATHLETES.

Coach Childs, of Indiana University, Installs Machines in Gymnasium and Also on Track Oval and Gets Great Results.

(Special to The Talking Machine World.)

BLOOMINGTON, IND., May 6. — Coach C. C. Childs, of the football and track squads of the Indiana University, believes that "all work and no play makes Jack a dull boy" just the same when Jack is training for college athletics as when he is doing other work, and consequently one of the methods adopted for the entertainment of the training squad is a large talking machine with a plentiful supply of records. The coach also has a talking machine installed on the track oval, and the football and track men are put through their paces to the accompaniment of the latest dance music. The music, it is said, is of great aid to the hurdlers in regulating their stride.

COCUS FIBER TO IMPROVE TONE.

German Patents Principle for Using That Material in Cabinets and in Connection with Tone Arm—Said to Eliminate Shrillness.

To eliminate the shrillness and deaden the metallic sounds of the talking machine, says the Scientific American, a German inventor has just patented a principle of tone-protection that employs a lining of cocus-fiber for the cabinet, by which that is hermetically sealed, washers and other accessories of the same material for the phalanges of the tone-arm and all other points of metal contact and a fiber base for the record. He asserts that by this principle the surviving musical tone is immeasurably enhanced in quality.

REMARKABLE IDEA OF JUSTICE.

Man Who, It Is Claimed, Sold Records to Keep from Starving Put Into Jail for Debt and for Indefinite Period—Behind Bars Since November—Efforts to Secure His Release.

(Special to The Talking Machine World.)

MONTREAL, QUE., May 4.—A rather peculiar instance of "justice" has been brought to light through the application made before Justice Beaudein to have Frank L. Chapple freed from Bordeaux Jail in Monteral, where he has been held since November last, or to have a Dougadas, a creditor at whose instance he was jailed, pay an allowance of not less than 70 cents or more than a dollar a week for his board with Governor Landriault. Chapple had brought some talking machine records from Dougadas, and before he had paid for them, had sold them for $35, considerably less than the purchase price. Dougadas had then secured an order of the Superior Court known as the "writ of capias," committing Chapple to jail until such time as the debt should be settled. J. McGoun, counsel for Chapple, represented that his client had, previous to selling the records, gone into liquidation and had sold them only because he had nothing else between him and starvation. He also pointed out that a man can only be held for debt so long as his creditor pays for his board at the jail. Judgment on the matter will be given later by Mr. Justice Beaudein.

The Ibero Phonograph Corporation was incorporated at Albany this week with a capital stock of $5,000, and the interested parties are T. F. Crimmons, P. Finer and E. A. Brown, all residents of New York City.

$1 ECONOMIC ALUMINUM ATTACHMENT $1

PATENT APPLIED FOR

PLAYS ANY RECORD

FROM 5½" TO 14" DIAMETER

COLUMBIA, EDISON, VICTOR, PATHE, ETC.

Discounts to Dealers

ECONOMIC SUPPLY CO., Jamaica, N.Y.

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

SERVICE / VICTOR

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue

NEW YORK

A Real Musical Instrument

Music lovers have waited for years for the New Edison Diamond Disc Phonograph.

It represents a degree of perfection in tone reproduction which the musical public have hoped for, but until the coming of the New Edison never had heard.

The New Edison has brought the phonograph within the scope of a real musical instrument.

It represents the latest advance in the music trade. The dealer who identifies himself with the New Edison stamps himself immediately as the progressive merchant of his community.

He makes the strongest bid for discriminating patronage.

New Edison Diamond Disc

Mr. Edison's goal in his 38 years of work in perfecting the phonograph was the attainment of absolute fidelity of tone. An artificial reproduction that the musically critical would recognize as true, human, natural.

An immediate and tremendous public appreciation testifies to the fact that Mr. Edison had reached this goal.

The diamond stylus reproducer, the New Edison Record, and many other distinctive features have combined to make the New Edison Diamond Disc Phonograph **perfect**—a real musical instrument. They are convincing points of superiority that the consumer quickly appreciates.

It is to the interest of every up-to-date dealer in musical instruments to become thoroughly posted on the details of our merchandise and our proposition. Full particulars will be sent upon request.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., ORANGE, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., May 9.—Business in this city and throughout New England is good—much better, apparently, than many other departments of activity can report. In many places dealers report inability to find enough high-priced machines to fill the demand, and this applies to the Victor, Edison and Columbia lines. With companies there is a growing tendency to push the sale of records rather than machines, for it is felt that the machine business is developing abnormally and that now is the time to push the records.

To Develop Record Trade.

The Columbia Graphophone Co. is one of those that proposes to go after the record business, and a letter bearing the signature of Manager Arthur Erisman is being sent out to all the New England dealers. In this circular dealers are advised that a new and up-to-date catalog has been put out, that a number of records have been cut out, and urging dealers that if they do not already carry a full stock they should figure out just what it will cost to put in an entire line.

It is of interest, too, that a new department has been established, known as the personal record department, of which Henry D. King is manager. The work of this department will be to specialize on the making of individual records for societies, fraternal orders, clubs, churches, political associations and all other special records, and in the circular also sent out by Manager Erisman dealers are advised that "this will certainly make a good souvenir or keepsake for a great many people." It is generally believed that this will prove a great novelty and be productive of considerable new business.

Visited the Edison Factory.

Manager Silliman, of the Boston quarters of the Pardee-Ellenberger Co., was over in Orange, N. J., on April 19, and spent a brief time inspecting the new factory of Thomas A. Edison, Inc. He mentioned the fact that the factory is a splendidly arranged and up-to-date plant and that the output under the new conditions is 50 per cent. larger than before the fire. This means much to all Edison dealers, the Pardee-Ellenberger Co. included, as Manager Silliman further states that business is rapidly increasing and that new goods are coming along in regular weekly shipments and there is not the delay that all Edison dealers experienced some months ago.

A caller on Manager Silliman lately was Charles Edison, son of the great inventor, who came over to Boston for a week-end.

Miss Christine Miller in Recital.

An event of unusual interest locally took place a few nights ago at the F. H. Thomas Co.'s Edison warerooms at the corner of Boylston and Exeter streets. This enterprising house had Christine Miller, the well-known contralto, who was in town at the time, having come here as one of the soloists at the Handel and Haydn centennial festival in Symphony Hall. Miss Miller gave a free recital, having as accompanist an Edison diamond disc phonograph, and a great many persons seized the opportunity of comparing the human voice with its reproduction. As Miss Miller has several records of her voice on the Edison, the demonstration proved something quite unique.

Inaugurate Credit Certificates.

The R. H. White Co., a large department store, which has a good sized talking machine department, featuring Victor and Columbia machines, has arranged a new system for the benefit of its customers who find themselves in certain other designated cities. For the convenience of its patrons who have charge accounts it has arranged with one of the leading stores in each of the cities of San Francisco, St. Louis and Cleveland for the interchange of certificates of established credit, thereby making it possible for one to open a charge account and receive the usual courtesies of a department store without the inconvenience and delay of making formal application for an account. The R. H. White Co. announces to its patrons that if they are contemplating a visit to any one of these three cities they may obtain a certificate which, when presented and countersigned, will establish a customer's identity and give the usual privileges of a charge customer. This system is of special advantage to those who are thinking of visiting the exposition on the Coast.

Impressive Business Data.

Manager Erisman states that, looking over the books of the Boston office of the Columbia, he has found that the February business was equal to the whole of the year 1911. Certainly that's going some! Mr. Erisman was over in New York lately, whither he has to go periodically as a member of the product committee.

Eastern Talking Machine Co. Expansion.

Business with the Eastern Talking Machine Co. continues to show an improvement month by month, and the April business was exceptionally large, and already May has in a single week given pronounced indication of what the month is likely to be both in the sales of records and machines.

Represented Noted Inventors.

There was great entertainment at the last meeting of the Luncheon Club, of this city, of which Nelson L. Furbush, of the Furbush-Davis Piano Co., and handling the Edison line, is a member. Another member is Charles E. Osgood, head of the C. E. Osgood Co., furniture dealer, which carries a large line of Victor, Edison and Columbia goods. The dinner of the club was at the Hotel Somerset, and these two men, seated at the head of the table, were objects of great curiosity, as Mr. Furbush was made up to represent Marconi and Mr. Osgood as Thomas A. Edison. It was not until toward the close of the dinner that, taking off their make-ups, they were recognized. It had been Mr. Osgood's intention to carry the idea much further, and to that end he had communicated with Mr. Edison to get a record of his voice, so that he could make a speech (with the machine hidden behind him), but at the Edison factory there was no record exactly suitable for this purpose. This feature of the impersonations was only one of a merry evening.

Have "Some" Bowling Team.

The boys at George Lincoln Parker's talking machine shop in the Colonial building, where both the Victor and Edison machines are carried, have a bowling team which is the envy of many other teams of this city, and they are out to win anything in sight, as they say. In the team are Mr. Parker, John H. Alsen, who is head of the talking machine department; L. S. Eyster and Charles H. Moody, and with them also is Aaron Eck, who is a good bowler. Already the Parker team has beat the Eastern Talking Machine Co.'s team, taking three points, and the Henry F. Miller Co.'s Victor team, taking four points. On Friday night, the last day of April, the Parker team played the Chickering & Sons talking machine team, again taking four points. The George Lincoln Parker team is open to any challenges from city bowling teams.

Increases Sales Force.

Harry Rosen, of School street, has just taken on two new salesmen, Joseph Berig, who has been with the United Talking Machine Co., of Brockton, and G. E. Malonati, of Quincy. Both are experienced men in the business. Mr. Rosen plans to go over to New York City later in the month.

PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

EDISON DIAMOND-DISC PHONOGRAPHS

Real Music At Last

The Edison Diamond Disc Phonograph embraces some remarkable features, such as the permanent point, requiring no change of needles; a record with a surface that never wears, no matter how frequently used; playing twice as long as any other made. These are most desirable points, but they sink into insignificance when it comes to the matter of tone. It is here that the superiority of the Edison Diamond Disc is most apparent. It reproduces not only the fundamental but all the beautiful overtones in such a remarkable way as to beggar all description.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

Just now he is making a special study of the small, low-priced talking machines, and it is of interest that he possesses a sample of about every type of talking machine that has been put upon the market.

Show Windows Entirely Made Over.

The show windows of the Arch street quarters of the M. Steinert & Sons Co. have been entirely made over, and now one is able to see the exhibits of Victor machines and records and Victor literature under the best conditions possible. Manager Herbert L. Royer reports that the spring business in Victor goods has started off very encouragingly.

Henry F. Miller Co. Progress.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., and his staff of hustlers have had little time to themselves these past few weeks, for with customers visiting the well-appointed warerooms and calls for goods over the 'phone everyone is kept on the jump. Now that the street is back in its normal condition and travel back and forth is more pleasurable, many new customers are finding the Miller headquarters very convenient to drop into.

The Winner for April Sales.

John O'Hara, of the retail staff of Manager Erisman's Columbia headquarters, was the lucky one to win out in the competition among the salesmen in total sales of grand opera records for April, and as a reward he was privileged to spend a day at the Bridgeport, Conn., factory. To-day was the day and off John started bright and early. Everybody who knows this accommodating and efficient salesman will want to hear of his impressions of the great Columbia plant. Incidentally, April was the largest grand opera month in the history of the Boston Columbia office.

To Manage the Music League.

Tosti Russell, son of Henry Russell, manager of the Boston Opera Co., has left the employ of the Columbia Co., where he was manager of the foreign record department. Young Russell has gone to New York, where he is to be manager of the Music League of America. In his place Manager Erisman has appointed A. J. Antranig, a capable man, who has been in Egypt in the employ of the British Government. He began his duties on May 1. Visitors to the Columbia office will also miss the face of Clyde Skinner. He has been given the managership of the Columbia department of Fred W. Peabody's Haverhill store.

RIGHTS GIVEN BY A PATENT.

Some Interesting Pointers on the Often Misunderstood Privileges Bestowed by a Patent.

Patentees constantly complain that the Patent Office gives them a patent which infringes another and an earlier patent, thus leaving them with a patented invention which they can neither make, use nor sell. The Scientific American, answering many such complaints, explains the mystery as follows:

"This matter would be clear if patentees understood the law under which patents are granted and the rights which are conferred upon them by the patent when granted.

"The law requires that a patent shall be granted for a new and useful invention. Such an invention is patentable, even though it includes as a part something which is patented in a prior patent.

"Now one who obtains such a patent should know that he cannot make, use or sell it, provided the prior patent is still in force, without the consent of the owner of the prior patent, for his patent or the patented thing infringes such prior patent.

"We believe that much of the confusion arises from the words of the patent grant which purports to confer upon the patentee the 'exclusive right to make, use and vend' his invention.

"This is not what the patent secures to him, but what is given him is the right to exclude all others from making, using or vending his patented invention. This right he may enforce by his patent, even though he cannot make, use and sell it himself.

"So that it follows that his patent for a new and useful invention will be given him by the Patent Office, even though it does infringe a prior patent, and also his patent may be absolutely good and valid even though he cannot make, use or sell his own invention."

ORDERS FROM SOUTH AMERICA

For Bagshaw Needles Helped by "Made In America" Slogan.

W. H. Bagshaw, Lowell, Mass., on one of his recent large orders for needles for the South American trade was required to print on each envelope the words: "Made in America." The buyer emphasized the fact that the quality of Bagshaw needles and the fact that they were made in America sponses for the specific quality that they wish and utilize in selling these goods throughout that country.

This shows also in an indirect way just how the efforts of the campaign "Made in America" are securing results, for not only is this slogan required on needles, but a number of other products all over the country are being labeled in a similar manner.

Riches have wings, generally to enable them to fly in the wrong direction.

HOW MUSIC HELPS STUDY.

Co-Eds of Cincinnati University Learn French Lessons to Strain of Marseillaise on the Talking Machine—Other Advantages Set Forth.

Time was when even the click of a French heel was tabooed in the sanctum sanctorium of femininity, known as the girls' room, at Cincinnati University.

Any co-ed who spoke above a whisper within its precincts or walked therein without soft tread was frowned upon. Whistling or singing of popular tunes was abhorred. Discussion of politics was absolutely discouraged. A scholastic calm and a death-like silence pervaded the whole apartment.

But that was long ago, long, long before the energetic woman's league purchased a Victrola XI sold by Rudolph Wurlitzer Co., and placed it in a prominent corner of the afore-mentioned sanctum.

Now, a visitor to the girls' room can open the door almost any time and hear strains of "Along Came Ruth" or "Cecile." And right around it, with chairs and tables backed away, girls may be seen one-stepping and fox-trotting as if they were going to be examined for a bachelor's degree in the terpsichorean art the very next hour.

But just as many girls may be seen bending over books, French dictionaries and laboratory schedules as during the old order.

In fact, some of the professors believe the girls study more than formerly. The girls say they do because they have all been converted to the new psychological theory of rhythm impression.

We are not writing a book on psychology just now or we would explain the "rhythm impression theory" more fully. But the gist of it is that music, the proper kind, you know, that is "sympathetically attuned" to the subject that the student is trying to learn, greatly aids the memorizing of facts.

Of course, you have to pick out the right music to go with your lesson. The University co-eds have not worked out the theory absolutely yet, but they all say the "Marseillaise" aids the study of French wonderfully.

History, they find, needs something slow and smooth-flowing like "Humoresque." So far, they say they have found nothing to aid the study of psychology itself. They admit a roomful of girls dancing a fox trot while they are learning the faculties of the mind, really aids concentration, anyway.

The girls talk politics, now, too.

Miss Helen Kleim is president of the Woman's League. The members of the league earned every cent of $100 their purchase cost them and consider their efforts well worth while.

W. H. BAGSHAW

LOWELL, MASS.

63,000,000 needles in 10 days is a big achievement—a record that has never been approached by any concern anywhere—and it emphasizes the facilities of our plant.

This immense production is on a quality basis only and we guarantee Bagshaw-made needles to be the best for all records. Ask us to quote on your requirements.

NEEDLES

TALKING MACHINE EXHIBITS INTEREST VISITORS

To the Panama-Pacific Exposition—The Victor, Columbia, Sonora and Cheney Displays Always Attract—Edison Stock Shortage Being Relieved — Edison Phonographs in Building on the Fair Grounds—Victor Recitals Largely Attended—Other News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., May 7.—The extensive publicity work which has been in progress since the opening of the Panama-Pacific Exposition is beginning to have a stimulating effect upon talking machine business generally. The downtown dealers in closing sales find that a large percentage of the customers have visited the exhibits in the Palace of Liberal Arts, and through the demonstrations there have made up their minds to purchase immediately. The effect is noticeable both for records and machines.

Increased Shipments of Edison Machines.

The Phonograph Co. of San Francisco, which operates the Edison Shop on Geary street, has been receiving goods from the factory again the last month in sufficient quantity to relieve the shortage of stocks to a considerable extent. Some $250 models—a style which was entirely out for several weeks—were included in the last shipment; also a fair supply of $150, $100 and $80 machines. Manager J. S. Baley says the record situation is gradually getting better also, and he does not anticipate serious difficulty from now on in supplying the demand for either machines or records. He is very well pleased with the way business has kept up despite the handicap of depleted stocks, and he considers the prospects excellent for May.

Edison Phonographs at the Exposition.

Although the phonograph department of Thomas A. Edison, Inc., is not officially represented at the exposition, Edison disc machines are much in evidence on the grounds. They have been placed in a number of the buildings, and it is understood arrangements have been made for placing them in all the State buildings. Among the buildings where machines have already been installed are the New York, New Jersey, Indiana, Missouri, Kansas, Illinois and Ohio State buildings, the Y. W. C. A. building, and in the Edison battery exhibit in the Palace of Transportation. Some of the cabinets are of special finish, to match the furnishings of the rooms in which they are located. Demonstrators are being sent to the exposition by the Edison interests, and advantage is being taken of every opportunity to advance the popularity of the Edison product.

Growing Interest in Cheney Line.

George H. Bent, manager of the Cheney Talking Machine Co.'s interests in this district, says dealers are beginning to show much interest in the Cheney product. He has entertained a number of dealers at the booth at the exposition, where he makes his headquarters, recently, and the general attendance has increased so rapidly that instead of giving alternate concerts in the reception room and the concert hall he has been obliged to demonstrate in both places at once. He says many retail sales have resulted in San Francisco from the demonstrations the past month. Special programs are being featured, a new one being printed each week. Another grand salon concert machine is expected shortly, which is said to be the highest priced and most elaborate talking machine ever placed before the public. Six other new styles are expected also, for display purposes along the window side of the concert hall.

Success of the Columbia Display.

Marion Dorian, treasurer of the Columbia Graphophone Co., has returned to San Francisco to spend some little time at the exposition, Mortimer D. Easton, who has had charge of the booth, having returned East. Before leaving Mr. Easton spent a pleasant vacation of a few days at Del Monte with Mrs. Easton. At the Columbia booth interest has been stimulated by special events, most successful of which so far has been a series of dancing exhibitions by a professional, who also offers to teach any of the spectators the latest steps. The arrangement of this display with the wide platform in front is well adapted to such performances, and so much interest has been shown in the dances that the officials of the Liberal Arts building have offered to co-operate with the Columbia interests in giving a tea dansant on the platform in the near future. "Have you ever heard music played backwards?" is a question frequently asked visitors at the Columbia booth, and those who have not enjoy that novel experience there. As a novelty the company has constructed a Grafonola so that it runs backwards, and much amusement has resulted from its operation. English is changed to Chinese or Choctaw, and the music is but faintly and elusively reminiscent of its original melody. H. Dorian, of the Columbia exposition staff, says much interest is also shown in the exhibit showing the various steps in the making of a record. The souvenir record made by Miss Margaret Woodrow Wilson was placed on sale at the booth a short time ago, and it met with instant popularity. Mayor James Rolph, Jr., of San Francisco, was the first purchaser of this record at the booth, and the transaction was accompanied by a pretty little ceremony. The fact that for each of these records sold 25 cents is turned over to the Red Cross attaches special interest to it, aside from the fact that it is sung by Miss Wilson and is an exposition souvenir.

Better Facilities at Sonora Booth.

Some changes have been made at the booth of the Sonora Phonograph Co., in order to provide better facilities for demonstrations. The small rooms at the north end of the platform have been thrown together and arranged as a concert hall, so a larger number of people can be entertained at once. Manager F. B. Travers says they were practically forced to make the alterations on account of the increasing call for demonstrations. These have brought many prospects to the downtown store in the past month, with the result of increased business. Two new style machines have just been received—the new $75 full cabinet model and the new $100 Sonora machine. The company has just placed an agency with the Frank B. Lang Co., in Sacramento, and President F. M. Steers is making a tour of the State for the purpose of lining up other agencies.

Interesting Personal Items.

W. S. Gray, general manager of the Pacific division of the Columbia Graphophone Co., has been out of town practically all month. He first made a tour of inspection of the company's interests in the Northwest, and then left for a visit to the factory, immediately upon his return from the North. He is not expected back from his Eastern trip until the middle of the month.

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.

No. 1
RETAIL PRICES
N. P. - - $3.00
OX - - 3.00
G. P. - - 4.00

No. 2
RETAIL PRICES
N. P. - - $4.00
OX - - 4.00
Gold - - 5.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

We usually have what you want and make prompt shipments. The kind of service we give pleases and satisfies. That's why our list of customers is growing constantly.

SEND A FIRST ORDER TODAY.

First records by Ferrari-Fontana, the famed dramatic tenor, are announced in the Columbia list for June. A whole lot of talking machine owners have been waiting for the announcement of these records.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., who devotes particular attention to the Victor department, has been East the past month. L. S. Sherman says the talking machine end of their business was very satisfactory in April, the only difficulty being to get enough goods.

Word has been received by Edison interests in this city that Harry L. Marshall will be here shortly on his first visit in the capacity of special representative of the phonograph sales department of Thomas A. Edison, Inc.

A. R. Pommer, proprietor of the Pacific Phonograph Co., jobbers of Edison products, is the proud father of a son and heir, who has been christened Robert Shaw. As far as business is concerned, Mr. Pommer says stocks are coming through in good shape now, and that the force has been kept very busy the past month filling orders. The travelers for the company are sending in encouraging reports from the country districts, and Mr. Pommer says local business is picking up nicely.

P. H. Beck, who operates the Kohler & Chase talking machine department, reports an increase of business in April this year over the corresponding month of 1914, both in records and machines. He says "I'm on My Way to Dublin Bay" records are in very popular demand at present.

James J. Black, manager of the Wiley B. Allen department, says sales have been running strongly to the higher priced Victrolas, the new style No. XVI being particularly well received.

Victor Recitals Interest.

By actual count 125,822 people had visited the Victor Temple of Music at the Panama-Pacific Exposition by April 26. Few places in all the beautiful grounds exerted a stronger or more satisfying influence upon the visitors. Long after the exposition has closed its doors there will be many thousands who will recall the restful and refreshing hours spent in this dignified abode of the Muse.

Among the special features which have been provided for the entertainment of visitors to the Victor Temple is a program of interpretative dances, given recently by the child pupils of Mlle. Louise la Gai, a famous dancer who has been prominent in the ballet of the opera in Paris. The initial performance was a presentation of the "Awakening of Spring" and, done by eight children, it proved to be a marvel of beauty, grace and interpretative art. Mlle. la Gai believes, and there are many who believe with her, that the interpretive and classic dances given with the beautiful classic music so easily accessible with the Victrola are in the highest sense educational.

This performance was attended by no less than 5,600 persons, which number has been closely approximated on other occasions. Other memorable days in point of attendance were St. Patrick's Day, Good Friday, Easter Sunday, Patriots' Day, Shakespeare Day, and the May day fete.

On St. Patrick's Day three thousand persons were delighted with songs of the Emerald Isle and an attractive interpolation was furnished by the dancing of the horn pipe by a young Irish lad.

On Easter Sunday 4,642 visited the Victor Temple, which was the record attendance up to that time. Some phase of educational work forms a part of almost every one of the four daily concert programs, which are conducted by skilled lecturers, giving a running fire of pungent comment on the carefully selected records used.

ENTERTAINS HIS EMPLOYES.

R. Montalvo Bring Staffs of Two Stores to New York to Attend Association Dinner.

R. Montalvo, the well-known talking machine dealer of New Brunswick, N. J., and with a branch store in Perth Amboy, N. J., is one of those who believes in the old adage that "All work and no play makes Jack a dull boy" and as a result gives his employes an occasional treat to break the monotony of work.

At the recent annual dinner of The Talking Machine Men at the Hotel Gregorian, New York, Mr. Montalvo acted as host to eight of his employes, bringing the entire party to New York in two automobiles, which he uses in his business. The party stayed over night in New York and then motored back to New Brunswick and Perth Amboy in the morning.

The Piquet Piano Co., Bridgeport, Conn., is one of the latest additions to the ranks of Columbia representatives in near-by territory. This concern is one of the most successful piano houses in Connecticut and is in a position to develop a profitable business with Columbia products.

AT LAST!

THE "Playsall"

(TRADE MARK)
Patents Pending

(An Attachment for Victor Machines only)

"PLAYSALL" fills a want that has been felt wherever Talking Machines have been sold, ever since Up-and-Down-cut records were conceived, and which many bright minds have tried—and failed—to meet.

"PLAYSALL" represents Perfection, Simplicity, Ease. There is no possibility beyond it for the purpose. A child can manipulate it. Nothing is to be connected or disconnected for the varying purposes.

List Price, $2.50 nickel-plated, or $3.00 gold-plated.

DIAMOND POINTS, list $4.50 **SAPPHIRE POINTS, list $1.00**

Any dealer will be furnished ONE nickel-plated attachment, for demonstration, on receipt of $1.50 with order. After that, regular trade quantity-discounts. For trade quotations, address

MECHANICAL DEVELOPMENT CO., 106-108 Reade St., New York, N.Y.

We Are Now Equipped to Supply to the General Trade In Any Quantity

THE SENSATIONALLY SUCCESSFUL

"Little Wonder" 10c. Disc Records

(PLAY ON EITHER COLUMBIA OR VICTOR MACHINES)

Price $70 per Thousand, Net Cash, F.O.B. Bridgeport, Conn.

CATALOGS AND SHOW CARDS FURNISHED FREE ON REQUEST

Complete List of "Little Wonder" Records to Date Includes:

SONGS

1. "Ben Bolt," Solo.
11. "Where the Red, Red Roses Grow," Quartette.
12. "My Hidden Treasure," Quartette.
13. "Let Bygones Be Bygones," Duet.
14. "You're the Same Old Girl," Solo.
15. "Silver Threads Among the Gold," Solo.
16. "It's an Easy Thing to Put a Ring on a Finger," Duet.
17. "Follow the Crowd," Solo.
20. "Back to the Carolina You Love," Solo.
21. "Along Came Ruth," Solo.
22. "Jolly Coppersmith," Solo.
23. "He's a Rag Picker," Quartette.
43. "If I Had You," Solo.
46. "Stay Down Here Where You Belong," Solo.
49. "My Love Will Live On and On," Solo.
53. "Minstrel, 1st Part," Quartette.
60. "I Want to Go Back to Michigan," Duet.
61. "At the Ball That's All," Duet.
62. "If That's Your Idea of a Wonderful Time," Duet.
64. "When the Angelus Is Ringing," Quartette.
65. "My Croony Melody," Quartette.
67. "The Land of My Best Girl," Solo.
76. "When It's Night Time Down in Burgundy," Duet.
77. "I Can't Stop Loving You Now," Duet.
79. "Winter Nights," Quartette.
80. "California and You," Quartette.
83. "Don't Blame Me for What Happens in the Moonlight," Duet.
84. "It's Going to Be a Cold, Cold Winter," Quartette.
85. "When You're a Long, Long Way from Home," Solo.
90. "Poor Pauline," Solo.
91. "Mississippi Cabaret," Solo.
95. "Tip Top Tipperary Mary," Solo.
98. "Chinatown, My Chinatown," Solo.
100. "A Little Love, a Little Kiss," Solo.
104. "A Little House on the Hill," Solo.
105. "Believe Me of All Those Endearing Young Charms," Solo.
136. "When the Grown-up Ladies Act Like Babies," Solo.
137. "Night Time Down in Dixieland," Solo.
141. "I'd Give Everything For You," Quartette.
142. "All For the Love of a Girl," Quartette.

INSTRUMENTAL

2. "He'd Have to Get Out and Get Under," Band.
3. "In Love's Garden Just You and I," Band.
4. "Boston Stop," Band.
8. "Medley No. 1, Popular Airs," Band.
9. "20th Century Rag," Band.
25. "Michigan," Banjo Orchestra.
26. "When the Angelus Is Ringing," Band.
37. "Pass the Pickles," One-Step (Band).
28. Medley No. 2, Introducing "Follow the Crowd," "Along Came Ruth," "He Played the Victrola."
29. "Maori," Tango (Band).
30. "Beets and Turnips," Fox Trot.
31. "Rose That Will Never Die," Waltz Hesitation.
32. "Dengoza," Maxixe.
33. "Notoriety," One-Step (Band).
36. "Under the Double Eagle."
40. "Forge in the Forest," Band.
56. "Long, Long Way to Tipperary," Quartette Chorus.
58. "Do the Funny Fox Trot," Duet.
66. "Morning Exercise," Fox Trot (Band).
75. "Trouville Cantor," Fox Trot (Band).
128. "Meadowbrook," Fox Trot.
130. "Ballin' the Jack," Fox Trot.
131. "Hee-Haw," Fox Trot.
132. "Indi-Ana," Intermezzo.
133. "Medley No. 3" of Popular Airs.

NEW RECORD SUPPLEMENTS ISSUED EACH MONTH

RECORDS PACKED IN CARTONS OF 25 RECORDS OF ONE SELECTION

ORDERS FILLED ONLY ON A CARTON BASIS

FILL IN, TEAR OFF AND MAIL

HENRY WATERSON, Strand Theatre Building, 1571 Broadway, NEW YORK

Please Ship by { Freight / Express } the Following "Little Wonder" Disc Records.

. . . .

THE WORLD "LOST" DEPARTMENT

Talking Machines Lost, Strayed or Stolen Should Be Listed Here.

Early in 1914 one of the leading talking machine jobbers made the suggestion to the Editor of The World that a department for tracing lost talking machines be opened in these columns. He suggested at that time that we make a minimum charge of 50 cents for each three-line notice contained in this publication regarding lost, strayed or stolen machines.

In the grind of business this suggestion was lost sight of until early in the present year when a number of others solicited us to commence this feature. We have decided now to open a "Lost" department commencing with the May World, and we shall make the charge 25 cents for each three-line notice sent in. Three lines additional will be 50 cents, but there will be no necessity for making it six lines unless there is something special to emphasize.

In each and every case the 25 cents should accompany the order. It can be in postage stamps or coin. It matters not. The point is, we shall keep no accounts for this department. When the order is sent in it will be checked off, and in order to receive attention payment must accompany it.

The notices will assist dealers in tracing lost machines. These may have been stolen or some delinquents in instalments may have moved away, forgetting to leave their address.

The names of the parties desiring to advertise need not be designated unless so desired. They can all be keyed at The World office, and as soon as the machine is traced notification will be sent to the advertiser without additional charge.

Necessary particulars can be made in a three-line notice, including the key, so The World will be at once of material assistance in tracing lost machines no matter where located.

This paper is read in every city and hamlet in the land, and dealers, we believe, will look to the "Lost" department for specific information, because they will find it co-operative to the fullest extent.

Address all communications to: Lost Talker Department, care The Talking Machine World, 373 Fourth avenue, New York.

LINDSAY'S NEW HOME IN QUEBEC.

Prominent Piano Music House Has Taken Possession of Handsome New Quarters in That City—Large Victrola Department.

(Special to The Talking Machine World.)

QUEBEC, CAN., May 8.—The past month witnessed the opening of the handsome new building erected by C. W. Lindsay, Ltd., as headquarters for its piano and music business in the City of Quebec. The structure is one of the largest, highest and most modern business buildings in the Ancient Capital and is situated at the corner of St. John and St. Eustache streets, with a frontage of about 45 feet on the first named thoroughfare. It is six stories in height and having been built expressly for the company's purposes, the needs of every department have been carefully planned. Passenger and freight elevators run from the basement to the top, and the space not needed for the company's extensive interests has been released to desirable tenants for office purposes. The Lindsay building is a distinct addition to Quebec's commercial architecture. The second floor is devoted to their Victrola department in which product they enjoy an immense clintele in Quebec City.

NEWS FROM SOUTHERN CALIFORNIA.

Business Slows Up Somewhat—May Be Due to Unseasonable Weather — Machines Still Short—New Department for a Broadway Department Store—Mrs. Ilsen Lecturing on the Edison—Other Items of Trade Interest.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., May 8.—There seems to have been a temporary slump in business during the latter part of April. There does not seem to be any apparent cause for this, as the preceding months were all better than the corresponding months of other years. However, things are picking up again, and all local dealers believe that April will finally show an increase over last year. The weather has not been up to the regular California standard for April on account of the rain and cold, and no doubt this has had its effect on business.

Local jobbers are still experiencing difficulty in getting goods from the factories. Sherman, Clay & Co., Victor jobbers, are not establishing any more agencies at present on account of the shortage. Mr. Ruggles, their manager, has just received two carloads of machines this week; also a large shipment of record shorts.

The Columbia Co. has kept up its machine stock very well, but is still behind on record supply.

The Southern California Music Co., Edison wholesale, is now receiving shipments of Edison disc machines in Models 80, 150 and 200 in mahogany, fumed and golden oak. Its record stock is also gradually getting in better condition to supply the dealers with selections that they have not been able to get for several months.

The Broadway Department Store has just completed its beautiful new auditorium, which is to be used as a concert hall in conjunction with the talking machine department. It has a seating capacity of 400 and has a fully equipped stage and several sets of scenery. Mr. Guyette, manager of the talking machine department, has given several concerts on the Edison diamond disc and Columbia machines, and each time the hall was filled to its capacity.

Mrs. Ida Maude Ilsen, acting as the representative of Thos. A. Edison, Inc., is at present in this city giving lectures before the schools and various clubs here. Mrs. Ilsen is a woman of great personality and high ideals. In no way does she commercialize her work. In fact, her lectures and concerts are all free, or are given on the benefit plan. She does not confine her talks to any particular class, as while in Los Angeles and vicinity she has given lectures before the most exclusive clubs in this city and Pasadena, and also for the prisoners at the county jail. Mrs. Ilsen, besides being a direct representative of the great inventor, is also a personal friend and a booster, too.

In her work Mr. Ilsen uses the new Edison Diamond Disc Phonograph as an aid to her in giving her lectures on the "Psychology of Music."

While in our midst Mrs. Ilsen has been a great benefit to the schools in this vicinity and especially to the teachers of music. It is with regret that we hear of her departure for the North in the near future.

NEW INCORPORATION.

The Pathé Shop of New Haven, Conn., Inc., was incorporated last week, under the laws of Massachusetts, with a capital of $20,000. The incorporators are Oliver A. Wyman, Helen E. Harrington and Helen G. O'Connor.

THE
RYTHMIKON
STANDARDIZES RHYTHM
OLD THEORIES UPSET

The Rythmikon is the best canvassing proposition ever offered to the Talking Machine Trade.

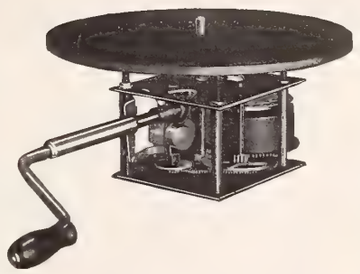
PRICE $12.00

We want representation at once

Send for Particulars

The Rythmikon Corporation
Metropolitan Opera House Building
NEW YORK

TRITON Motors



Made ON ORDER ONLY. Of simple construction. Will play any 12" record. These motors are perfectly made and are ideal where the combination of price and quality is essential.

Sound Boxes

The illustration does not do justice to the qualities of this soundbox, which are sold in quantities to manufacturers and jobbers, on order only.

Tone Arms

The finish of the Triton tone-arm is of exceptional quality. This is also made on order.

TRITON PHONOGRAPH CO.
41 UNION SQUARE, NEW YORK

Pathé Frères Phonograph Co.

29-31-33 West 38th St.

Cable Address:
Pathephone, New York
Telephones 1000 1001 Greeley

Pathephone
Pathegraph
Pathé Discs

New York, May 15th, 1915

TO THE TRADE:-

Today we want to call your particular attention to our Pathé Pathephone, model #200, and want to state emphatically and unqualifiedly that this is the best talking machine in the market today, with no exceptions whatever.

The Pathephone's wonderful tone quality, distinctive and attractive lines, make it readily salable. It plays any and all disc records, no matter of what make, and it will play them better than you have ever heard them played before.

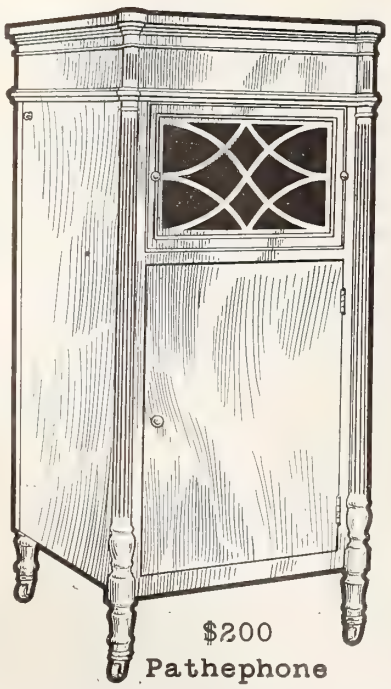
This machine, together with Pathé records, will give you superior music in both volume, tone and reproduction. You can be readily convinced by listening to it.

It has better tone control than is found on any other machine. The Pathé method is to restrict the volume at its inception, instead of muffling the sound down, after it has reached its full volume. Therefore, you will not get a muffled sound reproduction.

The smaller models are in similar relations, superior to corresponding models of other makes.

We are making new agents daily, and we are ready to make advantageous connections with the right people all over the country.

Address us or any of the following jobbers: Atlantic Talking Machine Co., 220 Devonshire St., Boston, Mass.; Curtis C. Colyear, 507 South Main Street, Los Angeles, Calif.; Fisher Piano Company, Euclid Ave. and Huron Road, Cleveland, Ohio; Ben H. Janssen, 132nd Street and Brown Place, New York City; Pathephone Shop of New Jersey, 8 Park Avenue, Paterson, N. J.; Pathé Pathephone Shop, 17 North Wabash Ave., Chicago, Ill.; The Stilwell Co., 316 East 53rd Street, New York City.



$200
Pathephone

PATHÉ FRÈRES PHONOGRAPH CO.

KANSAS CITY ONE OF THE BUSIEST TRADE CENTERS.

All Departments of Talking Machine Business Active—Schmelzer Arms Good Report—Developing Summer Trade—Machines for Photo-Player Houses—Popularity of Talking Machines in Schools—Many New Dealers in Line—Making the Show Window Pay.

(Special to The Talking Machine World.)

KANSAS CITY, MO., May 8.—The talking machine business in Kansas City is much in advance of nearly every other line of business, especially all other lines of musical instruments. It has been booming here for several months and it has showed no signs of slumping. The dealers are all complaining that they cannot get machines and records enough to supply the demand. Orders have been booked far in advance of delivery and they are still coming in. Dance records and popular songs have been selling well, according to the dealers. The run on classical and operatic pieces has also increased. Every time that a Kansas City singer or a Kansas City musician gains a good criticism the dealers are quick to feature the records made by these artists at their stores. Felice Lyne's records as well as some of the other notable singers of Kansas City have been selling well.

Arthur Trostler, the busy manager of the Victrola department of the Schmelzer Arms Co., has been excited ever since the big sale of machines started in Kansas City several months ago. Mr. Trostler has had considerable difficulty in keeping machines in stock and as fast as they are shipped in to him he places them in the motor trucks to be delivered at the homes where they have been ordered.

This month there was considerable grief in the saloons that used the talking machines. The police department has successfully taken all the musical instruments out of the saloons and now when the drinking public demands music with its drinks it has to resort to the cabaret or furnish it with their own voices. The police say that this aids them in finding out the places where drunken disturbances are frequent.

The May Stern Furniture Co. says that their Columbia department has been the life of the store for it puts spirit in the salesmen in the other departments when they hear the talking machines in motion. The May Stern company says that it is one of the best departments at the store.

Means & Pearson Music Co. received a few lessons in selling talking machines the other week. A salesman for one of the companies that supply them with machines was in the city and he went down to dress their windows for them. The next morning U. L. Means was waiting for the jobber with an order for more machines, as he had completely sold out all he had in stock that one day.

The Means & Pearson Co. handles the Edison, Victrola and Columbia machines.

The electric machines have been selling well at the moving picture theaters especially. The shoe shining parlors are also using a great many of these machines. The shoe shining parlors are about the only public places that are now permitted to use the talking machines, and they greatly please their customers with the music. The dealers are always anxious to place the talking machines in these shops, for it is here that they get a great deal of free advertising and demonstration, as many a person getting his shoes shined has noticed the instrument and has decided to have one in his home.

City salesmen are preparing to make trips to the various summer water resorts about Kansas City, as here they can find a great deal of trade that they cannot overlook. The talking machine on board the boat makes a combination that water lovers believe is hard to beat. A great deal of business is expected in this line during the next few months. One dealer says that he is going to investigate and see if one cannot be placed in the jitney busses as an added attraction.

"More machines" is the cry of Harry Wunderlich, of the Wunderlich Music Co. Mr. Wunderlich has completely changed the policy and the arrangement of the business since his purchase of the store from F. G. Smith. He has shown his good taste by placing his talking machine department on the main floor and the other music instruments on the floor above. Mr. Wunderlich says that this has brought him a great many more sales than he would have otherwise received. One of the novel arrangements at the store is the fact that the room is lined with concert chambers on both sides. The Victor machines can have their side and the Columbia machines theirs, says Mr. Wunderlich, and he will stay between the two and sell them both.

M. M. Blackman, manager of the Edison Shop at Kansas City says that his free daily concerts have been drawing large crowds and that in this way his sales have been greatly increased.

The Hall Music Co. says that the business seems to have received a general increase, as their Victrolas stay in the store only a short while.

E. A. McMurtry, manager of the Columbia Graphophone Co. here, says that the business is continuously increasing and that already the sales for the year are almost as good as those of the entire 1914 year.

The Kensington grade school in Kansas City has been giving several entertainments to raise money to buy a talking machine and some records for educational use in the school. Only a few grade schools have been using the talking machines, but they form an important phase of the music education in the high schools in the city, and they are also used to a large extent in the study of languages. Operas in the German and Italian, Spanish songs, French pieces and others form a program that the language students enjoy and try to study.

News has reached Kansas City that C. S. Pratt, the Columbia representative at Fort Scott, Kan., who has been an invalid for some time, has sold his talking machine and drug business to Senate & Schumacher, who will operate under the name of S. & S. Both the new men are well known there and their success is assured. Mr. Pratt will retire from all active business.

Ross M. Darrow, of the Darrow Music Co., of Tulsa, Okla., just completed a nice Grafonola deal with the Tulsa High School, according to a letter received at the Columbia store here. Mr. Darrow, however, did not say just how many machines he sold at this school, but from his letter the reader would gather that it was more than one. Miss Pottle, the head of the music department there, is strong for the Columbia machine, and she selected it for the school. She uses the instrument daily in her department.

H. J. Ivey, city salesman for the Columbia Grafonola, has added a bookstore to his list of dealers.

The Wyandotte Bookstore, in Kansas City, Kan., has installed a Columbia department.

A. P. Child, manager of the music roll department of the Nowlin Music Co., was left in charge of the store three days early in the month, while George E. Nowlin was ill at his home. Mr. Child said that the business was rather dull during the first hours of the first day, so he proceeded to push a Columbia machine to an open window and put on several band marches. Through this advertisement Mr. Child sold several machines and a great many records. On returning to the store Mr. Nowlin wanted to know immediately where all the stock in trade had gone to, and asked if it had been broken up and sent to the repair shop. Mr. Child told him about his business and handed him a big bunch of cash. Now the machine plays daily for the pedestrians of Kansas City.

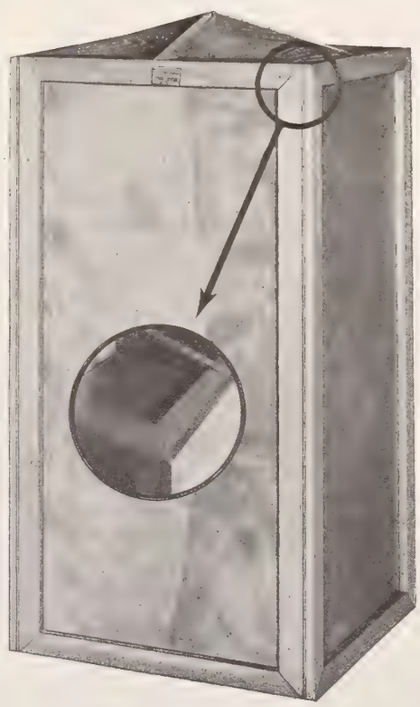
J. B. Deo, an Italian merchant in Kansas City, and correspondent for the Italian government, has placed a Columbia department at his store, and he has already sold a great many of the machines and records to his patrons in the district of Kansas City known as 'Little Italy."

Will Talbot, son of W. P. Talbot, Jr., has the record among the traveling men that visit his father's talking machine business at Parsons, Kan., as being the best posted record salesman in Kansas, Missouri or Oklahoma, and that is saying quite a bit. Mr. Talbot knows the catalogues of the Columbia, Edison and Victor companies from A to Z.

The talking machine department of the Ulmer Furniture Co., of Independence, Kan., is under the capable management of F. J. Trusheim. Mr. Trusheim is a man of much experience in the trade.

The J. W. Jenkins' Sons Music Co. reports an excellent run on the Victrolas and records, and it claims that it is having the same difficulty of other stores in the city in as much as it is selling the machines and records as fast as they are shipped into the city. It has been conducting an extensive advertising campaign in the daily papers and it has certainly been getting results.

The Columbia Graphophone Co., the Carl Hoffman Music Co. and the Mooney Music Co. have been sharing a large advertising space in the daily papers. The Columbia company occupying the central and largest space in the advertisement, and the other music companies handling the Columbia machine have their advertisements bordering it.



The Recognized Standard Case

for Talking Machine Cabinets

is the light, strong, freight-saving ATLAS (3-ply veneer) Packing Case. Northern hardwood veneer and clear spruce cleats. Investigate, and save money. Look for this label stamped on every case.

THIS IS AN "ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

SOSS HINGES

THE SOSS INVISIBLE HINGE TRADE MARK SOSS MANUFACTURING CO.

THE SOSS INVISIBLE HINGE TRADE MARK SOSS MANUFACTURING CO.

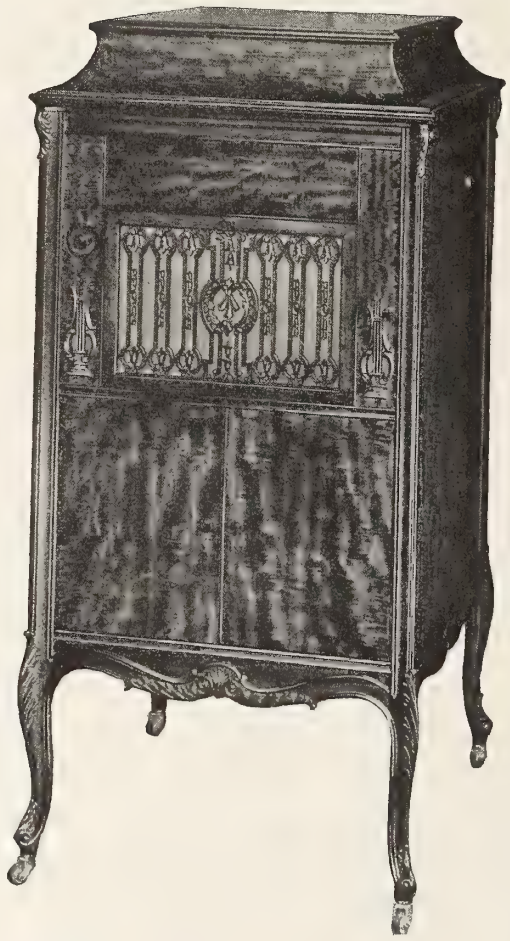
SOSS HINGES

are used on

THE

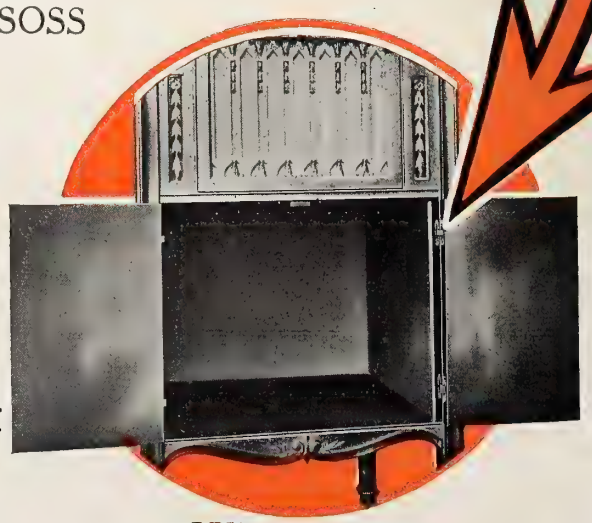
Aeolian Vocalion

as well as on the famous Pianolas manufactured by the Aeolian Co.



Made in numerous sizes for use on

Talking Machine and Music Cabinets Pianos, Player Pianos and Benches



When you fail to see an unsightly hinge protruding you *know* SOSS IS THE ANSWER.

WRITE TO-DAY FOR CATALOG G.

THE SOSS MANUFACTURING COMPANY,

435-443 ATLANTIC AVE., BROOKLYN, N.Y.

REQUIREMENTS OF THE SALESMAN.

Enthusiasm, Sympathy and Knowledge—With These Accomplishments He Can Win Trade Battles Which Are Worth While—Must Be Well Informed on Matters Musical.

There are many qualities desirable in the modern talking machine salesman, but there are at least three requirements necessary to success in any salesman—enthusiasm, sympathy and knowledge.

Of these, the first is largely a matter of individual temperament, but is often the result of an overflowing abundance in another.

Every experienced salesman has been amazed and had his pet theories exploded by the remarkable success of some inexperienced and unassuming person who starts out to sell talking machines for the first time.

What makes him successful? His enthusiasm. At the start it is all he has. But that alone stimulates him to tireless activity and he works with an energy which stirs men, and enables him to accomplish without experience that which older men, in whom this ardent zeal is cooled, fail to do.

It is this zeal which wins battles and makes all great undertakings possible. The success or failure of a business, as of a man, is measured largely by the enthusiasm which permeates those who guide its destinies.

The second great requirement is sympathy. Not a maudlin sentimentality, but that fellow-feeling which makes the whole world kin. When a man's heart is so big that it goes out to all men, when he feels an interest in what interests them, he possesses the open sesame to all hearts. To understand men, he must put himself in their place, think their thoughts and appreciate their prejudices. This is the key which unlocks all secrets, the magnet which attracts strangers and holds friends.

If a customer likes a salesman, he will try to like his talking machine. If a salesman be earnest and sincere, he will seldom fail to impress men favorably, and if full of enthusiasm, he will arouse interest and convince men of his own faith in the excellence of his talking machine.

But a pretended sympathy will not do. However studiously he may school himself in simulating a pleasant smile, however well affect the hearty handshake, he will fail unless his heart is in his acts. He cannot play a part and be taken in earnest. Sycophancy is never the result of sympathy, but of inordinate self-esteem. True politeness comes from the heart.

But sympathy must be controlled lest it be a weakness, and energy directed, lest it be wasted.

Knowledge is therefore necessary; for, guided by knowledge, enthusiasm results in aggressiveness and persistency, while sympathy gives tact and patience—all essential qualities. Knowledge, too, is the chief factor in giving self-reliance, for the salesman who knows talking machines feels a confidence in his ability to cope with whatever opposition may arise. He, therefore, proceeds with assurance, and, conscious of his power, possesses a force in argument and persuasion which is of itself convincing.

It is important, too, that he be well informed on all matters musical. In fact, the greater his intelligence and the more extensive his knowledge, the more favorable will be the impression made on the prospective purchaser. Such culture makes him welcome in social circles, enables him to increase his acquaintance among the most desirable class of customers, and arouse in the minds of buyers confidence in his ability to advise intelligently.

It would seem that honesty, the fifth requisite in the modern salesman, should be placed first, but, unfortunately, it cannot. It is to be regretted that there are many who attain remarkable success for years as salesmen who are far from honest or truthful, but experience has shown this to be true.

Yet permanent success and advancement can come to that salesman only who is downright honest. Not alone must he consider his duty to his house, but he must be keenly alive to the result of misrepresentation to his customers.

MANY DEALERS IN NEW YORK.

Call at New York Talking Machine Co. and Other Places to Get Ideas on Stock and Equipment—All Tell Story of Activity.

It is a significant indication of the remarkable prosperity of the talking machine business at the present time that during the past few weeks quite a number of Victor dealers have visited New York with the purpose of becoming fully posted on the latest developments in wareroom arrangement and decoration in order to utilize these ideas in enlarging their Victor establishments or departments.

Several of these visitors called at the new home of the New York Talking Machine Co., 119 West Fortieth street, New York, where they received valuable information in answer to their inquiries. C. Fred Cluett and W. P. Shaw, of C. F. Cluett & Sons, Albany, N. Y., called at this establishment and other Victor warerooms in New York with the idea of getting some plans for a new Victor department they are opening in Albany. They are taking their Victor department from its present location on the second floor in the main building and placing it in a large store adjoining, where nothing will be handled but Victor products.

Marcellus Roper, Worcester, Mass., is planning to remodel his store and devote the entire first floor to the Victor line. W. A. Tusting, head of the Tusting Piano Co., Asbury Park, N. J., told the New York Talking Machine Co. about his new establishment, which is one of the finest piano and Victor buildings in New Jersey. Fred Barlow and Wm. A. Stahl, of the George A. Barlow & Sons Co., Trenton, N. J., are looking over the booth equipment of the leading local Victor houses with the idea of equipping an addition to their building to adequately house Victor products. Wm. Knabe & Co., 437 Fifth avenue, New York, are now busily engaged in remodeling their warerooms, to accommodate a Victor department, which promises to be one of the most attractive in the trade. George Keller, of Wm. Keller & Sons, Easton, Pa., visited New York to get ideas for enlarging their Victor department.

A BRAND-NEW SONG TITLE.

The limit to which popular song writers will go in the search of titles for their latest efforts is indicated by the latest song advertised by a New York concern. The title of the piece is "If I Were a Big Victrola and You Were a Little Talking Machine." The lyrics and melody of the new song are in keeping with the title, which makes discussion unnecessary.

To think you have attained contentment is to lose it. The only true happiness is the realization of your failures and new efforts toward the still more unattainable.

Happiness is merely the art of making what we get fit our desires.

YOUR TIME WILL COME

It is only a question of TIME when ALL VICTOR DEALERS will realize that BLACKMAN DEALERS are "Making Good."

Don't wait until next December to find out WHY—DO IT NOW.

WHAT WILL YOU DO?

Blackman Talking Machine Co.
97 Chambers St. Near Church St. New York
VICTOR DISTRIBUTORS

New York Talking Machine Co.'s New Home

Prominent Victor Distributor Now Settled in Attractive and Commodious New Quarters at 119 West Fortieth Street, Where Efficiency Is the Watchword—Two Big Floors Occupied —How the Space Is Divided and Equipped.

During the past few weeks the new home of the New York Talking Machine Co., Victor distributer, at 119 West Fortieth street, New York, has been visited by Victor dealers from all parts of the country, who have thoroughly inspected every section of the company's two floors in response to a general invitation extended last month. These visitors have unanimously praised the detailed perfection of every division of the company's new quarters, as in both furnishings, equipment and general lay-out the home of the New York Talking Machine Co. represents the last word in modern office efficiency.

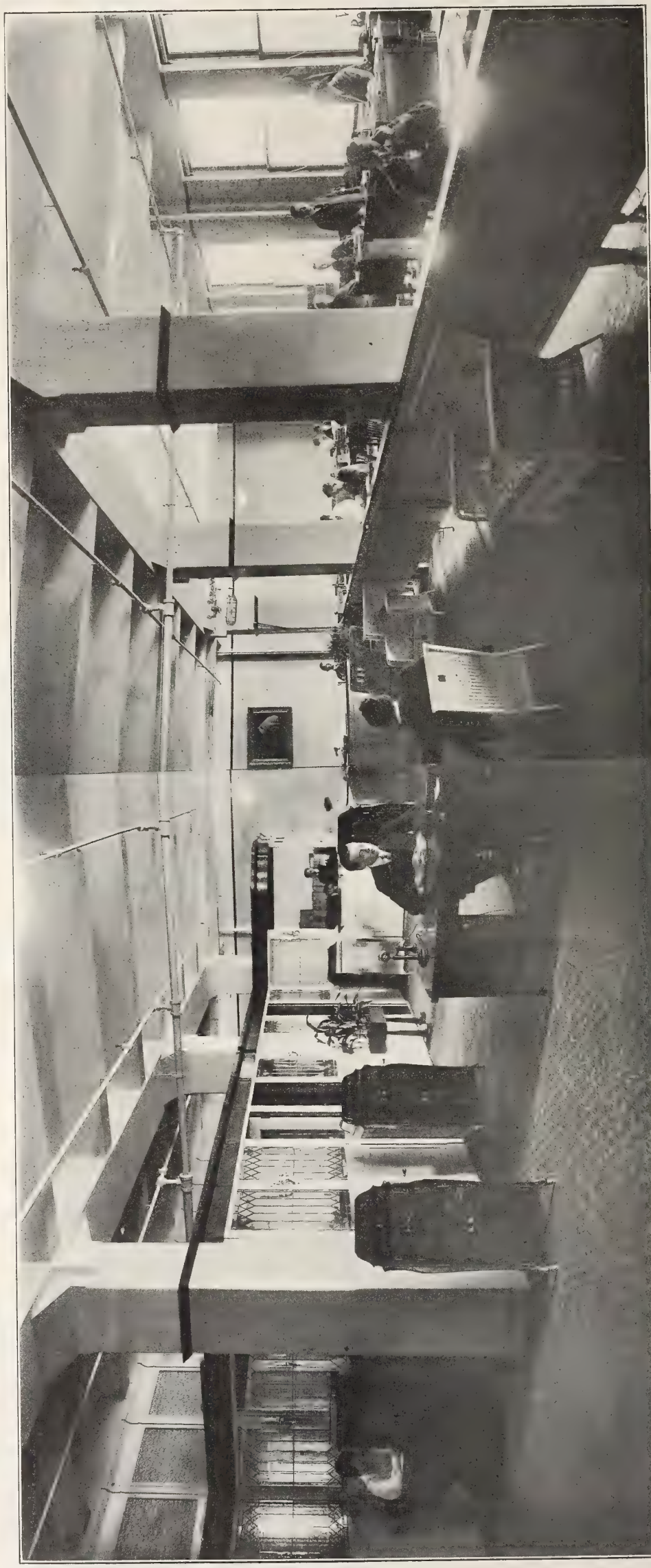
When the directors of the company definitely arranged to remove from the former quarters at 81 Chambers street, New York, it was decided, among other things, to eliminate the retail department entirely in the new offices, and concentrate activities solely on the wholesale division of the Victor business. This step has enabled the company to cooperate even still further with its dealers than it did in the past, and in laying out the various departments to be located in the new home, maximum efficiency in the handling of orders and taking care of the dealers' needs was deemed paramount to other considerations. V. W. Moody, sales manager of the company, directed the installation of every known improvement which would enhance the value of the service rendered the dealers, and as the offices now stand, they are beyond criticism in any particular.

Two complete floors, the fourth and fifth, are occupied by the New York Talking Machine Co. in the Lewisohn building at 119 West Fortieth street. This building is a modern fire-proof structure, which numbers among its tenants well-known and successful companies in various industrial spheres. The building extends clear back to Forty-first street, and its equipment is perfect, there being daylight on all four sides with practically a total elimination of artificial light. There are four freight elevators on the Forty-first street side and four passenger elevators on the Fortieth street side. In addition the New York Talking Machine Co. has its own private automatic electric freight elevator connecting its two floors.

The location of the Lewisohn building from a transit standpoint is ideal, as it can be reached easily by all modes of travel. The Broadway and Sixth avenue street cars pass but a few doors from the building, while the subway and elevated stations are only two short blocks away. Out-of-town visitors arriving at the Pennsylvania Terminal have but a short walk or a few blocks ride on the car to reach the building, and, in short, the transit facilities could hardly be improved upon.

The two floors occupied by the company consist of 30,000 square feet, the floors being so arranged that every department of the general offices is in close proximity to each other, so that the employes are enabled to transact routine affairs with little or no lost motion. The fifth floor is given over to the executive offices, which face the Fortieth street side and to the record stock racks and shipping department. The fourth floor is utilized as a machine stock floor together with reserve record stock and a repair department.

The executive offices were arranged according to the most up-to-date ideas in office lay-out, there being an absence of unwieldy and light-obstructive roll-top desks and a total elimination of any furniture which might detract from the comfort and convenience of the employes. New mahogany furniture was installed for use in every section of the general offices, and, as will be seen by the accompanying photograph, the effect as a whole is decidedly pleasing and attractive. The general decoration scheme followed is the



View of General Offices of New York Talking Machine Co., 119 West Fortieth Street, New York.

Colonial period of architecture, and the use of mahogany and white enamel produces a most harmonious setting.

A feature of the executive floor is the comfortable reception section which occupies the center of the general office space. This section has been furnished with expensive rugs and comfortable wicker furniture, so that visitors may feel perfectly at home immediately upon entrance. Alongside of this reception section are four Unico booths which were installed for the convenience of visiting dealers. These booths are handsomely furnished and decorated, and add materially to the attractiveness of the executive offices.

The stock equipment of the two floors is worthy of particular attention as representative of the most advanced improvements in this field. Every section is of the latest steel fireproof construction, and Sales Manager Moody devoted considerable time and thought to the perfection of a system which would be practical and as near perfect as possible. The illustration herewith showing a section of the filing or stock racks indicates the flexibility of the system as a bin can be used to a height of one inch or five inches as may be desired.

Fireproof Record Filing Racks.

Vice-president Geissler, of the New York Talking Machine Co. and the Talking Machine Co., Chicago, Ill., remarked when the move from 81 Chambers street wast first contemplated that the actual statistics of the increased efficiency of his office force following their recent removal in Chicago to Michigan Boulevard, overlooking the lake, which gave them wonderful light and air, can be figured easily at 25 per cent. This item in itself would pay their increased rent in a few years' time. The fire experience of the New York Talking Machine Co. last July proved that, while it is possible to carry full insurance and be protected against actual physical loss, it is not possible to protect oneself against actual loss of efficiency and drain on the employes' physical ability, due to excessive work and concentration in reorganization. The up-to-date way to guard against this is the installation of one's business in a building as thoroughly fire-proof as human ingenuity and money can make it.

This new home of the New York Talking Machine Co. is probably the best indication of the growth and progress of the Victor line. Founded some fifteen years ago, the New York Talking Machine Co., originally the Victor Distributing & Export Co., occupied a small loft, with probably not over 2,000 square feet. Its business has steadily advanced in its special field, until to-day it is recognized as a leading force in Victor development.

FACTORY FOR PATHE FRERES.

To Occupy Large Plant at Belleville, N. J., for Record Pressing—Will Afford Needed Facilities to Meet Growing Record Demand.

E. A. Widman, treasurer and general manager of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week that the company had closed arrangements to occupy an extensive factory at Belleville, N. J., which it will utilize as a record pressing plant. This increased factory production will be of immeasurable value to the company and its representatives, as the demand for Pathé discs has increased by leaps and bounds since the dealer and general campaign was inaugurated last year.

ORGANIZE PHONOGRAPH SALES CO.

Among the incorporations recorded by the Secretary of State of New Jersey at Trenton early this week was that of the Phonograph Sales Co., 31 Clinton street, Newark, with a capital stock of $50,000. The incorporators are: C. O'C. Sloane, T. O'C. Sloane, Orange, and J. E. Sloane, New York.

PURCHASE BUSINESS.

The good-will and stock of the Meadville Talking Machine Co. has been purchased by Edward T. Bates Co., of Meadville, Pa., owing to the former concern retiring from business. Mr. Rubridge, the manager of the Meadville Talking Machine Co., intends to return to Pittsburgh.

PITTSBURGH DEALERS ORGANIZE.

Permanent Association Formed by Representatives of Majority of Talking Machine Concerns in That City and Vicinity at Meeting Held in That City Recently—French Nestor Elected President of the New Association.

(Special to The Talking Machine World.)

PITTSBURGH, PA., May 8.—The talking machine dealers of Pittsburgh and vicinity formed a permanent local organization two weeks ago at a meeting in the W. F. Frederick Piano Co.'s store and, in point of attendance and enthusiasm displayed, the gathering surpassed the fondest expectations of the trade. Although the idea of organization was definitely adopted only a few weeks ago, nineteen concerns, comprising all of those most prominent in the city and surrounding territory, took part in the meeting. The business transacted included the election of officers, the appointment of an executive committee and the discussion of the various evils which it is one of the purposes of the association to correct. By unanimous vote French Nestor, general manager of the W. F. Frederick Co. in Pittsburgh, was elected president. The other officers were elected as follows: Vice-President, Wayne Montgomery, manager of the Rosenbaum Co. talking machine department; secretary, J. Fisher, manager of the C. C. Mellor talking machine department, and treasurer, C. L. Hamilton, of the S. Hamilton Piano Co.

Following the election nearly everyone present took part in a lively discussion of the two questions considered by the local trade as most vital to the welfare of the talking machine business. The first was a proposal for charging interest on deferred payments, or talking machine leases. The second was that of regulating the sending of records to customers on approval. While no definite action was contemplated at this time, an agreement was reached for an early adjustment of these points. May 2 was set as the date for the next meeting, when by-laws will be adopted and the officers installed.

Those present at the first meeting were: George Hards and French Nestor, of the W. F. Frederick Piano Co.; Thomas Dunnigan and Norman Cook, of Boggs & Buhl talking machine department; Chas. S. Hotaling and Earl Poling, of the McCreery & Co. department; Geo. W. Remensnyder, of the Schroeder Piano Co. department; J. Schoenberger and David Hartley, of the Lechner & Schoenberger Piano Co. department; John Henk, of the Columbia Graphophone Co.'s Pittsburgh branch; J. Fisher, C. E. Willis and Thomas T. Evans, of the C. C. Mellor Co. department; Harry Hornberger, of the S. Hamilton Co. department; J. W. Ong, of the Kaufmann Bros.' department; Wayne D. Montgomery, of the Rosenbaum Co. department; J. C. Roush and Mr. James, of the Standard Talking Machine Co.; Edward Buehn, of the Buehn Phonograph Co.; H. N. Ruddrow, Albert Hall and Albert Kunkel, of the Talking Machine Shop; Mr. Keely, of the Keely Phonograph Co.; Mr. Meyer, of the Henry Co.; John A. Scott, of the John A. Scott Co.

PASSED BY THE MILITARY CENSOR N. Z.

Letter to

Mr. A. S. B. Little
1400 South 5th St.
U. S. A. *Springfield, Ill.*

From MESSRS. HUFFMAN BROTHERS
DEALERS IN TALKING MACHINES
Motueka, New Zealand.

"The talking machine attachments as advertised in Talking Machine World came to hand, and we are very pleased with them. We did not expect them to be quite so good as advertised, but they are."

This is just a sample of hundreds of letters concerning the Little One-Der patented needle holder. Retails for $1.00 each. Price to dealers 35c. each on time, or 30c. cash.

NOTE.—I am not in the talking machine business, and both my partner and myself have more professional engineering and valuation work than we have time to take care of. We are therefore willing to let some good company take over this patent, paying us a small royalty on attachments that they sell.

Write to A. S. B. LITTLE, Box 406, Springfield, Illinois

Introducing the

MASTROLA

The Price is only

$10.00

Plays All Records

The MASTROLA represents the last step in the popularizing of the Talking Machine. It exhibits all the advantages of being the latest, the last word in Talking Machines. It is the final flower of all invention, experience and improvement in this field of musical development.

It is the Talking Machine **simplified,** shorn of all non-essentials which add to the cost, but add nothing to the **value** of the instrument.

The MASTROLA has all the fine tonal qualities of higher priced instruments. You marvel at its power and volume.

The MASTROLA is a sales maker and a sales leader for enterprising stores. It is a profitable and satisfactory Talking Machine to handle because of its quick selling features—size—finish—appearance—quality and exclusive, patented ideas.

To Retail at

$10

SIZE
18½ in. long 15½ in. wide 8½ in. high

MASTER TALKING MACHINE CORPORATION

Exclusive Distributors

381 FOURTH AVENUE, NEW YORK

MASTROLA MASTROLA MASTROLA

FINAL PREPARATIONS FOR SAN FRANCISCO CONVENTIONS.

National Association of Talking Machine Jobbers Expected to Make Strong Showing at Annual Meeting in July—Plans for the Special Train—July 24 Victor Jobbers' Day.

In less than two months from the date this issue of The Talking Machine World makes is appearance, the special train bearing the delegates to the ninth annual convention of the National Association of Talking Machine Jobbers to be held in San Francisco on July 22, 23 and 24, will be bound for the Pacific Coast. The itinerary of the special train which leaves Chicago on Tuesday, July 13, and after stops at Colorado Springs, Salt Lake City and San Diego arrives in San Francisco on July 21, was published in full in The World last month.

There are a number of important matters to be considered by the jobbers in view of the many unexpected developments in the trade during the past year or so, and as many of the Association as possible should make it a point to attend the session. In addition to the usual convention features there are the two great attractions—the Expositions in San Francisco and San Diego, to make the trip well worth while to every talking machine man who strives to make it.

The special train offers many unusual opportunities for those who travel by that means to see much of the country on the eight day journey from Chicago to San Francisco, at an expense of only a few dollars more than that involved in the regular four-day non-stop trip.

The several jobbers who are also dealers in pianos will also have the opportunity of stopping over for the few days following the Jobbers' Convention and attending the sessions of the National Association of Piano Merchants.

The arrangements for the special train are under the direction of L. C. Wiswell of Lyon & Healy, Chicago, and the officials of the organization are making every effort to insure the success of the convention. The importance of the affair as viewed by the Exposition officials is indicated by the fact that the director of congresses of the Panama-Pacific International Exposition has officially designated July 24 as Victor Talking Machine Jobbers' Day at the Exposition. On that day the jobbers will visit the Exposition in a body and dinner and special entertainment will be provided in their honor. The time for making final preparations for the convention is limited and the members of the Association who contemplate traveling to the convention either by themselves or with their families should not delay in advising Mr. Wiswell so that suitable accommodations may be provided. In view of the rush toward the Golden Gate that will naturally set in during the summer, the desirability of traveling comfortably by special train and in company with congenial companions will be realized by all jobbers.

NEW QUARTERS FOR STEWART CO.

Stewart Talking Machine Co., of Indianapolis, Victor Distributer, Leases Seven-Story Building to Accommodate Its Growing Business—Lively Month for Columbia Branch.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., May 5.—Announcement was made to-day by the Stewart Talking Machine Co. of the leasing of a seven-story building at 18-20 West Georgia street for the wareroom and wholesale department of the company. When the Stewart Co. gets into its new quarters it will have 35,000 square feet of floor space, which the company believes is the largest floor space of any exclusive Victor jobbing house in the United States.

The Stewart Talking Machine Co., handling the Victor line of talking machines, started after the wholesale business in the Middle Western States in 1909. The wholesale quarters opened at that time were outgrown several years ago when large quarters were leased in the Wulsin Industrial building. Now the company has found it necessary to lease an entire building for its own use. Modern equipment for the handling of orders will be installed and the number of employes will be increased. The company expects to get into its new quarters within the next few months in order that everything will be in readiness for the fall trade.

Alexander M. Stewart is president of the Stewart Talking Machine Co., and W. S. Barringer is manager.

Indications are that the Columbia Graphophone Co.'s branch here in charge of A. W. Roos will have a record breaking month as far as sales of machines and records are concerned. In other words, business is very good.

The Kipp-Link Phonograph Co., distributers of the Edison line, is eating up all the machines and records it can get from the Edison factory, but the effects of the fire are still being felt.

The Rowlandson Regulator Co. was granted a certificate of incorporation the first of the month by the Secretary of State at Albany, N. Y. The incorporators are Dr. R. E. Faldl, Dr. C. Pick and R. I. Convissar of New York. The capital is given as $10,000. The company plans to manufacture a device which will regulate the tone volume of talking-machine records.

HANDSOME QUARTERS IN BANGOR.

Chandler & Co. Open New Recital Hall and Private Rooms to Demonstrate the Edison Diamond Disc Phonograph.

(Special to The Talking Machine World.)

BANGOR, ME., May 10.—Chandler & Co., distributors in Eastern Maine for the Edison Diamond Disc Phonograph with headquarters in this city and who have met with great success in featuring both the Edison machines and records, have just opened the second floor of their building on Hammond street, which has been fitted up and euipped in the most elaborate manner. The feature of the second floor is the main room of the recital hall, provided with comfortable upholstered leather chairs and which accommodates a goodly audience at the regular Edison recitals given by the company.

In addition to the recital hall there are three sound proof rooms provided for the demonstration of machines and records. Each of the rooms is decorated in a different style and very comfortably furnished.

RETURNS FROM WESTERN TRIP.

Jos. Wolff, of the Sonora Phonograph Corp., Makes Satisfactory Report of Conditions.

Jos. Wolff, secretary, Sonora Phonograph Corp., 57 Reade street, New York, has returned from a Middle Western trip covering not only a number of their representatives, but visits to the various cabinet factories.

Mr. Wolff reports business as looking up very satisfactorily all along the line, and that if they can only eliminate the main trouble, which is delivering phonographs to the various dealers and jobbers who need them for their clients, the officers of the concern will feel relieved.

"My trip was a short one," added Mr. Wolff, "and I was obliged to cover as much ground as I possibly could in a short time, but my observations of conditions prompt me to predict that this year will total a good volume of business."

LOCKING PLATE FOR SOUND BOXES.

The Peerless Specialty Co. of Philadelphia, Pa., is the maker of a locking plate for Victor sound boxes, particularly for use in demonstration rooms, which insures them from being stolen. They are most effective in this connection, and should make a wide appeal to dealers throughout the country. The selling rights are in the hands of Clement Beecroft, 309 W. Susquehanna avenue, Philadelphia, Pa.

Prepare Now for Fall Victor Business

¶ During the next few months you, Mr. Victor Dealer, will have an opportunity of arranging your plans for your 1915 Fall and Winter Campaign.

¶ Service should be the key-note of this Campaign, and it is in this important field that we can help you.

¶ We have made a careful study of the requirements of the Victor dealer during all seasons of the year and realize that you must receive first-class service from one end of the year to the other.

¶ We are ready to co-operate with you in every possible way, and base this co-operation on 10 years of service on the "firing-line."

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

For quality, variety, interest and activity, the Columbia Record list for June is a symphony!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TO HANDLE VICTOR EXCLUSIVELY.

The Blackman Talking Machine Co. Discontinues the Edison Cylinder—Will Concentrate Its Activities Solely on Victor Line.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, which has been a distributer of Victor and Edison cylinder products for many years, announced this week that the company had decided to discontinue handling the Edison cylinder line, and in the future will concentrate its activities solely on the Victor business. Edison cylinder goods will be sold as long as they continue in stock, but no orders will be filled for new records or new types of machines.

In announcing this change, Mr. Blackman said: "Our relations with Thomas A. Edison, Inc., during the past thirteen years, have been pleasant and cordial, and our decision to discontinue handling the Edison cylinder line is merely one of those things which come about through the process of evolution.

"Our policy has always been that of working for the interests of our customers and promoting their welfare, and we could not see how we could continue as Edison jobbers without handling the Edison disc line, and we decided some time since that this was somewhat inadvisable in view of our main business, which has become almost entirely Victor.

"May 1 being the start of another fiscal year with our company, this was the natural time to make this change, and the time we have taken to bring it about was very largely in order that we might not inconvenience those Edison dealers who might have been affected by such action sooner. We naturally see a great future for the Victor business or would not have taken this course, for it will not mean any retrenchment, but, on the other hand, whatever capital, time or effort was put in the line we are discontinuing will naturally be concentrated and thrown into one line, the Victor."

LOOSCHEN CO. MAKING CABINETS.

Officials of Paterson, N. J., Concern Have Made Study of Talking Machine Trade and Are Now Prepared to Meet Demands for Cabinets—Have a Modern Plant, Where Efficiency Is the Watchword—Splendid Delivery Service.

The Looschen Piano Case Co., whose extensive factories cover practically over two square blocks at Broadway, Thirty-first and Thirty-second streets, Paterson, N. J., has for the past year been making talking machine cabinets in connection with their piano case business, but not until now has it made this formal announcement to the trade. The reason for this has been that the officials have been studying carefully the requirements of the talking machine industry with the result that they are in a positon to give the trade what it wants when it wants it. For over a quarter of a century this company has held an enviable reputation for quick deliveries of piano cases as well as for the quality of the product which it has turned out, and piano cases are naturally difficult to manufacture with success.

A system of progressive manufacturing has been worked out to a fine point by John W. Looschen, treasurer of the concern, so that there is no delay at any time in any department. Each department has just so much work to turn out each day. When this work is done at the end of the day it is left in that department and a new gang of workmen come on at night who take the finished work of one department into the the next so that all each department has to attend to is just the work laid out for it.

One of the most important features of this plant is the system for drying lumber. Sixty carloads of lumber may be stored in the lumber sheds, while twenty-four carloads may be dryed at one time. This gives a fair idea of the enormous facilities the company has at its command. It is another reason for the success the company has had in its cabinet work. J. W. Looschen speaking to a World representative this week said: "We have given particular attention to the drying of lumber with the result that in recent tests which were made by a large manufacturer of phonographs less moisture was found in the wood from our kilns than any other tested. This is a very important feature in cabinet work as all talking machine manufacturers know. We have

Covered Veneer and Lumber Sheds.

equipped our plant to meet the requirements of a trade that demands prompt deliveries, which we can guarantee and which is a great source of satisfaction to the talking machine maker. We have held a reputation for twenty-six years in the piano

One of the Looschen Dry Kilns.

trade for the quality of our cases and our deliveries, and we are at the service of the talking machine industry in the same manner."

ORDERS FROM ALL OVER THE WORLD.

In another part of The World appears an advertisement from the Little One-Der Co., of Nashville, Tenn., in which tribute is paid the advertising value of The Talking Machine World. From recent advertising, orders have come from all over the world, and specific mention is made of an order which was sent them by Hoffman Bros., of New Zealand. The first order sent by this firm showed that the products were so satisfactory that they sent a second and much larger order accompanied by cash. What better tribute to the merits of the "Little One-Der" attachment than such orders?

Designed and perfected by long experience. Correct mechanical strength has been combined with compactness and beauty.

Its artistic construction appeals to the purchasers—because it does not resemble hardware.

Knife removable for sharpening—Powerful toggle joint motion—Chip containing compartment.

Send 50 cents in stamps for sample. Write on your business letter-head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

A REPORT OF PROGRESS.

J. T. Bradt, Sales Manager of the Columbia Co., Reports an Enormous Output for April.

"We have just closed the best April in our history," said James T. Bradt, sales manager of the Columbia Graphophone Co., "our total business for the month even exceeding the figures we had anticipated early in the month. Our factory has been working three shifts a day for many months, and, judging from present indications, this condition will continue for some time to come. The progress we have achieved so far this year is well exemplified in the statement we recently published in The World, wherein we noted that the sales for the first three months of 1915 exceeded the total business of the first eleven months of 1914, and this in spite of the fact that last year was our record breaker. The demand for Columbia products is general, there being a decided increase, however, in the proportionate sale of the higher priced machines. This is evidenced in the fact that our 'Leader' model, retailing at $75, is selling better than ever and is even more popular than our previous best seller, the 'Favorite,' at $50. The 'Mignonette,' which sells for $100, is also closely approximating the banner sales of the 'Favorite,' and the sales of the 'Nonpareil' and 'De Luxe' models are gaining rapidly."

CLOSED A BUSY MONTH.

Owens & Beers, 81 Chambers street, New York the recently formed firm of Victor dealers, report the closing of a very prosperous business during

Photograph of Floral Horseshoe Presented to Owens and Beers.

the first month in their new establishment. They have fitted up very attractive quarters, and, particularly in the furnishing of their booths, have left no stone unturned to provide for the comfort and convenience of their patrons.

As a talisman for their future success, Owens & Beers received a beautiful good-luck wreath from the employes of the New York Talking Machine Co., Victor distributer, with which they had been both connected for a number of years. This wreath, which is shown herewith, is symbolic of the high esteem in which Messrs. Owens and Beers are held by their former associates.

EMERSON PHONOGRAPH CO. FORMED.

Victor H. Emerson Becomes President of a New Company—Will Manufacture Ten Cent Records and Other Talking Machine Products.

Victor H. Emerson, general manager of the recording department of the Columbia Graphophone Co., and one of the best known members of the talking machine industry, resigned from his position recently to become president of the Emerson Phonograph Co., a newly formed corporation which is established in the Equitable building, 120 Broadway, New York.

The officers of the Emerson Phonograph Co. in addition to Mr. Emerson are, treasurer, Richard D. Wyckoff, editor of the Magazine of Wall Street, New York, and Miles Robert Bracewell, secretary. The directors also include Henry C. Lomb, formerly of the Bausch & Lomb Optical Co., and Walter Carroll Low, a New York attorney.

In its initial announcement the Emerson Phonograph Co. states that it has closed arrangements with the Pathé Frères Phonograph Co. whereby it will have the right to reproduce six-inch records from the Pathé Co.'s record repertoire, which will be retailed at ten cents. Other products of the Emerson Phonograph Co. will include the "Electrola," a combination of electrolier and phonograph operated by electricity, and a phonograph nicknamed the "Ford," which will retail at three dollars. In a late announcement the company states that it will neither build nor lease a plant, but will contract for the creation of its products with outside manufacturers, and that it does not intend to do a mail order business.

TALKING MACHINES IN THE SCHOOLS.

Frederic Goodwin, director of the Columbia Co.'s educational department, reports the closing of a number of important deals during the past fortnight whereby Columbia school equipment will be installed for numerous educational purposes. Among the orders received recently were several from the United States Government, New York State and city, and other municipal authorities who recognize the importance of the talking machine and records in the classroom and for general school use. The approach of the summer vacation period has also influenced the purchase of Columbia school equipment by many playground heads in various parts of the country.

CHANGE TITLE OF FIRM.

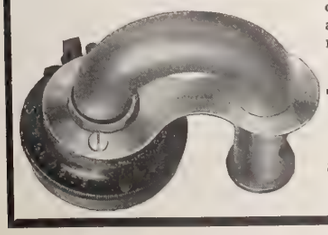
The distributing headquarters of the Columbia Graphophone Co. at Lincoln, Neb., which were formerly conducted by the company, have been purchased by F. F. Dawson, who will control this important distributing branch under the name of the Grafonola Stores Co. Mr. Dawson is thoroughly familiar with the talking machine industry and is enthusiastic regarding the merits and sales possibilities of Columbia products.

Much interest is being displayed in the sound box invented by Alva D. Jones, of Philadelphia, which substitutes rubber for metal, thus, it is claimed, eliminating the metallic quality of tone in the records.

Marshall Field & Co., of Chicago, are now advertising the new Cheney talking machine in the local dailies.

Peerless Locking Plate to Protect Victor Sound Boxes

To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at $3.00 per dozen.



Made by

The Peerless Specialty Co.

Philadelphia, Pa.

Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.

THE

Ogden Cabinet

IS

What You Need

TO

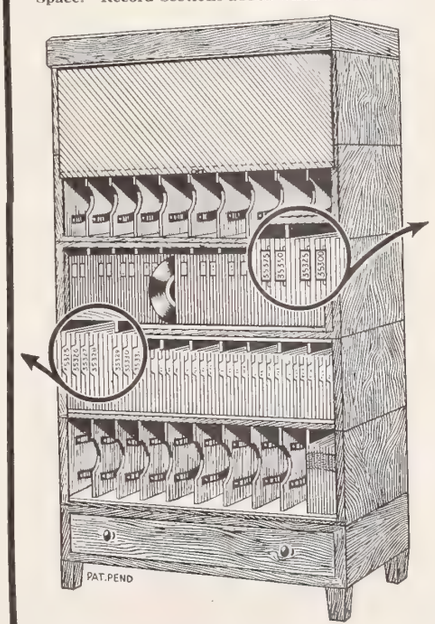
Make More PROFIT and SALES

Orders For

IMPROVED DESIGNS DUPLICATED BY WIRE

Used by the "Livest" Jobbers and Dealers in the Cities of the U. S., Canada, Cuba and Hawiian Islands.

Home Model holds No. 250 10 and 12 in. Records supplied with Numbered Guides. Every Number Visible. Gets any Record instantly. Drawer Section holds 60 Records with supply compartment. Biggest Record Capacity in Smallest Space. Record Sections added when needed.



Models 6, 2, 8, for 10 in., 12 in., and 14 in. Records as Illustrated. Accommodates

1500 RECORDS

Roll Curtain Securely Covers Complete Unit Drawer Section. Has Compartment for Reserve Stock, Envelopes and Supplies. Springs Compel Upright Filing and Prevent Warping.

NEW CATALOGUE

Of all Models and Complete Filing System.

NOW READY

Sent on Request.
(Name Your Jobbers.)

The only system which locates any Record instantly and shows the selling value of every Record.

No labels to change and sells off old stock.

WRITE TODAY

J. B. OGDEN, Lynchburg, Va.

FINAL PLANS FOR TALKING MACHINE JOBBERS' CONVENTION.

Business to Be Handled in One Day Session and Balance of Time to Be Given Over to Enjoyment of Exposition Features and Visits to Points of Interest.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 13.—As a result of a two days' session of the officers and arrangements committee of the National Association of Talking Machine Jobbers, held here, the principal details of the arrangements for the San Francisco convention of the association have been settled.

The schedule is as follows:

July 13—Special train leaves Chicago and arrives at San Francisco on July 21.

July 22 (Thursday)—Business session of convention opens in Red Room of St. Francis Hotel at 10 a. m. and continues without interruption until completion of business. Buffet lunch served in meeting room. In the evening the jobbers will visit the Zone at the exposition informally.

July 23 (Friday)—Commencing 10 a. m., auto ride ending with lunch at famous Cliff House.

July 24 (Saturday)—Victor Talking Machine Jobbers' Day at exposition. At 10.30 a. m. reception by exposition authorities in the California building. Speeches and presentation of bronze placque in honor of event. Reception in the Victor Temple in the Liberal Arts building.

Annual association banquet in the evening at St. Francis Hotel.

July 25 (Sunday)—Jobbers and their friends will be entertained by the Victor Talking Machine Co.

It is also announced that on the way out via the special train, the jobbers will stop off at Kansas City, where they will be entertained on an automobile tour of the city by the Schmelzer Arms Co. of that city.

Those who attended the meeting here to arrange the details were President George E. Mickel, Secretary E. C. Rauth, Andrew G. McCarthy, chairman of the arrangements committee; A. A. Trostler and L. C. Wiswell.

ADDITION TO VICTOR CO. PLANT.

Contract Let for New Six-Story Factory Building to Be Devoted to Cabinet Work.

(Special to The Talking Machine World.)

CAMDEN, N. J., May 10.—The Victor Talking Machine Co. is about to add a new $250,000 building to its extensive plant here. The contract for the new building, which will be devoted to cabinet work, was let last week and the builders are under contract to complete the structure within ninety days. The new building will be six stories high, of reinforced concrete, and will measure 105x193 feet. The construction work will be carried along night and day.

INCORPORATED.

The Rex Talking Machine Co. of Buffalo was incorporated with the Secretary of the State at Albany this week for the purpose of handling talking and singing machines. Capital stock $10,000. Incorporators S. N. Kinan, E. and A. E. Adler.

NEW EDISON DEALERS IN NEW YORK.

Among the new Edison disc dealers recently signed by the Phonograph Corporation of Manhattan, New York, are the following: Phonograph Sales Co., Newark, N. J.; George Fennell & Co., New York, N. Y.; Stoerr & Fister, Scranton, Pa.; Harlem Furniture Co., New York, N. Y., and three new dealers in Sullivan County, New York.

The appeal in the case of the Victor Talking Machine Co. versus R. H. Macy & Co. appeared on the calendar of the United States Circuit Court of Appeals on Monday, and was marked "ready" by the court. Although there are quite a number of cases preceding this issue on the calendar, there is every likelihood of the appeal being argued some time next week.

THE immense HERZOG plant is running night and day for 22 hours out of every 24—which is a record among Furniture Factories and proves one thing securely, namely, that there is an enormous demand for the HERZOG product.

Dealers who distribute HERZOG Talking Machine Cabinets succeed in selling enough goods to keep the HERZOG factory running day and night.

These dealers succeed in selling so many HERZOG pieces because of just three things: The HERZOG Name, the HERZOG Quality, and the HERZOG Helps. By the HERZOG "Helps" we mean HERZOG advertising.

You should not deny yourself these helps. You need all the assistance you can get. For the sake of your business you should communicate at once with

The Herzog Art Furniture Co., Saginaw, W. S., Mich.

BIG DEMAND FOR OGDEN SYSTEM.

Telegraph Orders for Express Shipments Growing in Number—Orders Received from Foreign Countries—Success Won Through Advertising in The Talking Machine World.

(Special to The Talking Machine World.)

LYNCHBURG, VA., May 10.—J. B. Ogden, manufacturer of the Ogden sectional record cabinet and sales system, with headquarters at 206-208 Eighth street, this city, reports that the increase in the demands for the cabinet systems has been taxing his facilities to fill the orders promptly. During the past two weeks Mr. Ogden has been in receipt of a large number of orders by telegraph for rush delivery, among them orders for cabinets totaling over 900 pounds in weight to be shipped by express. So satisfied was one customer with the cabinets that, upon receipt of his first order, he immediately wired to have the order duplicated and shipped by express, the express charges paid by the customer being close to $50.

The foreign demand for the Ogden cabinets is also developing, among recent orders being those from Cuba and Honolulu, with an excellent prospect of orders from the Philippines. The Canadian territory is also producing a gool demand.

"The improved models have been very highly complimented voluntarily by some who are certainly capable of judging of material, workmanship and finish," says Mr. Ogden. "Some of the handsomest talking machine departments in the country are now being fitted up with my cabinet, fitted to match their interiors and furnishings. This increasing demand I attribute to the best article made for this purpose, making good on all claims made for it, being presented to the proper class of trade through the best medium in the world, namely, The Talking Machine World."

USING SOSS HINGES.

Talking Machine Manufacturers Find Them Serviceable in Improving the Appearance of Cabinets—Durably Constructed.

The Soss Manufacturing Co., 435 Atlantic avenue, Brooklyn, N. Y., have been having much success furnishing the Soss invisible hinges to manufacturers of talking machines, who have found that these hinges, owing to their invisibility, improve the general appearance of the cabinet. For many years they have been used on high-grade player-pianos and are made in numerous sizes for use in cabinet work. They are found on the Aeolian Vocalion and other talking machines of international reputation. One of their most salient features is their durability.

THE PEERLESS PHONOGRAPH CO.

The Peerless Phonograph Co. has been organized by Ben H. Janssen, president, the headquarters being at 132d street and Brown Place, New York. The company will be distributors for the Pathé Frères Phonograph Co. and will devote most of its energies to the piano and furniture trades. The new company was recently incorporated at Albany with a capital stock of $30,000.

E. C. Plume, of the specialty advertising house of Edward C. Plume & Co., Chicago, Ill., is again at his desk after a protracted illness.

HOLD FAST
Sound Box Lock

Here is a long felt want of talking machine dealers, for it absolutely gives protection from theft of sound boxes.

Send 15c for Sample

E. BAUER, 218 South 12th St., Philadelphia

BIG TALKER ADVERTISEMENTS.

The Bon Marche Dry Goods Co., Lowell, Mass., Uses Two-Page Spreads in Local Newspapers to Feature Victor and Columbia Lines.

(Special to The Talking Machine World.)

LOWELL, MASS., May 8.—One of the largest, if not the largest, talking advertisement ever inserted in a daily newspaper by a retailer made its appearance in the Lowell Sun on Wednesday of this week under the signature of the Bon Marche Dry Goods Co., the large local department store, which operates a most successful talking machine department. The advertisement filled two entire pages, one page being devoted to Victor machines and records and the second page to the Columbia line. Both pages were well laid out, with portraits of the leading record artists of the two companies and illustrations of the various types of machines. The text matter was set in panels distributed among the illustrations and giving the whole layout a well-balanced appearance.

So successful was the advertisement that it was inserted in another daily, a Sunday paper and a French daily.

"In spite of the general depression that has existed for some time past," said Charles G. Martin, who is in charge of the talking machine department of the Bon Marche, "business in this department has gone ahead steadily. We had conducted the department for the past four years, and through liberal advertising, prompt service and courteous treatment we have built up what we believe to be the largest business of this kind in Lowell."

ENJOYS PERIOD OF EXPANSION.

Herzog Art Furniture Co. Builds Addition to Plant and Increases Working Force—John Herzog, Head of the Company, a Hard Worker—Many New Designs in Cabinet.

(Special to The Talking Machine World.)

SAGINAW, MICH., May 10.—In refreshing contrast to the reports of business depression that come from certain sections of the country is the statement of the Herzog Art Furniture Co., of this city, to the effect that during the past year it has built a substantial addition to its plant, thus making room for a force of 500 men working in shifts that keep the factory in operation for twenty-two hours out of every twenty-four. The record is decidedly unusual, in view of current conditions, and the progress of the Herzog Co. is due largely to the talents and ability of John Herzog, the head of the company, who has come to be one of the leading figures in the furniture trade.

Mr. Herzog has the reputation of getting to bed before eight o'clock each evening and arriving at the factory, ready for twelve or fifteen hours of steady work, at three or four a. m., proceeding on the idea that the early morning hours afford the best opportunity for planning the work of the day.

John Herzog last year placed a great number of new designs on the market, most of which were patented, and the instant popularity accorded his products has stimulated his building special furniture machinery, with which he hopes within a year or two to be making furniture as rapidly as Ford makes automobiles. The special patented features recently introduced were mostly on music cabinets, record cabinets and player roll cabinets.

The plant of the Herzog Co. is constructed and operated in accordance with the latest ideas in factory efficiency. The working conditions are excellent and are calculated to keep the many employes of the plant healthy and interested.

Salesmen representing the Herzog Art Furniture Co. cover every section of the United States and direct factory salesrooms are maintained at the factory at Grand Rapids in the Leonard Exhibition building, in New York at the New York Furniture Exchange, and at Los Angeles in the Trust & Savings building.

Recordsave trebles life records, $1.
Cleannote pad cleans, lubricates records. Lessens scratch, 25c.
Talkoil (tubes) won't run or dry. Perfect for Motors, 25c.
Talktimer only way get accurate speed, 10c.
Descriptive Circulars
Vox Humana Talking Machine Co., **Nantucket, Mass.**

PHILIP T. DODGE ELECTED PRESIDENT

Of the American Graphophone Co. to Fill the Unexpired Term of the Late Edward D. Easton, at a Special Meeting of the Directors Held May 12—Man of National Eminence.

At a meeting of the board of directors of the American Graphophone Co., held at the executive offices in the Woolworth building, New York, on May 12, Philip T. Dodge, long one of its directors, was elected president to fill the unexpired term of E. D. Easton, deceased.

In assuming the presidency of the American Graphophone Co. Mr. Dodge becomes the head of

Philip T. Dodge.

three of the most prominent industries of their kind in this country, the other two being the Mergenthaler Linotype Co. and the International Paper Co.

Mr. Dodge is recognized as one of this country's foremost captains of industry, and his conduct of the affairs of the Mergenthaler Linotype Co. developed this business into one of the largest manufacturing concerns in the world. His handling of the reins of this giant industry has marked him as a business man of unusual ability.

Mr. Dodge was originally a lawyer and gained an enviable reputation as a student of patent law.

In electing Mr. Dodge to the presidency of the American Graphophone Co. the directors are unanimously of the opinion that under his able guidance the affairs of the company will be conducted in such a manner as to insure the continued financial success it is at present enjoying.

In addition to being president of the Mergenthaler Linotype Co., International Paper Co. and the American Graphophone Co., Mr. Dodge is also a director in such well-known corporations as the Royal Typewriter Co., New York Transportation Co., Lawyers' Title & Trust Co., Linotype & Machinery Co., London, and others.

L. C. WISWELL'S SON INJURED.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 13.—The members of the talking machine trade will regret to learn of the serious injury sustained by L. C. Wiswell's eight-year-old son, Leslie, Jr., who was thrown from a bicycle yesterday and fractured his skull. The doctors hold out hopes for the boy's recovery, in which the many friends of Mr. Wiswell earnestly join.

The American Graphophone Co. has declared a regular quarterly dividend of 1¾ per cent. on its preferred stock, payable May 15 to stockholders of record May 1.

GOOD SHOWING IN CLEVELAND.

Busines for the Month Has Shown a Steady Increase, and the Outlook Throughout the State, Particularly in Northwestern Ohio, Is Excellent—News of Importance for Month.

(Special to The Talking Machine World.)

CLEVELAND, O., May 8.—During the past month the dealers of all lines of talking machines have been very much encouraged by the fact that business has been on the increase. Most companies have suffered from the scarcity of goods, but all are hopeful for better conditions in the near future. The advertising features during the past month have greatly stimulated the music loving public to purchase talking machines and records. Clifford Ely, special representative of the Columbia Graphophone Co., on his trip through this territory reports conditions exceptionally good. He states that the North Ohio territory for the Columbia Co. has been greatly increased, and even better conditions are expected.

Mr. Denslow, manager of the Eclipse Musical Co.'s retail department, reports business good and steady, with each month rolling up a large increase over 1914 business. Several attractive window displays brought in a fair quota of business. Mr. Evan Williams was an interested visitor during the month.

C. A. Routh, energetic manager of the Grafonola Co., states that business is favorable, and despite the scarcity of goods feels optimistic that the ensuing months will bring increasing results.

The phonograph department of the Story & Clark Piano Co. has installed several new and beautiful demonstration booths. Mr. Hug, the manager of the department, is very optimistic that, with the splendid facilities, the demand for the Edison phonograph should be greatly augmented during the coming months.

The W. H. Buescher & Sons Co., Victor distributers, are very well satisfied with the results for the month.

Mr. Morton, manager of the Grafonola department of the H. M. Brainard Piano Co., reports a very successful month both in Grafonolas and records.

The George D. Koch & Sons Co., the well-known East End furniture store and Edison retail dealer, reports a steady increase in business and looks for-

H. C. BROWN ADDRESSES PUBLISHERS

Henry C. Brown, advertising manager of the Victor Talking Machine Co. and vice-president of the Sphinx Club, was one of the speakers at the luncheon held in connection with the recent convention of the newspaper publishers at the Waldorf-Astoria Hotel. Mr. Brown made a strong plea for cooperation between the newspapers and the advertisers.

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

EMPIRE SECURITY CO.
Harris Trust Bldg. **CHICAGO**

NEW MODEL OF PATHEPHONE.

Recently Introduced by the Pathé Frères Phonograph Co. and Designated No. 100 Has Won Much Favorable Comment in the Trade.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week the addition to its line of Pathephones of a new model, which will be known as No. 100, and will retail at $100. This is the second new Pathephone added to the line in the past two months, No. 200, retailing at $200, having been announced for April. Both of these machines embody various features found exclusively in the Pathé line. They are equipped to play all makes of records, thereby permitting Pathé dealers to present the Pathephone to lovers of all kinds of music. Constructionally, the new Pathephones are

No. 100 Pathephone.

representative of the merits of the entire Pathé line which is most popular. The cabinet work is particularly worthy of mention, as the officials of the company aimed to have the cabinets high-grade and artistic in every detail.

E. A. Widman, treasurer and general manager of the Pathé Frères Phonograph Co., is enthusiastic regarding the outlook as during the past few months, sales have increased beyond all expectations. Distributers and dealers have been signed in all parts of the country, and the interest that the Pathé line is attracting is evidenced in the numerous inquiries which have been received from members of the trade relative to securing territorial rights for the Pathé discs and Pathephone.

FIVE O'CLOCK TEA WITH MUSIC VANQUISHES THE WOLF.

How a Spacious Veranda, Daintily Served Viands and a Meritorious Talking Machine Drove the Wolf from the Door of a Financially Embarrassed Household—Some Pointers for the Dealer Who Is Looking for New Avenues of Distribution for Their Products.

The bolt descended from out a clear sky, on a sunny morning in April, with as little warning as an aerial bomb gives when dropped from a raiding Taube. Investments, highly recommended by a speculatively inclined acquaintance, suddenly became worthless pieces of beautifully engraved paper, and three women were plunged into straightened circumstances.

The blow crashed hardest against the frail and aged mother, who had never before felt the trials of a scanty purse. The daughters, however, both red-blooded young women of eighteen and twenty years respectively, were not inclined to look upon poverty as a serious handicap. It did not in the least alter their high regard for the good things of life; neither did it change their determination to enjoy the same. They went about the solution of the livelihood problem with common sense, aided and abetted by a certain business ability inherited from some long departed forebear, and, after a brief but energetic family conference, decided to reimburse themselves through the medium of five o'clock tea with music.

Fortunately they owned their home, a rather pretentious house of frame and brick with commodious porches situated on the main street of H——. They were fortunate also in location, as the well-kept roadway passing their door was a favorite speedway for big automobiles.

They had no sooner laid the foundation of their prospective fortune by placing a group of attractively appointed tables upon the veranda, and suspending a modestly inscribed signboard from a wistaria-encircled pillar, when the limousines, touring cars, and runabouts alike showed a tendency to accept the alluring invitation extended so courteously to their hungry passengers. Even a Ford was seen to pause for refreshment before "rambling along."

The menu was not an elaborate one, nor was it a difficult one to prepare, but the quality of the food was kept at a very high standard. Then to aid digestion and to assure their patrons of the fact that they believed in entertainment as well as nourishment, these progressive young women provided a $200 Victrola for the dispensation of sweet music in harmony with each and every audience. (This talking machine was purchased from the dealer in H—— on the instalment plan.)

Another feature they included for the price of luncheon was the privilege of the dance. For those who cared to avail themselves of this most popular pastime of the present day, a requisite amount of floor space was set aside and carefully screened from the gaze of the inquisitive passer-by a vine-clad lattice. The kind of dancing to be avoided, however, was made known at the outset, and all patrons who were fond of the extreme varieties of tango and maxixe were given the alternative of conservatism or departure.

In the evening the luncheon made way for a cooling repast of ices and cakes of sorts. Also refreshing drinks that cheered but did not inebriate, were served with a thought toward the easement of thirsty and dust-laden throats.

This venture of the Misses G—— was carried along throughout the summer of 1914 with the greatest success. They were so well pleased, not only by the money they made, which, by the way, was ample to lift the cloud that had been hovering over them, but with the congenial character of their business and the new friends it made for them, that they have decided to continue on a larger scale this year.

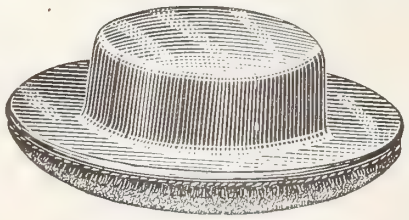
"Five o'clock tea with music" has become a slogan among automobile parties for miles around, and when a family party starts out for a day's jaunt in their car, it goes without saying that a stop will be made in H—— for a bite, a tune, and a trot.

This establishment is open on Sundays also, but the concert rendered upon that day is composed of sacred selections solely, and such an air of decorum is maintained that even the Purity League has thought it best not to interfere—as yet.

Mr. Dealer, how does this idea appeal to you? Do you think there are any among your list of customers who are in such circumstances that a venture of this character would elevate them from comparative poverty to affluence as it did the Misses G——? When it has been successfully worked out in one case, it can most certainly be done again. Do you not agree with me?

There is this about it too—whenever you make friends of people like these estimable young ladies and their sweet old mother you are not only building up a good trade, but are placing yourself in

"Standard" Record Cleaner



ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
Broadway, 31st and 32nd Street
Paterson, N. J.

a position to become extensively advertised as well. On a display stand situated at a point where it can be seen by every guest while en route to and from the luncheon table, is spread an elaborate assortment of talking machine literature from the Victor Shop in H——. Do you realize what this means, Mr. Dealer? It works out this way: When Mr. and Mrs. Cityman, engaged in the pleasant occupation of munching lettuce sandwiches and drinking tea, hear among other sounds that issue so melodiously from out the tone chamber of the Victrola an air that particularly strikes their fancy, they make a note of it, and, ere they depart for home, stop in at the afore mentioned Victor Shop, and purchase the record of their choice with the echo of its tunefulness still in their ears. You know how it is—when you hear anything in the record line that is unusually pleasing, you want to own that selection right away. Well, fortunately for the Victor man in H——, Mr. and Mrs. Cityman are of the same musical tastes as yourself, Mr. Dealer. Great, is it not?

I really believe, my friend, it will pay you to do some scouting through your territory with the idea in view of locating such establishments as have been described in this story and soliciting their patronage. There are a great many people in country villages who take boarders, and entertain guests at dinner, throughout the summer months, who would, I am sure, be glad to avail themselves of the opportunity to strengthen their hold upon their trade by the addition of good music well rendered.

Why not make a tour of your vicinity, and put the following proposition, viz., musical concerts as a drawing card, up to each hotel, restaurant, tea room, roadhouse and cafe proprietor? Now is the time to do it, too, for spring is already here, and it takes but a single sweep of the scythe which old Father Time wields so dexterously to bring another summer upon us.

The fact that the Misses G—— have been victorious in their battle with the wolf largely through the Victrola's ability to attract, shows that there is really something worth while in this idea of five o'clock tea with music," and I think that every dealer who has among his clientele of customers a prospect, no matter how remote, along this line should lose no time in trying to develop it.

I have been at summer hotels, Mr. Dealer, where talking machines were installed for the entertainment of guests, and, while in the dining room, have witnessed the amusing spectacle of people leaving the tables before the conclusion of the meal in order that the concert which had just started in the exchange or parlor should not proceed further without them. That shows most conclusively the drawing ability of good music, does it not? when a man will cut short his dinner to hear it.

By way of conclusion, allow me to say that I hope every dealer who reads this little story of mine will think over very carefully the proposition set forth therein and, if possible, establish a talking machine outfit wherever good food is served within a radius of several miles of his shop. By doing this, he will add materially to his own financial income, and at the same time make a lot of other folks happy which, by the way, is the best kind of philanthropy.

Statistics compiled by experts stationed at the colleges, where advanced farming and dairying are taught to thousands of students every year, have proved that even a cow will indulge in a more copious flow of milk while listening to music. If a talking machine will make a philanthropist of a cow, it should do as much for you, Mr. Dealer.

HOWARD TAYLOR MIDDLETON.

LEAVES ON BUSINESS TRIP.

Otto Heinemann, 45 Broadway, New York, managing director of Carl Lindström, Berlin, Germany, and St. Croix, Switzerland, the well-known manufacturer of motors for talking machines, left Wednesday for a fortnight's trip through the South and West. He will visit the talking machine trade in this territory in response to numerous inquiries received regarding the Lindström motor.

Before leaving on this trip Mr. Heinemann commented upon conditions as follows: "We have found business very encouraging to date, and our patrons are well pleased with the service Lindström motors are giving. Our factory at Berlin is being devoted in a measure to the needs of the German Government, but our factory at St. Croix, Switzerland, is working to full capacity, and we are receiving shipments regularly. We look forward to an excellent fall trade with all the many types of our motors."

The Columbia Graphophone Co. has just issued an interesting brochure devoted to a list of the company's contributions to the talking machine industry within the past ten years.

FOR SALE

An exclusive Edison disc and cylinder business, established, for sale in city of 55,000 population, no competition. Correspondence invited. Address Box 1000, care The Talking Machine World, 373 Fourth Ave., N. Y.

WANTED

A man familiar with record manufacturing and record machines. Address Box "S," care The Talking Machine World, 373 Fourth Avenue, New York.

HELP WANTED

An experienced sound wave recorder in the hill and dale type. State experience and salary wanted. Address "M. A. 3," care The Talking Machine World, 220 South State Street, Chicago, Ill.

For Sale

Large Victor Electric Sign—almost new—cost $175—will sell for $75. Owens & Beers, 81 Chambers Street, New York.

FOR SALE

Exclusive Victor Victrola retail store in city of 100,000 population. Invoice about $10,000. Excellent location—four-year lease. Doing fine business. Other business connections force me to sell. Address "S. S. S.," care The Talking Machine World, 373 Fourth Ave., New York.

WILL SELL

7,000 brand new double-faced, imported records; 6,000 instrumental and 1,000 songs. Will play Victor or Columbia machines. PRICE: $250.00 per thousand.

FOR FULL DETAILS WRITE

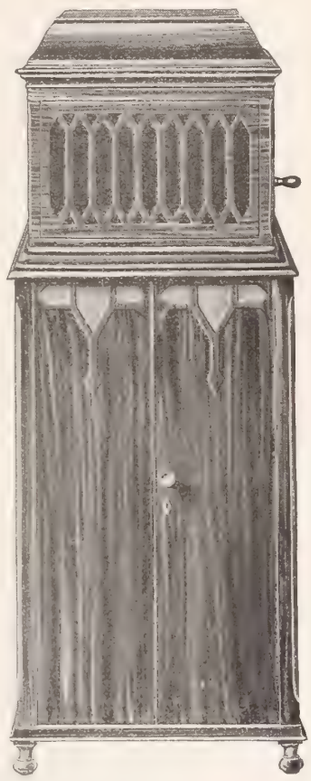
CHICAGO RECORD COMPANY

1014 Consumers Bldg.
220 S. State Street
CHICAGO, ILLINOIS.

—for Edison Dealers

The Ideal Cabinet for the $80 Edison Machine

THE POOLEY Record Cabinet



WITH RACKS No. 19 - - - - - - list $20
WITH SYSTEM No. 80 - - - - - list $28

Don't be satisfied with merely an average cabinet.

Get a leader!

Show an outfit for $100 that looks like $150. Here it is—our new Edison!

A perfect unit with the $80 Machine in size, finish and design, and the best value of its kind in the country.

And remember! This cabinet can be had with the Pooley Filing Device for the wide Edison records. The handiest record filing system known and heretofore available for only Victor or Columbia records. We make the most popular Victor and Columbia cabinets in the trade and to convince yourself that this is your "Big Business" Edison order a sample both ways NOW.

Don't forget!

POOLEY

FURNITURE CO., INCORPORATED
PHILADELPHIA - - - - - - - PA.

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Acting President

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Season Just Closing Marks a Remarkable Epoch in the Gramophone Trade—Triumphing Over Many Difficulties Despite War Conditions—British-Made Goods in Increasing Demand—Exporters Having Problems to Meet Which Are Momentous—Needles and Springs of Domestic Manufacture—Something of the "Guardsman" Records—Columbia Co. Organizes a European Administrative Council—J. C. Goff Made Director—New Rena Record—Various Companies Issuing Interesting Lists of Records—General News of Month.

(Special to The Talking Machine World.)

LONDON, E. C., May 4.—Without a doubt the 1914-15 gramophone trade season will go into history as the most remarkable on record. Other seasons may have been associated with particular conditions of a none too helpful nature from the viewpoint of trade stability, out of which, be it said, the industry has triumphantly emerged; yet the present season which now draws to a close, beset with a hundred and one adverse elements, leaves to chronicle the finest page of accomplishment in the whole field of gramophone industrial development.

The period covering the 1914-15 season is unparalleled in the annals of our industry. Apart from the diminishing world trade and its consequent effect upon the purchase of luxuries, gramophone business has been carried on under very special difficulties in regard to labor shortage and the complete closure of the well-spring of gramophone supplies. With the latter aspect of things we are mainly concerned at the moment. Until next season retail sales will not be over great. The interim may be profitably occupied in an endeavor to make such arrangements as will lessen the necessity of relying upon foreign sources of manufacture. This is the problem with which we are faced and of which the honor and prestige of British workmanship demand an early solution.

Gramophone Plants Making War Supplies.

Now, what is being done to meet the supply question? With the best of good will one is forced to the view that British accomplishment in the direction of gramophonic production is comparatively of a negligible quantity. It is not entirely the fault of inappreciation of the vast trade awaiting capture so much as inability on the part of engineering firms to handle other than governmental work. Over 3,000 shops in this country are working night and day in the production of ammunition and weapons. Other metal and wood work in enormous quantities is being supplied by separate factories, and the facilities, therefore, available for the manufacture of gramophone mechanism are very obviously of a limited scope. Some of the work is being handled in gramophone factories. I am not permitted to mention names, but that in itself is significant enough of the demands upon our factory resources for the production of war engines.

Increase in British-Made Goods.

With it all, however, an increase, if little, in the number of firms engaged on gramophone work is to be registered. It is now possible to obtain British-made motors, tone arms, sound boxes, turntables, brackets, etc., at prices somewhat higher than Continental figures, it is true, but the fact of having made a start is the great point to be considered. In due course, as manufacturers find their level of costs, they will be able to show economy here and there which, in competition, will tend to price reduction along lines showing favorable comparison with pre-war rates. To this end it behooves British trading houses to co-operate upon an equitable plan for the encouragement of any and every firm willing to utilize its plant for the manufacture of talking machine goods.

The Troubles of Exporters.

Considerable feeling is evinced in trade circles generally by what are described as official red tape regulations in connection with the granting of licenses for the exportation of goods. The War Trade Department seems to raise all manner of peculiar difficulties which seriously hamper genuine efforts to improve business relationship with oversea markets. One would have thought that non-contraband goods—musical instruments and parts thereof, for instance—destined for neutral countries, especially outside the war area, might reasonably be free of such harassing demands as are put forward. On every consignment it is, in some cases, necessary to obtain a separate license, with the result that despatch of goods is held up for long periods. "To save delay" in the issuance of licenses exporters are asked to estimate on the nature, weight, destination, etc., of consignments three months ahead! Easy enough, perhaps, in some cases, but quite impossible of satisfaction where a firm is receiving orders from abroad by almost every mail.

In such times as these one hesitates to criticize, yet the foregoing speaks clearly a want of appreciation on the part of the official trade department of present business exigencies. Mayhap a combined memorial on the subject from the trade would help to ease the restrictions which are placed on British export trade activity.

Appropriate Zonophone Issues.

In the production of National anthems and patriotic "hits" the Zonophone Co. justly prides itself on being in a position to meet adequately all international demands. In view of the uncertain position in which Italy and Roumania find themselves in relation to the present world conflict, it is significant to observe itemized on the latest Zonophone list the National anthems paired on record No. 1450, by the Black Diamond Band. Our friends evidently know something of which this fine record is perhaps intended as a sort of preliminary disclosure. Several acceptable titles are down to the credit of Sidney Coltham, whose sweet tenor voice has created for him and his art an unassailable position in the world of music. Two new patriotics presented by Ernest Pike make good additions, and the record No. 1455 is, in my opinion, safe to back for a cinch, notwithstanding the surfeit of this class of song latterly. Described as the Queen of the Halls, Florrie Ford is certainly very captivating in the presentment of her two latest titles, "The Kellys Are at It Again" and "They All Play the Same Old Game." The list throughout is brimful of choice numbers, as usual.

British-Made Gramophone Needles and Springs.

The business end of a needle is an infallible guide to its merits or demerits, as the case may be. When demonstrating records the careful salesman habitually tests the point on his finger. That is his guide to the quality of a needle. Uniformity is seldom the rule; accidents will happen in the best-regulated machines, hence the need of a test to determine "the point." This, by way of preliminary, is interesting as serving to throw into prominence the fact that in my experience of British-made needles and those of Continental manufacture the former are uniformly to be relied

JUST A WORD TO YOU

ARE YOU STOCKING

COLISEUM RECORDS

IF NOT, WHY NOT

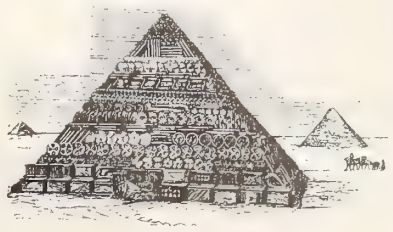
We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

WM. COOPER BROS., LTD.
(X Y DEPT)
1735-37-39-41-43 Clerkenwell Rd.
LONDON, E. C.

"RENO"

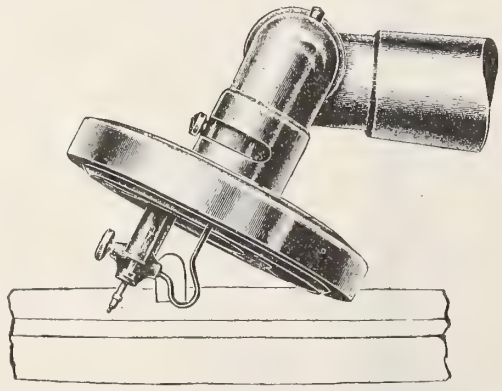
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64 PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 36).

upon for the best finger pricks. Which is my curious way of testifying to the splendid quality of Sheffield steel in the form of gramophone needles. In this connection I cannot refrain from giving my readers the benefit of a test recently made of the new "Dreadnought" Sheffield steel needle. It offers no more than the correct resistance and glides over the record with a minimum of surface noise. Of fairly full tonal volume, the "Dreadnought" certainly brings all the best out of records, and from the viewpoint of general quality I should say it need dread nought. Samples and quotations for quantities may be obtained by all interested traders on application to J. Stead & Co., Manor Works, Cricket Inn Road, Sheffield, England. This firm will also be glad to forward particulars of their mainspring manufactures, for which is claimed special tension steel ribbon and reliable quality throughout.

The Attributes of "Guardsman" Records.

Of pertinent interest to oversea buyers these days is the character, quality and standing of records imported from England. In isolated directions patriotism may be at a discount, but even if increased by the limits of one's pocket patriotism in connection with records can be exercised by all. Not on this ground alone has the "Guardsman" record won the heights of popularity. No; there is the question of quality—quality of repertoire and quality of artists. In both directions the record under mention "makes good," as my American friends have it, and the point is emphasized on perusal of the company's fine program, which embodies a feast of good items from cover to cover. Among musical selections many excellent contributions are down to the credit of the band of H. M. Irish Guards—the regiment, by the way, which has won for itself immortal glory on the battlefields of Flanders. This famous band is at present busily engaged in the delectation of martial music at recruiting meets, and as a result of its inspiring work thousands of bashful youths have been encouraged to take the King's shilling.

Contributions by many other first-class band and orchestral combinations, not to mention solo items of almost every instrument under the sun, are listed on "Guardsman" records.

In the vocal section hundreds of titles covering every phase or style of song by well-known artists are available, and throughout a uniformly high standard of quality is maintained.

The "Guardsman" record is 10 inches double-sided, sells at a competitive figure and is obtainable only from the Invicta Record Co., Ltd., New Inn Yard, Great Eastern street, London. With it goes the company's guarantee: "That this record is made in a factory owned entirely by Englishmen, and no German capital is invested in it."

Important Acquisition to Columbia Executive.

Under date of April 14 Louis S. Sterling, European general manager of the Columbia Graphophone Co., advises me of a new departure in the Columbia administration, of which James C. Goff has undertaken the directorship. The step evokes general approval in trade circles, where Mr. Goff's popularity is only superseded by his wide experience and ability in the domain of talking machine trade administration. In a letter sent to the trade Mr. Sterling says in part:

"The development of our business during the past few years has been such a rapid one that we have decided to extend and at the same time to consolidate our organization. The war has created a condition of affairs in the talking machine market that our future, and that of the whole industry, has to be considered from a wider aspect than heretofore. The possibilities ahead are in our opinion greater than they have ever been. We have accordingly decided to form a European Administrative Council to advise on the policy of expansion through Europe, and more especially in the home market."

James C. Goff has been made director of this European Administrative Council. When circumstances permit, other important appointments will be made to the council.

"The Passing Show of 1915."

In addition to the usual quota of monthly "gems" from the world of music, several special issues are announced on "His Master's Voice" recent impressions. Described as a "scoop," and it unquestionably is, is the prompt issue of all the popular numbers from the above production now being played nightly to crowded audiences at the Palace Theatre, London. And not the least important aspect of this issue represents the services of the original artists, who were specially "commandeered" for the occasion. *The* star is, of course, Elsie Janis. Boosted in the form of large and attractive newspaper advertisements, these new "H. M. V." records have sprung into instant and insistent demand all over the country. An excellent photo presentment of Miss Janis on an attractive window hanger is being largely utilized by live dealers to still further stimulate sales.

"Reno" Introduces a New Record.

Our friend Reno—the "man of many parts"—otherwise W. H. Reynolds, is a real hustler. Having been held up on supplies when war broke out, he immediately set about investigating the possibilities of British resources for the manufacture of gramophone mechanism and other parts. The story of his disappointments we will not reiterate. Suffice it to say that he has successfully overcome all difficulties and is now in a position to quote close prices on gramophones and parts of (mainly) his own manufacture.

This achievement is now associated with another enterprising move in the direction of record production. The youngster is christened "Defiance," surely a good name upon which to commence life in a commercial field of strenuous and keen competition. "Soon in working order," says Mr. Reynolds, "the Defiance record factory is capable of a large output, there being already some 2,000 matrices from which to commence pressing." Further particulars will be published in due course. Meantime I would extend to Mr. Reynolds all good

(*Continued on page* 38.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

REGISTERED

TRADE MARK

TO OVERSEA'S BUYERS

We manufacture Records and Gramophones of the highest quality and can quote prices to compete in any market in the world. Send for lists of records containing over 700 titles, and our 1915 catalogue of 26 new models of Gramophones and Cabinets. All the latest English and American Songs are on our List.

Address inquiries to:

Export Manager, INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

YOU ARE PAYING TOO MUCH FOR GRAMOPHONES AND RECORDS.

A GLANCE AT OUR CATALOGUES WILL CONVINCE YOU.

FROM OUR LONDON HEADQUARTERS—(Continued from page 37).

wishes for the unqualified success of his new venture.

"Rosy Rapture" First Records.

The Columbia Co. has secured the first records of Sir James Barrie's sensational revue, "Rosy Rapture." These are two 12-inch records and embrace an orchestral selection of the numbers in revue, the "Rosy Rapture Waltz," the "Gaby Fox-Trot" and the "Beauty Chorus March."

As the revue was only produced at the Duke of York's Theater on March 22 and the records were on sale throughout London by March 31, it is obvious that the splendid resources of Columbia were not tested in vain.

New Russian Tariff.

One outcome of the war is the automatic lapsing of commercial treaties between the belligerent nations. Pending other arrangements, Russia has now adopted a temporary revision of tariffs whereby even free-trade England is debarred from the most favored nation clause which she previously enjoyed. The latter advantage is in fact altogether abolished, every nation being placed on a common footing. The new protective tariff shows an average increase of 25 to 30 per cent., and this will remain in force until the conclusion of peace renders permissible the making of fresh commercial treaties.

It is reasonable to say that "the man in the street" will fail to appreciate the motives which actuate this new move on the part of Russia, which has since the war expressed more than once her wish for increased commercial relationship with her allies. Is this how she encourages it?

Ban on Exports of Shellac.

On the latest list of goods which must not be exported is shellac. This prohibition applies to all foreign ports in Europe and on the Mediterranean and Black seas.

T. Edens Osborne Still at It.

Many brightly written advertisements of the editorial style which make interesting and even instructive reading have recently appeared in the Belfast newspapers. The enterprise delinquent is, of course, our old friend, Thomas Edens Osborne.

Interesting Coliseum Record List.

In the May list of Coliseum records will be found many interesting numbers which have won favor in musical circles throughout the kingdom. Parts 1 and 2 of the "Cinema Star" production are performed in excellent style by the Royal Military Band, an organization which has given of its best art on Coliseum records. Disc 745 carries two selections of almost international flavor, "The Royal Canadians March" and "Le long-du-Missouri," both presented in an attractive manner by the above band. Chirgwin's immortal "Blind Boy" and "My Fiddle Is My Sweetheart," two of the most heart-moving songs ever published, are down to the credit of Stanley Stuart as phono-fiddle solos on No. 746. The accordeon and the xylophone are also brought under contribution in pleasing solo performances by accomplished executants. On the vocal side we notice several good baritone and tenor contributions, and some popular airs of the ragtime type are offered by the American duetists, Messrs. Hayes and Croft. The foregoing are all 10-inch double discs. The 12-inch section contains particulars of a special issue of selections from "The Bohemian Girl," "Martha," "Raymond" and "Faust," by the Imperial Guard Band. These records represent the highest attributes of musical art, and readers are well advised to get into touch with the Coliseum people for trading terms, etc.

New Records by Ysaye.

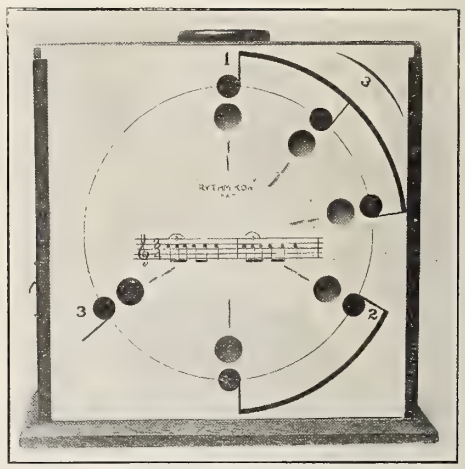
The sojourn of Ysaye in this country as one of the most illustrious of the refugees from "Hun-ridden Belgium" lends added interest to the announcement of two new Columbia recordings by the world-famous violinist.

Ten records already stand on the Columbia "De Luxe" series against the name of Ysaye, and it is interesting to learn that since the war has centered the musical public's attention upon the violinist and his trying experiences the sales of these records have been phenomenal.

The two new records (both 12-inch, single-sided) are the selections Schumann's "Abendlied" and Ysaye's own "Reve d'Enfant."

THE RYTHMIKON IS INTRODUCED.

The Rythmikon is an instrument enclosed in a compact wooden cabinet. A metal hand having a red-spot at its tip revolves in a space in front of which is a card bearing, in printed musical notation, the particular rhythm it is the desire to master. This rhythm is printed as it would appear in written music, but instead of being in a straight line the notes are enlarged and properly spaced along a circular path.



The Rythmikon.

Corresponding with each printed note is a round opening in the card, and through this hole the red-spot on the revolving hand becomes visible at the exact moment the note is due to be sounded, a pronounced click further calling attention to its appearance and assisting to fix the rhythmic pulsation. The revolution of the hand (which constitutes a measure) is announced by a bell.

The providing of thirty-two cards, each with a different combination of notes, gives the majority of rhythms commonly found in music. But by using three metal plates which accompany each instrument, it is possible immediately to have the Rythmikon give any desired rhythm imaginable.

The offices of the Rythmikon corporation are in suite 32 and 34, Metropolitan Opera House, New York, with Chas. Bobzin in charge.

THE HOUSE OF MANY PARTS

We are the oldest established house in the trade who have seriously catered for all kinds of replacement parts necessary for repairs. Without doubt we have the largest and most varied stock of all classes of wheels and pinions, of all the popular machines that have been on the market and also are on the market at the present day.

We can therefore supply almost any part you require from stock, but, on the other hand, we have a special plant for cutting odd-sized wheels and pinions, which can be made in your patterns in a few hours.

We also hold large stocks of needles, motors, of Swiss manufacture, sound boxes, springs, tonearms, horns and all other small sundries suitable for the talking machine world.

We should advise you to get into touch with us immediately by applying for one of our accessory catalogues, which will give you full particulars.

WM. COOPER BROS., Ltd.

1735-37-41-43 Clerkenwell Rd., London, E. C.

Also at Manchester and Cardiff

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Springs and Needles

Best Prices—Best Quality
Inquiries Solicited

Statement of the ownership, management, etc., of The Talking Machine World, published Monthly at New York, for April 1, 1915, required by the Act of August 24, 1912.

Name of	Post-Office Address
Editor, EDWARD LYMAN BILL	373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE	373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE	373 4th Ave., N. Y.
Publisher, EDWARD LYMAN BILL	373 4th Ave., N. Y.
Sole Owner, EDWARD LYMAN BILL	373 4th Ave., N. Y.

There are no bondholders, mortgagees or other security holders.

The Talking Machine World, Per August J. Timpe, Business Mgr.

Sworn to and subscribed before me this 29th day of March, 1915.

[SEAL]

Eugene R. Falck, Notary Public 1053

(My commission expires March 30, 1916.)

The Columbia Grafonola "Leader" at $75 has the quality—quality of appearance, quality of workmanship, quality of tone. That is the reason why it is fast becoming the most popular instrument in the industry.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

A NEW CABINET CONCERN.

Schloss Brothers, Inc., Opens Factory in New York and Will Produce an Extensive Line of Talking Machine Record and Music Roll Cabinets—The New Wagon-Cabinet.

A new and promising industry in the cabinet trade is that organized by Schloss Bros., a corporation which has secured a factory and offices at 637-643 West Fifty-fifth street, New York, and is now actively engaged in the production of an excellent line of talking machine record cabinets

Myron J. Schloss.

Edwin G. Schloss.

designed to match and fit the popular types of Victrolas.

The president of the new company is Myron J. Schloss and the general manager Edwin G. Schloss. Both young men are well known in the talking machine trade and have had long and thorough experience in the manufacture and marketing of cabinets for records and music rolls. The line of cabinets offered is a comprehensive one with a variety of styles and finishes to meet practically all requirements.

One of the specialties offered is the new Schloss Wagon-Cabinet illustrated in the advertisement on another page of The World. The Wagon-Cabinet is designed for either the town or country home, schools and other public places, where it is desirable to move the Victrola and supply of records from one room to another or out to the porch or lawn during the summer season. The Wagon-Cabinet is equipped either with horizontal shelves for record albums or with suitable divisions for vertical filing, as desired, and is handsomely finished to match and fit the Victrola IX.

The factory of Schloss Bros. is now in operation, and a full line of cabinets will soon be ready for the trade. Edwin G. Schloss, the general manager, states that the substantial construction of the inets and the **finish will** both receive the personal attention of himself and his brother.

INSPECT NEW HOFFAY MACHINE.

Local Talking Machine Men Much Interestetd in the New Features Embodied in the Latest Product of the Hoffay Talking Machine Co.

A large number of prominent talking machine men of this city have called at the office of the Hoffay Talking Machine Co., 500 Fifth avenue, recently for the purpose of hearing the instrument that embodies the several inventions of J. Hoffay, and which have been referred to in The World during the past few months.

The pre-eminent feature of the Hoffay machine is its unusual tone, the reproductions of the records being of a most life-like character in every detail of shading, overtone, etc.

Mr. Hoffay, besides eliminating all resistances, prevents the rocking of the stylus lever, the action of the latter upon the diaphragm being simplified in his reproducer to one action, this being either a pull on each side of the diaphragm or a push, instead of a push and pull on one side of the diaphragm as heretofore. The distortion of the lever has in consequence been done away with, and thus a control in the vibration of the latter has been secured without creating a resistance of any sort, the result being that the diaphragm vibrates only in true accordance with, and measured by, the indentations contained in the record.

The Hoffay sound box has a lever mounted on a single rigid pivot having facility of oscillating thereon in every direction, and in this way affording a flexible support for the stylus socket of the needle, no matter how thick it may be, thus doing away with the scratching of the needle. While reproducing a record the transmission of the vibration from the record to the diaphragm is made with absolute accuracy, irrespective of the position of the diaphragm in comparison with the direction of the sound indentation in the record.

The crossbar that compels the lever to remain in intimate contact with the rigid pivot and which goes freely through the lever is in its turn held in engagement by a single point of contact, which enables it to rock. In this manner the difficult problem of doing away with the scratching of the needle has been solved and at the same time a greater fidelity and clearness of reproduction is obtained.

It is worthy of remark that the construction of the whole sound box, and especially of the arrangement of the leverage just described, is just as solid as one could wish it, and the utmost safety in handling, packing and transportation is assured.

Owing to lack of time full illustrations of this machine are not included in this issue. Literature is being gotten out by the Hoffay Talking Machine Co., and it will soon begin to reach the hands of the trade. This machine plays the Edison records as well as the Victor and Columbia, and obtains from all of them the same standard of musical reproduction with one reproducer and without detaching it.

Mr. Hoffay reports to us that as this sound box and sound-box mounting can be fitted to every talking machine of any make already on the market, some large houses have requested him to sell same separately for use on other machines, being in turn willing to place very large orders for same if he finally agrees to do so.

It's a poor rule that won't work both ways in our favor.

The "Perfection" Record Holder in Use.

BEE CROFT

The "PERFECTION" RECORD HOLDER

Fits Victrolas X and XI. Retails for 50c. Substantially made, Covered with Cloth and Supplied with Index for Ten Records.

THE LATEST AND BEST HOLDER ON THE MARKET

Cabinets—Record Envelopes—Needles

Write for Prices

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

OPPORTUNITIES FOR YOU MR. VICTOR DEALER

VICTOR BUSINESS IS GOOD. Most dealers are showing big increases—we are—ARE YOU?

If you are not satisfied with YOUR increase—take it up with us—AND WE'LL SHOW YOU IT CAN BE INCREASED—we'll give you the benefit of the other dealers' experience and many ideas which have worked successfully.

Whether you are near or far from Chicago—COME IN TO SEE US.

You'll find us conveniently situated on the Lake Front in the GREAT CENTRAL MARKET.

THE TALKING MACHINE COMPANY, 12 North Michigan Avenue, CHICAGO

EXCLUSIVE VICTOR JOBBERS

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., May 8.—From a jobbing view April has proved another excellent month, showing a very material increase over the same month last year. Although the shortage of goods still continues, considerable improvement in this respect is noted. Shipments from the various factories have increased notably. These shipments, it is true, have been quickly absorbed on back orders, but the jobbers in the different lines now feel that if the factories continue to forward the goods even at the present rate the time is not far distant when they will be able to care for current orders with reasonable promptness, this especially in view of the approaching summer season.

Local retail business, while still phenomenally good as compared with conditions existing in piano and other musical instrument lines, has not been up to the April record. The principal reasons given for this are the widespread effect of the great building strike, and the unsettled conditions caused in many homes incidental to moving to new quarters and getting settled therein. While, as a general proposition, the higher-priced machines are distinctly in the ascendency, still there has been as is usual at this time of the year, a notable increase in sales of lower-priced machines of the portable type to people who are preparing to leave for their summer homes. This business will, of course, increase the next month or so. It is for the most part "velvet," for in the majority of instances the dealers report that they are sold to people who have machines of the larger type in their city homes, and a number of local dealers are making it a point to ask their regular record buyers if they have summer cottages, and, if so, if they would not like to purchase a lower-priced machine, which they can make a permanent fixture at their summer homes.

Six Best Sellers.

The six best Columbia sellers in the May list are reported to be the following: "I Want to Go to Tokio," song; "I Want to Go to Tokio," band; "I Want to Linger," Medley Fox Trot; "Silver Threads Among the Gold," (12 in.) song; "One, Two, Three, Four," by Toots Taka Hawaiian Co.; "Star Spangled Banner," sung by Margaret Woodrow Wilson, who receives twenty-five cents royalty on each record, which is donated to the International Red Cross Society.

The Victor best popular sellers: "Love's Dream After the Ball," "Little House Upon the Hill," "Little Bit of Heaven," Gems from "Traviata," and "Tip-top Medley Fox Trot," (10-inch double-faced record); "Sweet Kentucky Lady," and "Virginia Lee."

The six Edison sellers are: "Dixie Medley," "On the 5:15," "Back to the Carolina You Love," "Rondino," violin; "Elegie," and "Thru the Park."

Synchronized Music Rolls.

An innovation of interest to the trade has been inaugurated by the Imperial Player Roll Co. of this city. They have brought out a number of perforated rolls for the player-piano synchronized so as to be played simultaneously with a selected list of Victor records. They are entirely different from the accompaniment rolls with which the trade is familiar. They are hand-played rolls, the pianist seating himself at the instrument and playing the full melody of the number as the record is being played on the Victrola and following closely the singer's phrasing. An actual record of the playing is made as the artist performs, and the music rolls afterwards produced from this record. The functions of these rolls are threefold. First, for playing with the talking machine; second, for use as a piano soloist; third, for singing to the accompaniment of the player. This is possible with music before him. The list of Victor records for only be done by an experienced singer with the music before him. The list of Victor recors for which synchronized rolls have so far been cut is as follows: "Because," sung by John McCormack; "Good-Bye, Tosti," by John McCormack; "Good Morning, Sue," by Schumann-Heink; "Heart Bowed Down," by Clarence Whitehill; "I Hear You Calling Me," by John McCormack; "Irish Love Song," (Lang), by Schumann-Heink; "Little Grey Home in the West," by Alma Gluck; "The Lost Chord," by Caruso; "Mother Machree," by John McCormack; "Silver Threads Among the Gold," by Elsie Baker; "That's An Irish Lullaby," by Geo. McFarlane; "Where the River Shannon Flows," by John McCormack.

Changes Name of Retail Store.

C. F. Baer, Chicago, manager of the Columbia Graphophone Co., has decided to change the name of the retail store. Hereafter it will be known as The Grafonola Shop. For years the Columbia Graphophone Co. has been building up their dealers' business until it has reached a most satisfactory stage, and during the last three years special and decided progress has been made in this direction, the result being that in the Fall of 1913 the company moved its retail store to Michigan avenue, taking it out of the well-beaten path of the music district on Wabash avenue. The result of this move is quite apparent when you consider that to-day they are represented by nine houses on Wabash avenue as compared with three houses two years ago. Mr. Baer further states that all

(*Continued on page* 43.)

The "Wado Triplets"

WADOLATUM—WADO-POL—WADO-OIL

Bring Business To YOU!

Here's How They Do It—

They will keep your patrons' talking machines well greased, oiled and polished.

As long as their talking machines are in perfect condition, they will continue to buy records.

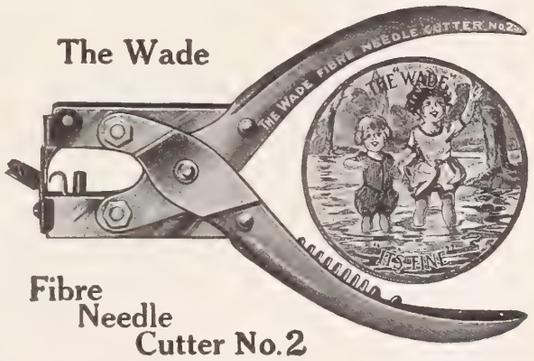
The Wado Triplets make it easy for them to keep their instruments in the "pink of condition."

Wade and Wade

3807 Lake Park Avenue

CHICAGO - ILLINOIS

The Wade



Fibre Needle Cutter No. 2

If It's the "Wade," "It's Fine"

The Wado Triplets are the same high quality as the well known Wade Fibre Needle Cutters.

Repeat orders are assured on account of complete satisfaction.

Write for Distributors' proposition.

Notice the Patent Dropper.

WADE AND WADE, Chicago, Ill.

Gentlemen:—Please send samples of the Wado Triplets (Wado-Oil, Wado-Pol and Wadolatum) also full information regarding your agency proposition and discounts.

.....

.....

.....

Dealers!

For the best service,
send your orders to

VICTOR DISTRIBUTORS

Lyon & Healy

CHICAGO

the dealers that he has conferred with in the loop district appreciate this further change which he is making in their interests.

Some May First Changes.

The Central Piano Co., Columbia dealers were compelled to move on account of the tearing down of the old Wellington Hotel building, in which they were located, to make way for the new Lyon & Healy building. They are now at 138 South Wabash avenue.

Louis B. Maleki & Co., musical merchandise and Victor goods at 337 South Wabash avenue, have moved to larger quarters on the second floor in the same building.

The Schumann Piano Co., Columbia dealers, have moved from the Republic building to the North American building.

Abraham Glick, music and talking machines, 2100 W. Division street, increased his floor space, taking the store adjoining, tearing down the intervening partition and fitting up the whole in a most attractive manner.

John A. Bryant Piano Co., Victor dealers, have moved from 33 South Wabash avenue, to large space on the third floor of the building at the southwest corner of Wabash avenue and Adams street.

Big Columbia Loop Business.

The number of Columbia retail dealers in the loop district has reached very imposing proportions. Far more business is being done on the Columbia goods in the downtown district of Chicago than ever before, while, of course, the same can be said of the outlying districts of the city. Following is a list of the houses in the loop district now handling Columbia goods either exclusively or in conjunction with other lines: Marshall Field & Co., John Church Co., Hillman's, Boston Store, Rudolph Frachtman, The Fair, Geo. C. Vining, Schumann Piano Co., W. A. Pushee & Co., Rintelman Piano Co., Rothchild's, Siegel Cooper & Co., P. A. Starck Piano Co., W. W. Kimball Co., J. O. Twichell, Kennedy Furniture Co., Smith Piano Co., Cable Piano Co., American Household Supply Co., and the American Seating Co.

The L. Klein department store, Fourteenth and Halsted streets, has added the Columbia goods.

Sam Sparch, 2418 Wentworth avenue, has put in the Columbia line, as has also Adolph Schlesinger, 1644 North avenue.

The Artinal Music & Art Shop, 1140 Wilson avenue, who have handled the Victor for some time, have added the Columbia.

Enlarge Quarters.

The H. Reichardt Piano Co. have taken over the store next their quarters at 6423 South Halsted street and converted the two places into one of the finest talking machine and piano stores outside of the loop. Eight large booths have been constructed and a complete line of Victor and Columbia machines has been installed as well as a large stock of records. The company also handle pianos.

Dealer in Bankruptcy.

J. M. Wilkinson, proprietor of the Wilkinson Piano Co., of Joliet, Ill., and dealer in pianos and talking machines filed a voluntary petition in bankruptcy recently. The trouble is ascribed to poor collections.

Opera Star Sings in Edison Shop.

Helen Stanley, who created such a furor in the recent season of the Chicago Grand Opera Co., is a contributor to the Edison library. Last week she happened into the recital hall of the Edison Shop. She was at once recognized and someone in the audience requested that one of her records be placed on the machine. The record was exceptionally beautiful, and one of the enthusiastic auditors took the unusual liberty of asking her to sing with it. This she smilingly consented to do, and sang the entire number through. In other words, she sang a duet with herself. In addition she sang three additional numbers for the crowd, which had meanwhile increased to very large proportions. The idea appealed to Manager C. E. Goodwin, and he at once made arrangements for her to appear at a later recital, where she would sing with the record in the same way as before. This time the concert will not be so impromptu and a large crowd is expected.

On the same day Christine Miller, soloist of the Apollo Club, one of the best known of Chicago song birds, came into the Edison Shop and being informed of what Miss Stanley had done consented also to sing with her records.

Bruno Steindel, one of the most famous 'cellolists in this country, has signed a contract to make records for the Edison Co.

Twichell Incorporates Talker Department.

J. O. Twichell, one of Chicago's oldest piano dealers, has moved to his new quarters at 332 South Wabash avenue and has taken on a complete line of Columbia machines and records. In all probability several commodious booths will be constructed for the proper demonstration of the Columbia goods. Mr. Twichell will also probably handle the Colonial electrically driven machines.

Pathephone Discloses Fugitive.

One day a couple of weeks ago a man wandered into the Pathé-Pathephone Shop. He was neat in appearance and well dressed, and Manager Harry O'Neill was rather surprised when he asked for money for something to eat. Mr. O'Neill consented to buy a meal, whereupon the party made a threatening move toward his hip pocket and intimated that that would not be sufficient. Mr. O'Neill was wondering what action he could possibly take when a customer happened to put on a record from La Boheme on the machine. As the first notes of a woman's voice reached the ears of the would-be hold-up man, he turned quickly and cried, "Louise, it's Louise! My God!" and with that sank into a chair. He was all unnerved, but heard the record through. While he was listening to it Mr. O'Neill stepped into the office next door and called the police. It then developed that the voice in the record was that of the sister of the unfortunate man, and that when he had left France several years ago she was beginning to become prominent in musical circles. The police took him to the Central station, where it developed that he had just been released from a Wisconsin penetentiary, and that he had spent most of the years in America behind the bars of some jail or penetentiary. Both Mr. O'Neill and the judge felt sorry for the man after hearing this story, and consented to release him if he would leave the State at once. This he did that night.

Parsons Joins Edison Force.

W. W. Parsons, who, as reported last month, resigned as manager of the Chicago office of the Dictaphone department of the Columbia Graphophone Co., is back in the line of business with which he has been associated for many years. Mr. Parsons and his brother, E. A. Parsons, who has also been connected with the Columbia interests, have announced their association with Edmund C. Barnes & Bros. in the promotion of the Edison dictating machines and have established offices on the seventh floor of the new Edison building, located at the northeast corner of Clark and Adams streets. This is in a sense a return home as Mr. Parsons was connected with the Edison business many years ago before he went with the Columbia Co. Their many friends in the trade will be glad to know that the Parsons brothers are not to be lost to the industry with which they have so long been associated.

Offer the International,

As stated in last month's World, B. Olshansky, for many years a dealer and jobber in talking machines and records on the West side, has entered the talking machine manufacturing business. Mr. Olshansky has since organized his business under the name of the International Talking Machine Co., with factory at 1426 W. Harrison street, where a large force of men are now at work. The International line will include machines ranging in retail prices from $15 to $100, and inside of another month or so they will be ready to deliver machines of various types. The first machine to be ready for the market is the style D, cut of which is shown in the advertisement in this issue. It is an attractive instrument of the cabinet type and should meet with a large demand. The company is also prepared to make talking machines complete or machine cabinets after the special case designs of the purchaser or can supply motors and parts.

The company will also shortly put on the market a line of talking machine record cabinets.

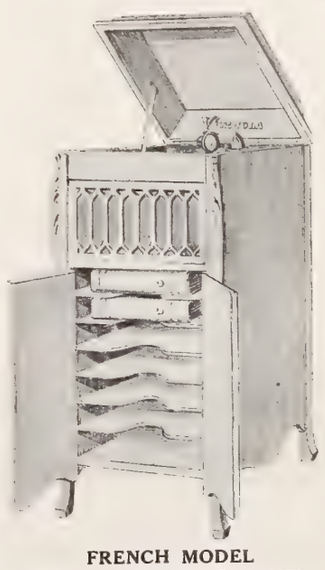
New Edison Dealer.

Charles F. Manahan, jeweler at 361 W. Sixty-third street, has leased the adjoining store and will devote it to a talking machine department, consisting of a complete line of Edison machines and records and will also handle a line of pianos.

Columbia Line with John Church Co.

The John Church Co., 225 South Wabash avenue, is the latest of the Chicago piano houses to take on talking machines. Manager W. H. Mosby announces that arrangements had been completed this week whereby a complete line of Columbia machines and records will be made a part of the firm's activities.

(*Continued on page* 44.)



FRENCH MODEL

Style No. 3 Vitanola List Price: $150.

Mahogany or Oak. Size 50 in. high, 21½ in. wide, 23½ in. deep.
12 inch turntable, nickel-plated sound box, tone-arm, brake, speed regulator and indicator, tone regulator.
Extra heavy double spring worm gear motor (can be wound while playing).

17 N. Wabash Avenue

Vitanola Machines

are made in the

LATEST DESIGNS

Here is one of the newest of our snappy styles in machines of the larger type.

This illustration shows its graceful lines, but to appreciate its finish and its wonderful tone you must see and hear it.

Write for particulars regarding exclusive agency for your locality.

VITANOLA

Talking Machine Company

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 43).

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned this week from a trip to the East, where he visited New York, Philadelphia and Camden, N. J.

Edison Business Good.

"The past month has shown an increase of 25 per cent. over the corresponding month of last year," said C. E. Goodwin, manager of the Phonograph Co., to The World. "We are now getting good supplies of machines, and the record plant never sent us more records than it is doing at the present time. Two new Edison dealers are Manahan Bros., 361 W. Sixty-third street, and the Schumann Piano Co., of Rockford, Ill. Our retail trade has enjoyed a most satisfactory month. We with other Edison dealers, are much pleased with the new Edison contract which provides for interest."

Englewood Talking Machine Parlors Enlarged.

M. Gordon, proprietor of the Englewood Talking Machine Parlors, has completed arrangements whereby he secures a ten year lease on a fine new store at 6238 South Halsted street. This lease extends over a period of ten years and involves a total rental of about $20,000. The removal into the new quarters from the store at 1030 W. Sixty-third street has been completed. With an additional number of booths and a much larger space at Mr. Gordon's disposal he will, doubtless, take full advantage of the remarkable business that can be secured around that busy Englewood corner. Both Columbia and Victor lines are carried.

Adds to Factory Facilities.

The Tusko Manufacturing Co. is adding to its capacity for making Tusko needles at its factory, 5513 Kenwood avenue, this city, by the installation of automatic machines for sharpening the needles, which will not only reduce the labor cost greatly, but will also do the work far more accurately than is possible by the present method. The rapidly growing demand for the company's product renders increased output imperatively necessary.

Scotford to Coast.

L. K. Scotford, general manager of the Cheney Talking Machine Co., left on Thursday night of this week for San Francisco. He will be gone about a month, and will, of course spend much of the time in seeing the exposition and greeting visitors at the company's handsome exhibit in the Palace of Liberal Arts.

Attends President Easton's Funeral.

W. C. Fuhri, district superintendent for the Columbia Phonograph Co., returned this week from the East, where he went to attend the funeral of President E. D. Easton, of the Columbia Co., which occured at Arcola, N. J., on Sunday. Mr. Fuhri arrived in Chicago on Friday of last week from a trip to New York only to receive a telegram announcing Mr. Easton's death, and showed the high esteem in which he held his chief by returning to the East the same night.

The news of the death of the veteran talking machine man caused universal sorrow among the members of the Chicago trade regardless of affiliation. Most of the principals have had the privilege of an acquaintance with him and many references to his genial and kindly personality are heard in one's rounds in the trade.

Talking Machine Co. Co-operation.

The Talking Machine Co. of Chicago, through its monthly letters to its dealers, keeps up a steady fire of brisk, helpful suggestions. The trade has come to watch for these bulletins in the assurance that they will always contain something of value. Among the pertinent paragraphs in their budget of May 5 are the following:

"See that each machine is in good running order. It's profitable to advertise in the papers for a certain time that you will put machines in perfect running order, free of charge. It'll bring you new customers.

"Telephone, visit personally, or write to those of your record buyers who miss one or two months.

"Don't be content selling just the new monthly records—that's the smallest part of the catalog. Get your customers interested in the 'Victor Book of the Opera' and the 'Music Lover' magazine—get them to know the entire Victor record catalog. Make every one of your machine owners a profit producer every month—and a promoter of new machine sales for you.

"Use the splendid Victor ready-made advertisements to help make your store known as the store for Victors.

"We've prepared letters and advertisements working out these ideas for you. We'll gladly send you samples."

Louis Winkle, expert repair man of the Talking Machine Co., made some special trips in the interest of the Talking Machine Co., spending a day with various dealers throughout this territory, to instruct them principally regarding the XVI electric motor, explaining the installation and care of these motors, and also posting the salesmen and repair men in the various departments in the general care of the spring motors and sound boxes. In this connection the Talking Machine Co. always welcomes the salesmen and repair men of its dealers for help and instruction in its very complete repair department.

The Talking Machine Co. will have its revised "Standard Best Selling List" ready for distribution simultaneously with the appearance of the Victor general May record catalogue. This splendid list has proven to be one of the biggest record boosters for the dealers of anything ever put out, and the trade dealers will be very much interested in this new list.

A. D. Geissler, of the Talking Machine Co. of Chicago, and New York Talking Machine Co. of New York City, is enjoying a ten days' sojourn at French Lick Springs on his way to Chicago on one of his regular business trips.

E. K. Andrew, Jr., manager of the J. L. Hudson Co. of Detroit, made a special visit to the Talking Machine Co., last week in reference to the order for Victor goods recently placed with them and which is said to have been one of the largest ever placed by a Victor dealer.

De Gogorza a Visitor.

Emilio De Gogorza, the famous baritone, and his talented wife, Emma Eames, were here a few days ago on their way to San Francisco, where they will appear in concert. Mr. Gogorza paid a visit to the Talking Machine Co., and as he stepped from the elevator was greeted by the strains of "La Paloma" in his own voice. It was an unpremeditated reception but one which he thoroughly enjoyed.

Opens New Store.

The Baxter Piano Co., Davenport, Ia., is in its new store, said to be one of the handsomest in the State, and a special feature of which is a splendidly equipped talking machine department. The formal opening to-day will be a very elaborate affair for which special invitations have been sent to an immense list of people in Davenport and adjacent territory.

Coast Agency for Mastrola.

Sigmund W. Meyerfeld, formerly well-known Chicagoan and now of San Francisco, was in the city last month on his return from New York, where he made arrangements to secure the distributing agency for the Pacific Coast for the Mastrola, a new talking machine manufactured by the Master Talking Machine Co., of Tonawanda, Pa., and for which the general distributer is the Master Talking Machine Corporation, of 381 Fourth avenue, New York City. The machine is a handsome instrument 18 inches long, 14 inches wide and 8 inches high and produces a surprisingly good tonal effect. Mr. Meyerfeld has established offices in the Monadnock building, San Francisco. While new to the talking machine business, he has a long record as a salesman and is the man, who, while representing the Hillson Co., of New York, introduced the Hoffman House cigar throughout the country. He is going after the Coast talking machine business in an energetic manner, and will, no doubt, meet with signal success.

H. W. Brelsford Incorporates.

The H. W. Brelsford Co. has been incorporated with a capital stock of $2,500 by H. W. Brelsford, G. F. R. Cummerow and M. C. Cliott. The step was taken as a general business advantage, and the business at 911 W. North avenue will be continued as heretofore. Mr. Brelsford has been connected with the general music trade for some twenty years and has spent approximately the past fifteen years in the company of the talking machine. The company will continue to handle the Victor and Columbia lines.

Personals and Visitors.

C. L. Davidson, of the Talking Machine Shops, has returned from a six weeks' trip to California, where he visited both expositions. While at San Francisco he spent much time among the different talking machine displays and reports that they are all very interesting and beautifully laid out.

A. J. O'Neill, of the O'Neill-James Co., has returned from a two weeks' trip to the East. Mr. O'Neill was very much pleased over the rapid

FAST BECOMING UNIVERSAL

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

The recently organized PERSONAL RECORD DEPARTMENT of the Columbia Graphophone Company opens up a field for profit that no talking machine dealer could well ignore. For full particulars, write the Personal Record Department, Woolworth Building, New York.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 44).

growth of the Pathé in all parts of the country and his concern, which is the Chicago Pathé jobber, is receiving numerous inquiries from dealers who have heard of the merits of this line.

Among the recent talking machine dealers visiting Chicago were the following: Mr. Butler, of the Butler Music Co., of Marion, Ind.; H. G. Power, manager of the talking machine department of the Taylor Carpet Co., Indianapolis, Ind.; Robert Smallfield, Smallfield Music Co., Davenport, Ia.; Morey Roberts, Ottawa, Ill.

H. R. Fitzpatrick, representative of the Victor Talking Machine Co., is spending some time in Chicago visiting all the local dealers.

WADE & WADE INCREASE ACTIVITIES.

Place on the Markets a Line of Lubricants Particularly Designed for Talking Machine Mechanism and a Polish for Talking Machine Exteriors—The New Products Described.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 10.—Wade & Wade, manufacturers of the Wade fibre needle cutters, have extended their activities to new phases of the talking machine business and have placed upon the market a line of lubricants particularly designed for talking machine mechanism and a polish for talking machine exteriors.

"I have long been cognizant," said S. O. Wade, "of the fact that there has never been serious effort made to supply the trade with what I consider satisfactory oils and polishes, and believing that the field was a large one, I have experimented for a very long time with the sole idea of getting a lubricant suited to the peculiar needs of the talking machine and a polish that will enable the talking machine owner to acquire a finish that the talking machine cabinet is worthy of. We are putting out two lubricants, one of which is to be known as Wadolatum, for use on worm gears and sprockets, and Wado-Oil for lubricating bearings, friction leather, etc. Then, in addition to this, we are putting out Wado-Pol, a polish for talking machines, pianos and furniture, which will bring out the natural grain and make the finish bright and lustrous.

"The Wadolatum is a heavy lubricant which is particularly designed to apply to spur gears and worm gears and other bearings that require treatment of this kind. Wado-Oil is a lighter lubricant, very high in viscosity and particularly adapted to high-speed machinery. An oil of this kind should be applied to the ends of all spindles and shafts, the friction leather and the sleeve which slides on the governor spindle.

"We expect to do a large business with these new products, and have already received generous orders from our friends in the trade who feel that the Wade fibre needle cutter is an assurance of the quality of any other Wade product."

Some men who have had no advantages of their own take advantage of everyone else.

INTERNATIONAL TALKING MACHINES

A Line of Rapid-Fire Sellers Ranging in Retail Price from $15 to $100.

Our factory is equipped for quantity business.

Talking machines complete or machine cabinets made according to your special designs. We also make record cabinets embracing a wide range of designs and prices.

Get complete information by addressing the

STYLE D INTERNATIONAL
41 ins. High, 18 ins. Wide, 22 ins. Deep.
Furnished in Mahogany or Oak. RETAIL PRICE, $65.

INTERNATIONAL TALKING MACHINE COMPANY
(Not Incorporated)
1426 Harrison Street CHICAGO

DESIGNATES VICTOR JOBBERS' DAY.

Director of Congresses of Panama-Pacific Exposition Names July 24 as Victor Talking Machine Jobbers' Day at Fair.

(Special to The Talking Machine World.)

CHICAGO, ILL., May 6.—A telegram received the latter part of last week by L. C. Wiswell, of Lyon & Healy, from Andrew G. McCarthy, of Sherman, Clay & Co., San Francisco, runs as follows:

"Have just been officially advised. July 24 officially designated as Victor talking machine jobbers' day by the Director of Congresses of Panama-Pacific International Exposition."

Some time since Mr. Wiswell, acting for the National Association of Talking Machine Jobbers, entered into correspondence with Mr. McCarthy asking him to exercise his office to secure the appointment of a Victor day at the Panama exposition. Mr. McCarthy has been successful in his efforts, and the date secured, Saturday, July 24, is the last day of the jobbers' convention, the dates for which are July 22, 23 and 24. "I am particularly pleased with the designation 'Victor Talking Machine Jobbers' Day' said Mr. Wiswell. "as it recognizes both the Victor Co. and our association, which, of course, is practically made up of Victor jobbers."

"SAFETY FIRST" TALKS VIA TALKER.

Safety Commissioner of Santa Fe Railroad Uses Edison Machine and Special Records in the Mexican Language to Deliver Lectures.

(Special to The Talking Machine World.)

KANSAS CITY, MO., May 8.—Isaiah Hale, safety commissioner for the Santa Fe Railroad, has procured an Edison machine with Edison records in the language of Mexico. The records consist of two good talks on safety first in the Mexican language and the other pieces usually rendered are La Paloma and La Golondrina. Mr. Hale travels the Santa Fe tracks in an automobile and stops at every point where the Mexican section hands are at work. The talks at first are marvelous to them to hear the clear Mexican voice coming from the wooden box; and when Mr. Hale plays the songs from their homeland most of them cry like babies. They touch their heads to show that they understand the talks on the safety first movement, and the records of accidents of the big railroad company show that they do understand them, for accidents are growing fewer day after day.

The Mexicans, looking upon the American as a hostile enemy, and never friendly to him, vouch by this one American whom they hold first in their regard as a man who understands them. Mr. Hale can say only a few words in Mexican, and that is to wish them well when saying good-by. The Mexicans have all been looking forward to the day of Mr. Hale's return along the line of the Santa Fe.

Advertising is the strenuous servant of a strenuous age. It is the power behind the success of every successful business.—Printers' Ink.

BUFFALO A BUSY CENTER.

Paying More Attention to Talking Machines Than Ball Games—Advertising Well in Evidence—Neal, Clark & Neal's Big Line.

(Special to The Talking Machine World.)

BUFFALO, N. Y., May 9.—Buffalo is paying more attention to the talking machine trade now than at any time since the instruments were introduced here. This is perhaps considered a far from startling announcement, but traveling factory representatives and dealers will openly declare that talking machines are of more importance to the majority of Queen City residents than the activities of the two league ball teams. Competition is so very intense that the scale of advertising, because of the magnitude indulged in, has others sitting up and wondering. Hardly a day passes now that the newspapers are not graced with dozens of really big ads.

C. Kurtzmann & Co., the big piano house, the last to take up the talking machine lines, are keeping well before the public through advertising.

Neal, Clark & Neal advertise that they have the greatest variety of Victor Victrolas in this part of the State to offer, there being more than 1,000 machines and 150,000 records in their stock. These two firms are only a few of the big houses that are making a big bid for business. The most extraordinary thing about it all is that they are getting the sales too.

The Buffalo Ad Club, an affiliation of advertising men who meet in luncheon weekly at the Lafayette Hotel last Saturday were entertained by Prince Lei Lani, the celebrated Hawaiian singer, who is now connected with the Victrola department of the J. N. Adam Co., as a salesman and special demonstrator.

REDUCTION IN RECORD PRICES.

The Columbia Graphophone Co. announced this week the reduction in price of all Columbia records sung in English by Alice Nielsen, the famous soprano. Miss Nielsen's 12-inch records formerly retailed at $3 and the 10-inch records at $2, both types being double-faced. Under the new price list the 12-inch records will be sold at $1.50 and the 10-inch at $1.

LOOSCHEN

Piano Cases have for over 25 years been the choice of particular manufacturers of high grade pianos. This is the reason that our output comprises the greater portion of Piano Cases used in this country. We have also been manufacturing

TALKING MACHINE CABINETS

for over a year and have made a careful study of the requirements of the talking machine industry with the result that we are in a position to make

DELIVERIES EXACTLY AS PROMISED

Write at once for full information and let us show you that *LOOSCHEN QUALITY and PRICES*

MEAN MORE PROFIT FOR YOU

LOOSCHEN PIANO CASE CO.
12th Ave., 31st and 32nd Streets
PATERSON, N. J.

TRANSFERRED TO BUFFALO.

A. F. Macoun Goes with Wm. Hengerer Co.'s Talking Machine Department—Was with Lord & Taylor in New York.

A. F. Macoun, one of the younger generation of talking machine salesmen, has been transferred

A. F. Macoun.

from the Victor section of Lord & Taylor, New York, to a similar position with the Wm. Hengerer Co., Buffalo, N. Y., where his experience should enable him to make quite a record in the sale of Victor machines and records. Both stores are under the direction of the Musical Instrument Sales Co., which specializes in the distribution of Victor products, player-pianos and music rolls, operating a number of departments all over the country, and Mr. Macoun at one time, when located at the O'Neill-Adams department, was awarded first prize for his successful efforts in selling music rolls, being in competition with all the other stores under this company's direction. Mr. Macoun is of the type of young men who isn't afraid of work, and this is one of the reasons why he has been promoted to his new position.

A HOUSE WITH REAL TROUBLES.

In a Recent Letter to the Stewart Talking Machine Co., Indianapolis, Ind., the People's Drug Co., Marion, O., Explains How Its Business Has Suffered from Stock Shortage.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., May 8.—Although the shortage of records and machines has developed a situation that is far from funny for the majority of the talking machine dealers and jobbers, there is still some humor that crops up as a result of that condition. The following letter, recently received by the Stewart Talking Machine Co., is funny enough to make the majority of the dealers who are short on stock forget their troubles, temporarily at least. The letter was from the People's Drug Co., Marion O., who handle the Victor line, and read as follows:

Stewart Talking Machine Co., Indianapolis, Ind.

Gentlemen—Since running out of Victrolas the cigar business has whipped up quite a bit, but now we are almost out of cigars and do not know what in the ——— to do. Last week we sold an Eleven Fumed Oak to a man and only had a pack of needles to deliver; and now he wants more needles and now we are out and do not know what in the ——— to do. What do you suggest? What he is doing with these needles is more than we know.

We sold a Fourteen Mahogany this week and delivered a general record catalog, but we are now out of catalogs. We think the catalog will hold the deal till about August, but what if we do not get a machine by that time? The back was off the catalog, so we are not out much even if he does cancel.

The Victrola is one of the best businesses we ever went out of, but we had intended staying in a bit longer. Add a Mahogany Fourteen to our order. You need not ship it; just add it. We are now demonstrating with a $4 record cabinet.

Very truly yours, PEOPLE'S DRUG CO.

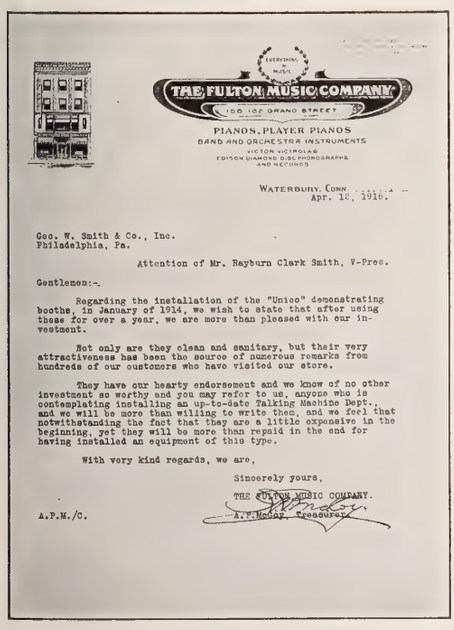
INCREASE YOUR RECORD SALES

Installation for Fulton Music Company, Waterbury, Conn.

Note Below the Results Produced for This Concern

Unico Demonstrating Rooms

SALES DOUBLED FIRST MONTH



THE FULTON MUSIC COMPANY
100-102 GRAND STREET
PIANOS, PLAYER PIANOS
BAND AND ORCHESTRA INSTRUMENTS
VICTOR VICTROLAS
EDISON DIAMOND DISC PHONOGRAPHS AND RECORDS

WATERBURY, CONN. Apr. 18, 1916.

Geo. W. Smith & Co., Inc.
Philadelphia, Pa.

Attention of Mr. Rayburn Clark Smith, V-Pres.

Gentlemen:-

Regarding the installation of the "Unico" demonstrating booths, in January of 1914, we wish to state that after using these for over a year, we are more than pleased with our investment.

Not only are they clean and sanitary, but their very attractiveness has been the source of numerous remarks from hundreds of our customers who have visited our store.

They have our hearty endorsement and we know of no other investment so worthy and you may refer to us, anyone who is contemplating installing an up-to-date Talking Machine Dept., and we will be more than willing to write them, and we feel that notwithstanding the fact that they are a little expensive in the beginning, yet they will be more than repaid in the end for having installed an equipment of this type.

With very kind regards, we are,

Sincerely yours,
THE FULTON MUSIC COMPANY.
A.P.McCoy, Treasurer.

A.P.M./C.

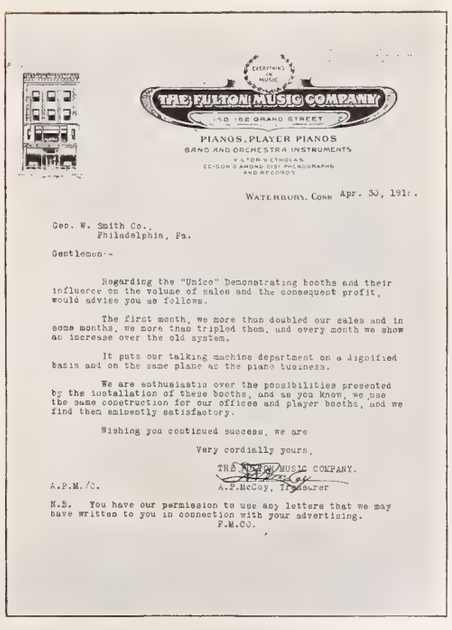
SALES INCREASED EVERY MONTH

EXCLUSIVE IN DESIGN
SOUNDPROOF
UNSURPASSED IN QUALITY
ADAPTABLE TO ANY SPACE
CARRIED IN STOCK
SHIPPED PROMPTLY
ALL STYLES, ALL WOODS, ALL FINISHES

Patent construction enables quick installation by inexperienced labor. Neither nail nor screw required. Moderate in cost.

SEND FOR CATALOGUE

SALES TREBLED SOME MONTHS



THE FULTON MUSIC COMPANY
100-102 GRAND STREET
PIANOS, PLAYER PIANOS
BAND AND ORCHESTRA INSTRUMENTS
VICTOR VICTROLAS
EDISON DIAMOND DISC PHONOGRAPHS AND RECORDS

WATERBURY, CONN. Apr. 30, 1916.

Geo. W. Smith Co.,
Philadelphia, Pa.

Gentlemen:-

Regarding the "Unico" Demonstrating booths and their influence on the volume of sales and the consequent profit, would advise you as follows.

The first month, we more than doubled our sales and in some months, we more than tripled them, and every month we show an increase over the old system.

It puts our talking machine department on a dignified basis and on the same plane as the piano business.

We are enthusiastic over the possibilities presented by the installation of these booths, and as you know, we use the same construction for our offices and player booths, and we find them eminently satisfactory.

Wishing you continued success, we are

Very cordially yours,
THE FULTON MUSIC COMPANY.
A.P.McCoy, Treasurer

A.P.M./C.

N.B. You have our permission to use any letters that we may have written to you in connection with your advertising.
F.M.CO.

GEORGE W. SMITH & CO., Inc., State St. and Powelton Ave., Philadelphia

THE TRADE IN NEW YORK CITY AND VICINITY

April maintained the high-water marks of the previous three months of 1915 with the local talking machine trade, and as a whole the dealers report the closing of a business well in excess of the corresponding month of last year. There is no doubt but that the talking machine industry is unique in the commercial world in that the first four months of 1915 were far ahead of 1914. Business depressions and financial instability have had no effect on the prosperity of the talking machine trade, and with the summer season approaching, the jobber and dealer can well afford to take a little time to recuperate from the strain of an inordinately busy season and arrange minor odds and ends for the fall and winter season.

It is indicative of the high standing of the talking machine industry that it is the higher-priced division of the business which is attracting the most attention, both in machines and records. The demand for machines retailing at $75 and more has produced sales totals that were unheard of prior to last year, while the better class of records has easily out-distanced the more popular selections, including dance records. The educational work of the manufacturers and the widespread effect of their national advertising campaigns is reflected in the present status of the record situation, and there is every indication of fall business continuing along the same lines.

No Reason for Complaint.

Since the first of the month dealers in different sections of the local territory have commented upon the fact that their trade has slowed up somewhat since the advent of warmer weather. This condition is far from being a matter for complaint, however, as the figures for the first two weeks of May show in the majority of instances a substantial gain over last year. It is but natural that the talking machine trade should share in the general attack of "summer and vacation fever," as the first signs of an increase in temperature bring thoughts of vacation and similar matters of timely importance. At the same time the retail talking machine trade occupies a better position than many contemporary industries, as there is a demand for small machines and records during the summer months that often compares favorably with other months of the year. The situation to date is distinctly encouraging, as the first four months of 1915 have been regular fall and winter months from a business standpoint, while May to date is ahead of last year.

The shortage of machines and records has decreased quite a little the past few weeks, due in a considerable measure to the increased output of the factories and the co-operative efforts of the dealers. There is still a marked shortage, however, in both machines and records, although it is expected that this will decline materially during the summer months.

Makes Excellent Report.

"April was a corking good month," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "Our total business was in fact almost as large as December of last year, and it was not only the best April in our history, but was ahead of March, which is rather unusual. We are catching up a little in shipments of machines and records, although the shortage of machines is a matter of moment. This shortage is still heaviest in the higher-priced types, the 'Leader' and up. We recently reduced our record catalog by cutting out quite a number of the records which had in a measure lost their popularity, so that at the present time our catalog is comparatively small and has nothing but good, salable records. This accounts in a way for the marked increase in our record business, together with the fact that our latest monthly supplements have contained records of exceptional merit."

Stock Situation Is Improving.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Vivtor distributer, referring to the general business outlook, remarked as follows: "The stock situation is beginning to improve. The natural let up, which we must admit is to be expected at this time of the year, is beginning to some extent to make the supply and demand of Victor products not so far apart as they have been the past eight months. We are still far from being in good shape on records, but our stock is steadily improving. The machine situation is growing better, and we view this as a good time of the year to 'put one's house in order.' We expect to have a period during the summer season long enough to review the past year, and enable us to take advantage of the many lessons which have been learned by those who constantly want to improve. Our fiscal year ended April 30, and it is pleasing to note that we closed the best year in our history, showing a good-sized gain over 1914, our previous banner year."

Growth of Edison Business.

"Our wholesale business for the month of April was 25 per cent. better than any month since the Phonograph Corporation of Manhattan was established," said L. S. McCormick, manager of the company, when seen at the Edison Shop, 473 Fifth avenue, New York. "We have closed accounts with a large number of dealers in our zone, many of whom have affirmed their intention of featuring the Edison diamond disc phonograph and records extensively in their daily local newspapers. The record situation is splendid, the capacity of the Edison factory at the present time being 25 per cent. more than it was before the fire. The dealers in our territory have expressed keen gratification with the decision of Thomas A. Edison, Inc., to insert an interest clause in the contracts in the future, and these new contracts are now being used by our dealers on all their instalment sales. We have just been advised by Miss Anna Case, the famous operatic soprano, who has recorded a number of selections for the Edison diamond disc library that she will appear in our auditorium next month to sing in conjunction with her records."

Max Landay Discusses Situation.

Max Landay, president of Landay Bros., 563 Fifth avenue, New York, the well-known Victor distributers states that business is keeping up as well as usual, considering the fact that the shortage in Victor goods has hardly abated. Landay Bros. have completed all arrangements for an unusually active summer campaign, and by the end of the month this campaign will be in full blast. The five stores controlled by Landay Bros. will all share in the activities of this drive for summer business. James B. Landay left New York last Saturday for a two months' business and pleasure trip. He will visit the Panama-Pacific Exposition, and some of the leading Eastern trade centers.

Inaugurate Advertising Campaign.

The Aeolian Co.'s talking machine department at Aeolian Hall, 29 West Forty-second street, which has handled the Columbia Graphophone Co.'s line since last fall, inaugurated an active newspaper campaign on behalf of Columbia products during the latter part of April which produced such excellent results that a shortage in certain types of machines was experienced. Several popular Columbia machines were featured in this advertising including the "Leader," "Eclipse" and the "Leader" with individual record ejector. Illustrations of the machines were used together with a sample list of Columbia records which the customer might choose to complete the outfit.

Increasing Line of Representatives.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has been kept busy the past few weeks establishing distributers and dealers in local and near-by territory. One of the recent Pathé distributers who contracted to handle Pathéphones and Pathè discs is the Stilwell Co., 316 East Fifty-third street, New York. This company is working energetically to interest aggressive dealers in the Pathé line, and to date has been quite successful.

Organization Now Complete.

"Business has been very pleasing," remarked G T. Williams, head of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., recently established Victor distributers. "Our organization is now complete, and with everything running smoothly we look forward to closing a gratifying Victor business."

Associated with Ormes, Inc.

Miss Ruby Spaulding, formerly manager of the Aeolian Co.'s talking machine department, is now associated with Ormes, Inc., Victor distributer at 366 Fifth avenue.

ONE OF

SCHLOSS BROS.

LATEST PRODUCTIONS, THE

WAGON-CABINET

WONDERFULLY CONVENIENT.

Takes the Victrola and its records wherever you desire. From one room to another; on the porch, the lawn or in the summer house. Properly and substantially built and finished to match and fit the new Victrola IX.

Order Now for the Summer Trade.

Details and Price for the Asking.

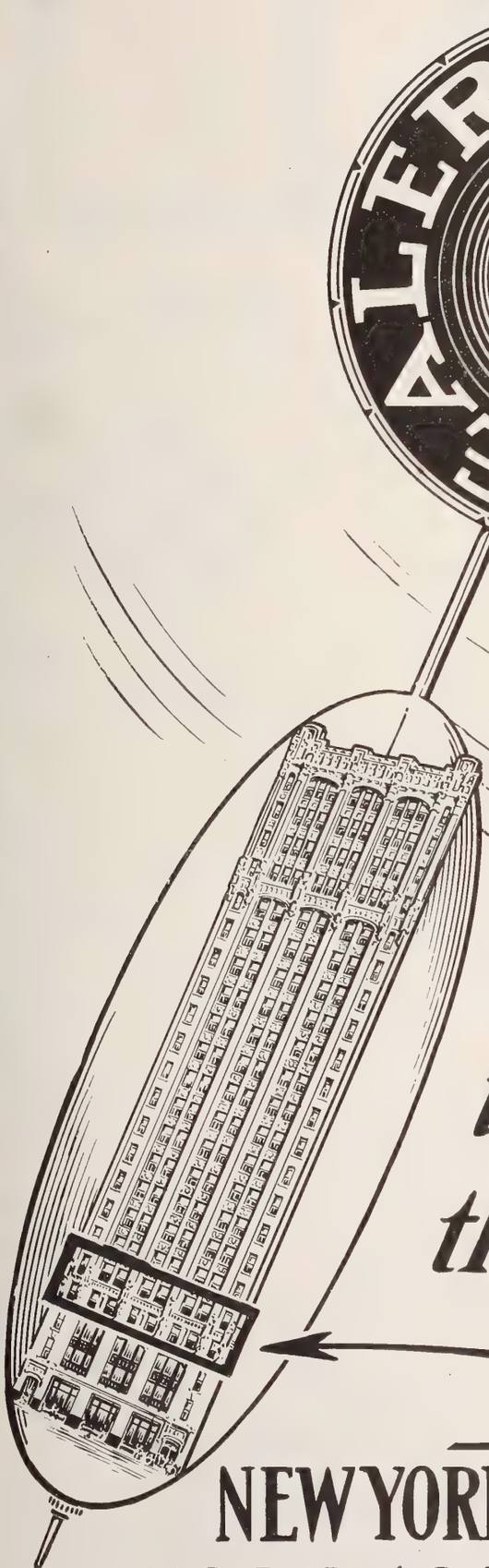
SCHLOSS BROS.

PHONE, COLUMBUS 7947

637-643 WEST 55th STREET, NEW YORK

New York Talking Machine Company's Service

Mr. Victor Dealer



As Regular as the Pendulum on the Clock.

Time to Swing those Orders this Way

NEW YORK TALKING MACHINE CO.

119 W. 40 TH ST., NEW YORK.

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

AIDS IN PUBLICITY PROMOTION.

C. Bruno & Sons, Inc., Prepare Attractive Window or Counter Electric Signs for the Use of Talking Machine Dealers.

C. Bruno & Sons, Inc., 353 Fourth avenue, New York, Victor distributers, have issued to the trade several new specialties for the promotion of Victor talking machines and records. Cuts Nos. 1 and 2

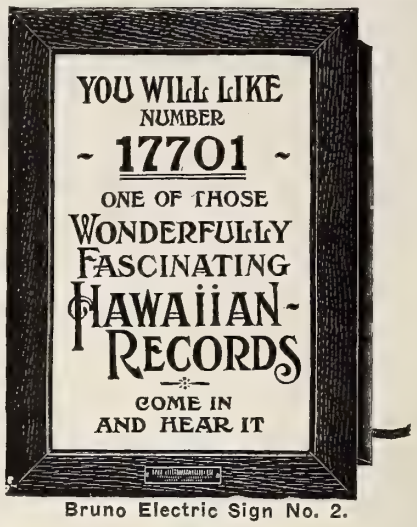
Bruno Electric Sign No. 1.

show the new Victor electric sign. No. 1, showing the screen, is the sign that always appears, while No. 2 is the advertisement shown when the sign is lighted. This works on a flash principle, so that no matter whether the sign is lighted or not it bears a very striking advertisement. Screen No. 2 may be changed to any reading that the dealer desires, and can be shifted frequently.

Automatic signs of this character generally cost about $20, but through an arrangement made by Bruno & Sons with the factory, by which it has the exclusive right of distribution, it is enabled to offer these for the low price of $5 each. The cost of operating is very little. The size of these electric signs is 10¼ x 14½ inches.

Cut No. 3 shows the new display card for either window or counter use. The design is very unique the arrow pointing to the record, which, by the way, is a regular Victor record of any number chosen, and is put on quickly by means of a small clasp. Color scheme is marine blue card, gilt letters and red arrow. Size: 13¾ x 22 inches. Price, $2 each.

Dealers who have used both the electric sign and the window display say they can trace direct



Bruno Electric Sign No. 2.

New Bruno Display Card.

sales to this work, which at its low cost gives a very small selling expense for goods that otherwise might remain unsold or be distributed through higher priced methods.

NEW MANAGER IN ST. PAUL, MINN.

O. J. Junge Takes Charge of Columbia Co. Branch in That City—New Victor Distributer Will Help Trade—Edison Business on Increase—Small Machines in Demand.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, May 10.—C. P. Herdman, manager of the St. Paul branch of the great Columbia system, transferred himself to Cincinnati on May 1, and will remain there for some time, he hopes. He will continue with the Columbia concern in charge of the retail store. His successor is O. J. Junge, who has been with the Columbia Co. for fifteen years, serving variously in Boston, Providence, Louisville, Omaha and Lincoln. Mr. Junge is an ardent angler and is highly pleased that fortune has taken him to such a paradise for anglers as Minnesota. By the way, the Columbia business is excellent, quite a bit ahead of the sales for last year.

Considerable activity is manifest in talking machine and phonograph markets. Some people who wouldn't have a machine in the house are glad to have them at "the lake," and as everybody is to spend the summer at one or the other of the thousand lakes in Minnesota there is brisk business.

A feature of the sales is the large number of inquiries for the small sizes for use in canoes. Some of the shops almost had forgotten that they had the little ones until the canoe fad came.

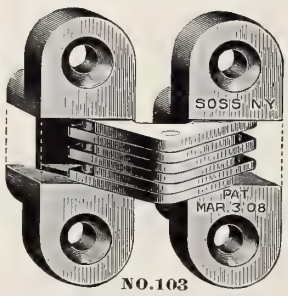
The new supply house established in Minneapolis for distributing the Victrola instruments and records is pronounced by the local dealers to be a great convenience, a "long-felt want," in fact. That it will materially promote the Victor Co.'s trade in the Northwest there can be no question.

The Minnesota Phonograph Co., distributing the Edison lines, reports general trade ahead of that of last year, the increase being a substantial one. President Laurence H. Lucker, after a month's experience with the zone system of distribution, is eminently satisfied. It gives him a definite territory in which to concentrate his work and the efforts are not scattered.

Archie Matheis is laying out his annual summer tour. The general direction will be toward the Rocky Mountains, and he expects to hit Colorado Springs about the time that the talking machine jobbers are there. Mrs. Matheis will accompany him, and there will be no camping stunt this time.

SOSS

INVISIBLE HINGES



"OUT OF SIGHT EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know* *SOSS* is the answer.

Write to-day.

SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

Model by model—dollar for dollar, part by part, Columbia Grafonolas are safe in competitive comparisons. And records the same—timeliness, quality, durability, volume, repertoire.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUSINESS IN BALTIMORE REACHES NORMAL STATE.

Exciting Flurry Over, Business Still Shows Remarkably Good Sales, Particularly in Country Districts—Consolidated Gas & Electric Co. to Handle Columbia Line—Recitals to Introduce the Edison Line—National Co Opens Branch Store—New Edison Dealers.

(Special to The Talking Machine World.)

BALTIMORE, MD., May 8.—The talking machine business has gotten over the great flurry and after several months of exceptionally high tide has about reached its normal state. The business still shows remarkably good sales, and while it is normal it is by no means in such a state as to indicate it is falling off.

The various country districts attached to the Baltimore headquarters are showing improvement and much new rural trade is being developed. This is being done rather rapidly and will prevent any over-supply of machines in event of any city business falling off, although at this time there is no indication that the business is going to drop off.

Recently it has become apparent to the talking machine dealers that an association would immensely benefit them. For this reason those who have been working to that end for a long time believe that an organization will soon be brought about here. Within the next couple of months those in charge of the movement expect to make a public announcement.

Manager Heath, of the local store of the Columbia Co., makes the following interesting report:

"We signed up the Consolidated Gas & Electric Co. to handle our full line, and they have decided to put the biggest stock at their main headquarters, Liberty and Lexington streets, including a $500 Grafonola and a full line of records. They will use the Ogden filing system, and just as soon as the cabinets arrive the public announcement will be made. At the House Electric, on North Charles street, a $600 Colonial Grafonola of Circassian walnut has been placed in the Chinese room, and here the company will only handle operatic records. The impression among the dealers that the new deal will be harmful to them is surely an error, as many of them will discover, for it will mean more business to them than they are doing at present. The new company will, no doubt, do a lot of advertising of the Columbia line, and the more the line becomes known the better it will be for the dealer. Business during the month in distribution showed a 61 per cent. increase."

The Columbia Co. is just now pushing a campaign for new business in North Carolina, and P. W. Peck is in that section going over the field. W. L. Eckhardt, the district manager for Baltimore, whose headquarters is in Philadelphia, made part of the trip with Mr. Heath, going to Norfolk and Richmond, and he is well pleased with the business being done by the Baltimore headquarters.

W. C. Roberts, manager of E. F. Droop & Sons Co., says that April of this year will show an increase of approximately 40 per cent. over the business done by his firm during April of last year.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is preparing for the usual summer falling off in business. He has already started the outside work, which he feels confident will result in the firm getting many orders it would not otherwise receive. Each morning at 9 o'clock all the employes of the department, with the exception of one, leave the store and work outside. The one left in the store during hot weather can care for all the trade coming in.

Mr. Gibbons says that he expects fully three-quarters of the summer business which will be done by the firm to come from outside work.

Miss Mollie E. Griffith, of the Victrola salesforce of Stewart & Co., made two sales to two Greeks who were about to return to their homes, and they left here on the steamer "Liberatus." To one of the Greeks she sold a $150 machine and $110 worth of records. The other purchased a $100 machine and $96 worth of records.

Mr. Gibbons says that he is filling fully 98 per cent. of his record orders. He recently started a most attractive plan to catch the eye of the record-buying public. When he gets the monthly pamphlet of new records he immediately has them bound in an attractive cover. He is the only one in Baltimore doing this. On the May cover he has a picture of a couple on the porch of a summer home listening to a Victrola. On the front is printed "The new Victor records for May, suggesting the imperative need of summer music in your summer home."

On the inside of the cover Mr. Gibbons gives out a message to the machine owners about the advantages of purchasing records by mail.

Miss Mollie E. Griffith, of the Stewart & Co. Victrola department, was the winner of the April race. When the figures were tabulated it was found that Miss Griffith was $365 ahead of her nearest competitor.

In an effort to popularize the Edison Diamond disc, as well as the Edison line, the first of a series of public recitals was held in Baltimore by the Thomas A. Edison Co., Inc., on April 22, in the concert hall of the Academy of Music. E. B. Fuller, of the Edison Co., was in Baltimore and had charge of the recital. Three well known Baltimore artists, including Prof. John Itzel, director of the Academy of Music Orchestra, violinist; Prof. John C. Bohl, conductor of the Hippodrome Orchestra, flutist; Prof. Alfred Furthmaier, of the Peabody Conservatory, 'cellist, took part in the recital. More than 800 persons attended. At various times Mr. Fuller stopped the artists to show the value of the diamond disc. Classical numbers only were used and the audience expressed itself delighted with the work of the Diamond disc.

Mr. Gibson has signed up two more Baltimore houses to handle the Edison. They are J. P. Caulfield & Co., 332 North Charles street, and the National Piano Co., 316 North Howard street. Both are large houses and should prove excellent markets for the machines. The Caulfield Co. has been a strictly piano establishment. This makes six Baltimore houses now handling the Edison. The others are the Rosenstein Piano Co., 402 North Howard street; Martin & Co., 400 North Eutaw street; D. J. Crowley, 212 West Saratoga street, and the Central Piano Co., 120 North Liberty street.

I. Son Cohen, of Cohen & Hughes, Inc., Victor distributers, is getting up on back orders with machines, but he has made several trips to the headquarters during the past month to keep machines coming in. Elmer Greensfelder, who was formerly in charge of the Baltimore street branch of the firm, and Howard Weber, the bookkeeper. Leonard C. Wilson, who was formerly with Stewart & Co., in their Victrola department, is in charge of the Baltimore street branch.

Jesse Rosenstein, of the National Piano Co., announces a new branch story in the Miller building on North Eutaw street. This branch, while carrying pianos and electric pianos will make a specialty of talking machines and will carry Victrola, Grafonolas and Pathés. At the main branch of the firm on North Howard street the firm is also carrying the Edison Diamond disc.

Milton Boucher, the manager of the department, is much pleased with the amount of business the concern has done with the Victor line.

A good business in both Victor and Columbia machines was reported by A. J. Boden, of Sanders & Stayman Co.

Sol. Rosenstein, of the Rosenstein Piano Co., announced that the second floor of the building will be used as an auditorium for weekly recitals and will demonstrate the Edison Diamond Disc.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE. DETROIT
Sold by HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

Talking Machine Men Hold Annual Dinner.

Over 200 Members of the Trade in New York and Vicinity Enjoy Banquet at Hotel Gregorian, New York, on April 14, and Listen to Some Interesting and Helpful Addreses by Henry C. Brown, Richard H. Waldo, Victor H. Emerson and Edward Lyman Bill.

One of the largest and most successful gatherings of talking machine interests in New York and vicinity was that brought about by the annual dinner of the Talking Machine Men, held at the Hotel Gregorian on Wednesday, April 14, and at which over 200 jobbers and dealers, and their friends and representatives, were present.

A most interesting feature of the affair was the presence of a large number of ladies, wives and friends of the talking machine men, in the gallery overlooking the banquet hall, this being the first occasion on which the ladies have participated at the dinners of the association. Despite a rather late start the plans of the committee in charge worked out well and the proceedings were interesting enough to hold the crowd until close to midnight listening to the addresses of men prominent in and outside of trade circles.

Following the discussion of an excellent menu, John E. Hunt, the well-known piano and talking machine man of White Plains, N. Y., assumed the responsibilities as toastmaster and introduced as the first speaker Henry C. Brown, advertising manager of the Victor Talking Machine Co., who based his address on the statement that advertising, store efficiency and co-operation were the secrets of success in the talking machine trade. Mr. Brown emphasized what the Victor Co. is doing to advertise its product not only in national mediums, but in the local newspapers for the benefit of the dealer, and urged that even if dealers did not feel inclined to use newspaper space generously they should at least use every other method possible to advertise their association with the Victor talking machine in their own locality.

The confidence of the Victor Co. in the value of advertising was well illustrated, said Mr. Brown, by the fact that when the first rumblings of the panic of 1907 were heard, the executive board of the company held a meeting to discuss plans for meeting the situation, and is less than ten minutes had decided to add $287,000 to the company's advertising appropriation.

In the matter of store efficiency Mr. Brown declared that the dealers should not alone be satisfied to sell records by McCormack, Gluck and other prominent artists, and which practically sell themselves, but should make a study of other records in the catalog not so well known, and often superior in a musical sense to some of the popular favorites. Mr. Brown in urging the co-operation of the dealers stated that the Victor Co. was using every effort to increase its output and try to meet the demand of its dealers for both machines and records.

The speaker stated that the high tide of business had not yet been reached, and cited as an interesting example of future possibilities the present national move for prohibition which, if successful, would release over two billion dollars now spent for intoxicants and which would be spent for home comforts, with music in a prominent place.

The next speaker introduced was Victor H. Emerson, the prominent recording expert, who offered some humorous and delightful reminiscences of the early days of the talking machine business, and said that the possibilities of the talking machine as a musical instrument has not yet been appreciated and the chief asset of the manufacturers and their agents was confidence. His witty comments on some of the conditions existing in the early days of the trade proved highly amusing to the audience, especially his reference to the fact that he at one time hired a German band to play for recording purposes, the payment being $4 for an entire afternoon's work, during which the band made 1,000 records.

Annual Dinner of The Talking Machine Men at Hotel Gregorian, New York, Wednesday Evening, April 14, 1915.

The Oldest Victor Distributors in the Southwest

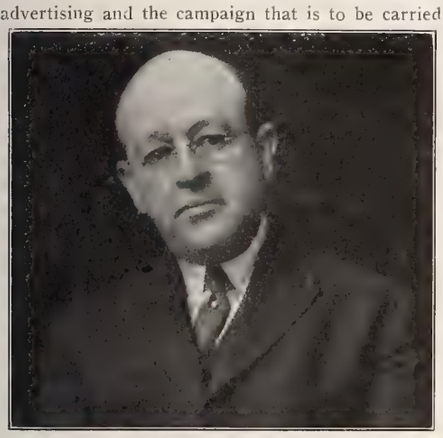
Our constant endeavor has been to furnish a Victor Distributing Service which matches up in efficiency with the service of the Victor Company as manufacturers. The remarkable growth of our business shows that we have succeeded. If this is the sort of Victor distributing service you wish, get in touch with us.

Emergency and Rush Orders Promptly Filled

Schmelzer Arms Co.

1214-16-18 Grand Ave. Kansas City, Mo.

Richard H. Waldo, business manager of the New York Tribune and one of the leading lights in local advertising circles, next addressed the talking machine men, and emphasized the benefits to be derived from co-operation among members of the same trade, such as existed among talking machine men to a greater extent than among men of any other line of business with which he was acquainted. Mr. Waldo expressed himself as being a strong believer in trade papers as advertising media, and cited particularly the success that had attended campaigns carried on by him in the music trade field through the medium of the publications of Edward Lyman Bill, including The Music Trade Review and The Talking Machine World, and which produced the greatest results of any publications used. He stated that his experience with those publications as advertiser had given him a new insight into trade paper efficiency. Mr. Waldo also spoke of the present nation-wide movement for cleanliness in advertising and the campaign that is to be carried



H. C. Brown.

on by the New York Tribune in New York and vicinity to search out and punish the fraudulent advertiser.

In closing and again referring to the necessity of co-operation in business, Mr. Waldo referred to the Sherman law as the "eleventh commandment," to wit, "Thou Shalt Not Co-operate," but stated that that interpretation of the law did not appear to worry the talking machine trade to any great extent.

John R. Young, head of the Convention Bureau of the Merchants' Association of New York, made a short address on the work of his bureau and about the advantages offered by New York as a convention center, and extended through the local organization an invitation to the National Association of Talking Machine jobbers to hold some of its annual meetings in this city.

R. W. Morey, general manager of the New York

J. G. Bremner, President.

Talking Machine Co., followed Mr. Young and, having become connected with the talking machine trade only recently, stated that his experience had shown that the talking machine men of New York and environs practiced co-operation to a greater extent than members of the trade in any other section of the country he had visited.

The next speaker was Edward Lyman Bill, publisher of The Music Trade Review and The Talking Machine World, who dwelt briefly upon the factors that have made for the success of the talking machine trade, including the co-operation between the various interests and a strict adherence to the principle of price maintenance. Mr. Bill referred to the maintenance of prices as one of the fundamentals of the industry. At the close of his address Mr. Bill was informed that he had been elected an honorary member of The Talking Machine Men and was presented with a set of gold pins bearing the insignia of that organization.

The very successful meeting broke up with a rising vote of thanks to John G. Bremner, president of the organization, for his earnest work in building up its membership and adding to its importance as a trade factor. In responding Mr. Bremner urged greater co-operation on the part of the individual members and stated that the burden of carrying the association work off successfully was a heavy one for the executive committee and each member should assume his rightful share.

GRAFONOLA STORE IN NEW BRITAIN.

Brodrib & Wheeler Open Handsome New Quarters in Live Connecticut City.

(Special to The Talking Machine World.)

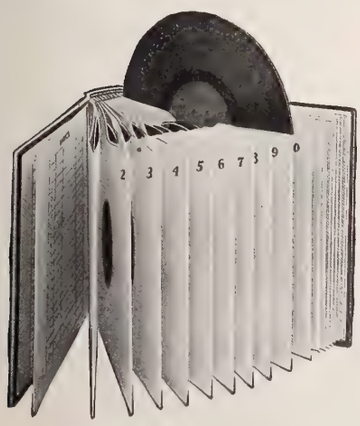
NEW BRITAIN, CONN., May 4.—Brodrib & Wheeler, who opened the Grafonola Store at 138 Main street, this city, in March, report that the volume of business handled during their first month in business was surprisingly large and that it has been increasing steadily ever since. The company

J. E. Hunt, Vice-President.

is well pleased with the location selected for its store, for it is in a great manufacturing center with the various factories showing increased activity each week.

The store occupied by Brodrib & Wheeler is most commodious with large show windows., and a wide entrance and is attractively fitted up with separate demonstration rooms for Grafonolas and the latest idea in record racks and other equipment. In addition to the Columbia Co.'s line of Grafonolas and records the firm also handles a line of pianos and player-pianos with considerable success.

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., May 8.—April repeats the oft-told tale regarding the talking machine business in Philadelphia. It has been more than satisfactory. It has ran way ahead of last year, and continues the lead of the other months of this year to about the same percentage. The business has been limited to the extent of the amount of goods that was received to be sold, although the manufacturers have been a little more energetic in filling their orders.

On May 1 the Gimbel Bros. talking machine department was turned over to the charge of Robert McCarthy, the manager of the piano department, who will hereafter look after both departments. Mr. Stewart, the former manager, will confine his efforts to the sporting goods and other lines he has handled. Mr. McCarthy enters into his new charge with enthusiasm, as he does in everything he undertakes, and he is going to do everything possible to boom that end of the business. He has a number of plans for the future, but he will not put them into effect immedately. The department will remain where it is for the present, but is likely to be moved to a more convenient part of the store later. G. F. Wurtele, who has long been connected with the department, will remain in charge of the floor business. The business at the Gimbel store was very good in April.

For a long time Philadelphia dealers—and especially those in department stores—have complained of the theft of sound boxes and records, and everywhere detectives have been on the lookout for the thieves. A few days ago Charles S. McAnally, a dealer in second-hand phonographs, at Ridge avenue and Thompson street, was arrested and held under bail for the court on the charge of having bought phonograph records and sound-boxes alleged to have been stolen by five youths from department stores.

In the arrest of Mahon O'Reordan, seventeen years old, Tenth street and Fairmount avenue, last Saturday, after he had been trailed by a store detective, the police discovered the young thieves had been systematically robbing the stores of articles valued at more than $1,000. O'Reardan implicated a number of others, all of whom were arrested and variously sentenced. It is thought that the breaking up of this gang will relieve the stores from future theft. Gimbel Bros. have been one of the chief sufferers in this respect, and G. F. Wurtele has contrived a most ingenious but simple device for the prevention of the removal of the sound-box. It meets all requirements and can be made cheaply, and aside from its protection from theft this safety sound-box holds the arm firmly and yet not in such a way as to interfere with the tone.

Emil Bauer has taken over the distribution of the sound-box lock. His office is at 217 South Twelfth street.

The Pennsylvania Talking Machine Co. had a phenomenal April. It ran close to 100 per cent. over April of 1914, notwithstanding the shortage of product. It has secured several new agencies, and at present it has practically every town of any consequence in its territory covered with a "live wire," and what gives the management most pleasure is that it knows that all of its accounts are in a generally prosperous condition, which is shown in that it has turned the merchandise that it has been getting and are clamoring for more.

Manager Walter Eckart recently returned from a short trip to the South, where he has a number of representatives, and was very much gratified with the conditions he saw there, especially in Norfolk and Richmond. The Columbia Co. of Norfolk is an exclusive Columbia establishment and is doing very fine, and the Talking Machine Co. of Richmond, James E. Cowan, manager, is also so prosperous that it has outgrown its present location, and in co-operation with A. J. Heath, of Baltimore, he recently moved to a magnificent place on Broad street. Mr. Eckart has made it his business, in certain towns where there are live Columbia agents, to urge upon them the necessity of an adequate store, and in many instances his advice is being taken. The Pennsylvania Company has secured the Robelen Piano Co., of Wilmington, Del., to handle the Columbia in that city in its handsome warerooms on Main street. Mr. Eckart is arranging to double his record booth capacity, for he finds that the Columbia records are gaining a place in the hearts of the public of Philadelphia to such an extent that his firm is handicapped for demonstration purposes.

BUEHN CO. SEPARATES DEPARTMENTS

(Special to The Talking Machine World.)

PHILADELPHIA, PA., May 3.—The Edison dictating machine department of the Louis Buehn Co., 825 Arch street, this city, has been entirely separated from the talking machine business, being removed to 837 Chestnut street. In an announcement sent to the Philadelphia trade the company states: "Our improved facilities at this new address will permit us to give better service. We invite you to call for a demonstration of the two wonderful improvements, the Telescribe and the Transophone."

In a chat with Louis Buehn he said: "It is my intention to make a separate organization of the business phonograph interests, with a separate wareroom, and by locating the new store on Chestnut street it will give the business unusual prominence. I also intend to add to the sales staff, and will make every effort to show the business houses of this city how they can effectively save a great deal of money by using the Edison business phonograph."

"Pen your orders to Penn"

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies.

We specialize upon Victor machines and records, offering a quick service in both.

Penn Phonograph Co.
17 South 9th Street
Philadelphia

EVER classify the different types of record buyers? Some come in and buy only what they want; some have to hear first and then buy. If you don't have **the records in stock that class No. 1 customers want, you lose direct profits, while on the second class, you don't even have a chance to make a sale.**

So you must have the records first, in order to make the profits. This interpreted, means that you ought to be a user of Buehn Service.

VICTOR Exclusively

Louis Buehn Co.
Philadelphia

Do you know of any better opinion to follow than Casals'? Don't you think records that satisfy Casals' ear, will satisfy your customers? Thousands of talking machine dealers do.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NO FALLING OFF IN MILWAUKEE.

Talking Machines and Records Still in Active Demand and Shortage Still Obtains—Winter Piano Co. Takes on Columbia Line—Gannon with Smith Co.—Honors for P. F. Piasecke.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., May 8.—Although this is the time of the year when business sometimes begins to fall off with the near approach of dull summer season, Milwaukee talking machine dealers and jobbers are finding that conditions are just the reverse this year. Trade is active with all the houses and in practically every instance it is stated that business is way ahead of last year. Dealers and jobbers say that in view of the depression which has existed in some lines the steady gain in the talking machine field is only another proof of the tremendous strides which are being made in the talking machine trade all over the country.

The only disquieting feature of the Milwaukee situation is the continued shortage in machines of the various makes. Jobbers say that the factories are doing their best and are actually increasing their shipments, but that they are so far behind on their orders that it will take several months to catch up.

H. A. Goldsmith, secretary of the Badger Talking Machine Co., recently returned from a business trip East, where he visited the Victor factory at Camden, N. J. S. W. Goldsmith, vice-president of the Badger concern, had intended to make the trip, but was unable to do so. Mr. Goldsmith's health is greatly improved.

Another new Columbia dealer has joined the Milwaukee ranks, as a result of the Winter Piano Co., 375 Grove street, taking on the Columbia line. The deal was handled by A. G. Kunde, Columbia jobber and dealer. The Winter Piano Co., which handles the Baldwin line of Pianos, is one of the enterprising houses on the Milwaukee South Side, and will surely meet with success in handling the Columbia goods. William Winter, Jr., son of William R. Winter, president of the company, a recent graduate of the South Division High School, will have charge of the new department. Special quarters have been arranged at the Winter store for the Columbia goods.

Robert E. Lauer, new manager of the Victor department of the Boston store, who recently succeeded C. W. Abbott, resigned, is meeting with a good gain in business and has enlarged his sales force.

Joseph Gannon, one of Milwaukee's well-known young talking machine men, has been appointed manager of the Columbia talking machine department of the Smith Piano Co., 90 Wisconsin street. Mr. Gannon was at one time assistant manager of the former Wisconsin Talking Machine Co.

Milwaukee talking machine dealers were much interested in the demonstration of the new Cheney talking machine, recently given at the Hotel Pfister. The new machine seemed to make a most favorable impression.

William A. Schmidt, general manager of the Phonograph Co., of this city, jobber for the Edison goods, recently returned from a business trip to Madison and other points in Southern Wisconsin. Business at the Edison Shop, the retail branch of the Phonograph Co., has been exceptionally brisk for the past month.

"On Wisconsin," an inspiring march two-step, by Purdy & Beck, two former students at the University of Wisconsin, a stirring piece which has been a wonderful seller in Wisconsin since its first appearance four or five years ago, has appeared in the new May repertoire of records issued by the Columbia Phonograph Co. On the reverse side is the "Milwaukee Light Guard Quickstep," composed by Hempstead in 1859, who at one time was the leading music dealer in Milwaukee.

A. Heindl, New York, manager of the European department of the Columbia Phonograph Co., was in Milwaukee recently and visited the Kunde store. Louis Bauer, well-known soloist for the Columbia company, was another recent visitor.

The Columbia line will be featured in Cudahy, an outlying city just south of Milwaukee, by Boros & Vlossak, proprietors of a general store in that city, who are meeting with a good business right from the start. The deal was handled by A. G. Kunde.

The Smith-Gensch Co., 730 Grand avenue, has purchased a new automobile, which is being put to good use in delivering Victrolas to the customers of the enterprising house. Business for April showed a perceptible gain over the corresponding month a year ago.

Peter F. Piasecki, well-known Victor dealer, 441 Mitchell street, one of the leading talking machine men on the Milwaukee South Side, has been elected by the Milwaukee circuit, civil and county judges to the position of jury commissioner to succeed R. C. Miller, recently resigned. Mr. Piasecki, who is a lieutenant colonel in the Wisconsin National Guard, has been engaged in the talking machine business since 1907. In addition to looking after his talking machine business and winning laurels in the military field, Mr. Piasecki has found time to fill the position of clerk in the office of City Comptroller Louis Kotecki, a position which he has filled since 1904, holding his place through the shifting of the different administrations.

This

A.F. Meisselbach & Bro.
TRADE MARK
Newark, N.J.

On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

RESTRICTED PRICES AND A FREE MARKET.

C. E. Butler Makes Some Very Strong Arguments in Reply to a Letter Written by Macy & Co. in Regard to the Recent Victor-Macy Decision—Says Real Competition Depends on Superior Service and Superior Stock.—The Interest of the Purchaser Protected.

The Victor versus Macy decision handed down last month has excited considerable interest in all departments of trade and quite a series of interesting letters appeared in the Journal of Commerce bearing upon this decision. There was a lengthy letter from R. H. Macy & Co. entitled "Price Maintenance or a Free Market," in reply to an article appearing in that publication of March 25 entitled "The Macy Case a Blow to Fixed Prices," by Hans Von Briesen. A further contribution to this controversy is the following letter written by Chas. E. Butler, who states that he does not desire to enter into a discussion as to the economics of the question, but desires that the people may clearly understand the facts in the case, and why important trade elements in this country are opposed to a "free market" and in favor of "restricted prices." He says further:

"A Free Market" means unlimited license on the part of anyone to sell and dispose of any merchandise purchased by them at any price they my see fit regardless of the rights of others or the injury it may do others. The principal attack of the "Free Market" is upon standard goods for the reason that the producer places upon such articles a fixed selling price which he desires maintained, and at which price they are to be sold to the public. The producer spends large sums of money in creating a public demand for such goods, the selling price of which is generally advertised; therefore, the article and its price and the name of its producer, or its trademark, become fixed in the public mind. There, then, is the material fully prepared for the "Free Market" advocate, who simply has to cut the price thus advertised at "$1, our price 75 cents."

"A Free Market" principally demanded by department stores, mail order houses, chain stores and the like, brings about an eternal war between its advocates. A regular cut-throat and survival of the fittest policy which is carried on in every important center throughout the United States. It is claimed by those favoring the "Free Market" that all this is done for the benefit of the consumer, and which argument they wave frantically before the legislators and the public in their efforts in favor of the "Free Market" and against the "Restricted Price."

The war as carried on in a "Free Market" is waged to the limit and threatens destruction to one or the other combatants. One of the parties in controversy here, R. H. Macy & Co., for many years have publicly announced their position and have constantly fought to maintain it, even resorting to legal process to enforce their right to cut the price of any article—standard goods or otherwise. This war is carried on more or less the country over and every merchant is more or less involved in it. For this reason the "Free Market" asked for by R. H. Macy & Co. and others becomes a vital national question to every citizen throughout the United States.

What is the method of war now carried on in the "Free Market" and made more free by the successful litigation of R. H. Macy & Co.? This house, unquestionably one of the foremost in the maintenance of the cut-price principle, announces its stand to the world as follows:

In the advertisement of R. H. Macy & Co., in the New York Sun of March 24, 1915, celebrating the great Victrola decision, they announce:

"Another sweeping Macy victory that will sweep a Victrola and Victor records into your home at a Macy price."

"Macy's store will continue to maintain its famous reputation for lowest-in-the-city-prices. Our right to sell standard merchandise at our own low-priced-standard, and now comes an even greater tribute to our efforts, to undersell every store in this community on dependable merchandise."

And they straightway advertise a cut price on Victrolas and records. To this is added a quotation from an advertisement of theirs stating:

"When in a moment of desperation others cut to meet our prices, we (R. H. Macy & Co.) in turn cut again, and as often as necessary to sustain the R. H. Macy & Co. reputation for underselling supremacy."

It is not fair to assume that business men of the astuteness of R. H. Macy & Co. deliberately select these advertised methods of doing business, but that it is forced upon them by the "Free Market." Thus they are compelled to declare to their competitors that the Macy prices shall be the "lowest in the city" and that they must and will "undersell every store in this community." In asserting this position of underselling supremacy, it means that no competitor can be allowed to sell any article at the price established by R. H. Macy & Co. Thus, in their advertisement in the New York Sun, they have set the price of certain Victrola talking machines as the Macy price. If any competitor, including the owners, the Victrola people, attempt to sell at the Macy price, what then? R. H. Macy & Co. state: "They will undersell every store in this community!"

The celebrated "Kilkenny Cats" is a joke in comparison to the glorious trade war thus engendered by the "Free Market."

R. H. Macy & Co. state: "That there is legitimate rivalry among distributors, also, legitimate competition of distributers is for the patronage of the consumer." Comparing this statement with the advertisement, the result is striking.

R. H. Macy & Co., in advocating the "Free Market," maintain that their methods of buying for cash, selling for cash and general efficiency enable them to distribute merchandise cheaper than their competitors, and they further state "that those distributers who, through inability to keep up with the march of progress are unable to meet the competition of their more efficient competitors, must suffer." We can all call to mind what happened to certain monopolies not so long ago, who, by means of large capital, buying for cash and greater efficiency, endeavored to monopolize the market by underselling supremacy in underselling their competitors.

It does not require a lively imagination for any reader of this article, particularly business men and intelligent consumers, to see where the "Free Market" as here advocated and carried out must lead to. It is and must be dominated by the most powerful factor in any community, and as this factor refuses to allow competition at any price, where is the competitor and where is the consumer? It must, more or less, compel a resort to all sorts of trickery and dishonesty on the part of dealers who struggle for a living. It brings about failures, bankruptcy, fires, and all the evils imaginable, and all because "the march of progress," the "Free Market," will not let them live—except on the leavings of these big factors and what they do not care to handle.

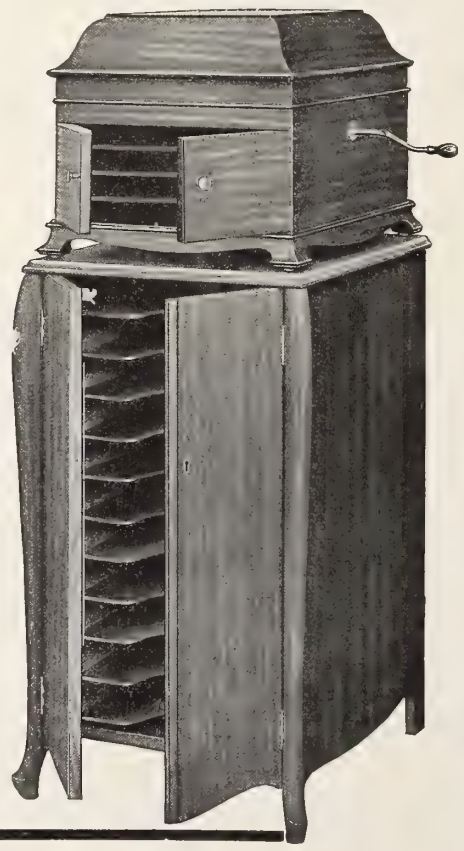
The "Free Market" advocates claim the legal and moral rights to seize on "standard goods" and so draw them into this maelstrom of the "Free Market" and cut-throat competition. Against this the "standard goods" advocates have bitterly fought but without avail; they seemingly have been handed over by the law as fit and becoming victims to the rapacious maw of the "Free Market." What does the public want, and how long will it be fooled? For, in fact, the consumer is the greatest sufferer in the "Free Market;" "our former price and present price" hits him hard and tells the story. Who can tell what influence the "Free Market" has had in the recent disasters to the big pushing combinations the country over.

Suppose a corporation was formed with a capital say of $50,000,000 (not impossible nowadays) and that it buys two or three blocks in the heart of the city and erects thereon magnificent buildings with every modern improvement; that it carries out the same idea in all the large cities of the country. It opens up and gives warnings that its prices on all goods shall be the lowest in the city prices, and that it will undersell all competitors, and that it does it in the same merciless way as the present underselling monopolies. Would R. H. Macy & Co. and the rest calmly say, "Well, through our inability to keep up with the 'march of progress' and the liability to meet the competition of our more efficient competitors," as they now preach to others "we must submit, be crushed and get out the best way we can?"

That they would do this is very doubtful. The chances are they and their able lawyers would be besieging the Government for protection against such a monopoly and give a thousand reasons why the Government should do it, mainly because of underselling monopoly, unfair trading, restraint of trade, and so on.

The "restricted price" claims that "one price for all" will secure to the consumer the benefit of protection of stable uniform retail prices upon all trade-marked and branded goods; that it is absolutely fair to the consumers, all buying alike; that it is the real "Free Market" wherein both large and small merchants can buy and sell. It is argued, therefore, by those favoring the "restricted price" that competition is not price cutting, but that it is piracy. The real competition is superior stock, superior location, superior service, and therefore all merchants are in competition with one another when selling at the "restricted price," and the consumer is benefited in many ways, impossible to enumerate here, and no unfair advantage is taken by one over the other. This is a near approach to our Constitution, which declares: "All men are endowed by their Creator with certain inalienable rights; governments are instituted to secure their rights." Surely the right to do business free and unhampered from competition is one of them.

UDELL



HERE is the new Udell cabinet for the new Victrola IX. Notice how the lines of the machine and the cabinet harmonize. It is a part of the Udell service to give such snappy designs that every Victor owner wants to own one, so you save on the cost of selling. This is style No. 1439. It is 32½ ins. high; 17¼ ins. wide; 21 ins. deep and holds 11 Victor albums. Mahogany front, sides and back.

Send for six of these;
the price is right.

At least get our catalog.

The UDELL WORKS
1025 WEST 28th STREET
INDIANAPOLIS, IND.

BIRD'S-EYE VIEW OF VICTOR PLANT

Artistically Printed in Colors Sent out Recently to Victor Dealers.

The Victor Talking Machine Co. sent out to its dealers this week an artistic supplement in colors showing a bird's-eye view of the immense Victor plant at Camden, N. J. Accompanying this picture was a guide sheet which indicated the various buildings shown on the lithograph, which included the shipping department, machine factories, storage building, record pressing plant, cabinet factories, recording and research laboratory, executive building, lumber yard, printing department, etc. The company suggests that Victor dealers frame this supplement as it will convey a stronger impression to their customers than any number of skilfully chosen words.

ISSUES THE "PIPES O' PAN."

Southern California Music Co. Publishing Attractive and Interesting House Magazine.

The Southern California Music Co., Los Angeles, Cal., has selected as the title for a very attractive house organ published by the company at regular intervals, the "Pipes o' Pan," a name for which a prize of $100 was awarded in a contest. In the publication, which is of generous size, well printed and full of interesting reading matter, there are published attractive announcements regarding the various instruments of the company's line, and which include the Chickering, Kranich & Bach, Apollo player-piano, the Hobart M. Cable, Armstrong and other makes of pianos, Victor, Columbia and Edison talking machines, musical merchandise and sheet music.

DEATH OF EDWARD DENISON EASTON

President and Founder of the Columbia Graphophone Co. and Pioneer in the Development of the Talking Machine Industry Passed Away After Short Illness on April 30—A Life Full of Achievement and Honor in His Chosen Field—Impressive Scene at Funeral.

The talking machine industry suffered a great loss in the death of Edward D. Easton, talking machine pioneer, founder and president of the Columbia Graphophone Co., which occurred at Central Valley, N. Y., April 30. Mr. Easton had not been in robust health for some time and lately he had suffered a nervous collapse, which terminated fatally in the sanitarium where he was located. Mrs. Easton and his son, Mortimer D., who had been summoned from California, were with him when he died.

Edward D. Easton, Founder and President of the Columbia Graphophone Co.

Edward D. Easton was a pioneer of the talking machine industry in the truest sense, and he was the first man who saw the commercial possibilities of the talking machine and organized the Graphophone Co. for its development. Mr. Easton at that time was a young stenographer for the United States Lighthouse Board. His ability caused him to be selected at the Guiteau trial and then as official reporter for the noted Star Route trials for mail frauds. In the latter task his fee was $50,000, said to be the largest up to that time.

It was his profession as a stenographer which enabled him to see the trade possibilities of the talking machine. He believed that it could be utilized as a dictating agency. He organized the Columbia Phonograph Co., which was consolidated in 1893 with the American Graphophone Co., he becoming head of the consolidated concern.

The Bell and Taintor fundamental patents for the recording and reproduction of sound were acquired by the Graphophone Co. Then Mr. Easton commenced the serious work of his life, which has resulted in building an enormous industrial enterprise. Since its foundation he has been the head and directing force of the Columbia interests. He surrounded himself by a coterie of men who absorbed his enthusiasm, and together they worked for the development of an enterprise, modest at first, but expanding until after many years the Columbia Co. has controlled branches in all parts of the civilized world, with factories and assembling plants in America, Europe and Canada.

The business has grown to enormous proportions, and its product is distributed in all of the countries of the earth.

Mr. Easton had always given liberally of his strength to the upbuilding of the enterprise and his business and financial ability stamped him at once as a leader among men. He built a trade edifice which will endure as a monument to his remarkable business ability and farsightedness.

Edward D. Easton was born fifty-nine years ago in Gloucester, Mass., and when but a boy moved with his parents to Arcola, N. J., where they resided on a farm. In later years, when fortune came to him, he transformed this farm into a handsome park, where he built a splendid home and near him resided married members of his family.

Outside of the Columbia Co. Mr. Easton had important interests, being president of the Burt Co., The Water Power Securities Co., The Eaglesmere Co., vice-president of the Hackensack Trust Co. and the Hackensack Hospital Association. He was a member of the Arcola Country, Hackensack Golf, the Oritani Field and the New Jersey Automobile and Motor clubs.

He is survived by Mrs. Easton and five children, Mortimer D. Easton, who is a director in the Columbia Graphophone Co. and the American Graphophone Co.; Mrs. C. W. Woodrop, wife of the vice-president of the Columbia Graphophone and American Graphophone companies; Mrs. Earl Godwin, Mrs. Florence L. Bradburn and Mrs. Helen E. Mumper.

As a special mark of respect to the memory of its founder, the entire Columbia selling organization, including the factories at Bridgeport, branches in New York and all over the world were closed on Saturday, May 1.

The Funeral Services.

The simple and impressive funeral services which were held in the Easton residence in Arcola on Sunday, May 2, were in charge of Dr. John Prugh, of Pittsburgh, Pa., a lifelong friend of Mr. Easton, assisted by Rev. John G. Lytle, pastor of the Arcola Methodist Episcopal Church, of Arcola, N. J., a handsome stone structure, which was one of Mr. Easton's many gifts to the parish. The honorary pall-bearers were Senator William M. Johnson, Aaron Johns, F. J. Warburton, John Cromelin, E. N. Burns, E. V. Murphy.

Those present included the officers and directors of the Columbia and American Graphophone companies, Frederick J. Warburton, Thomas R. White, C. W. Woddrop, Marion Dorian, Henry A. Bishop, Edward N. Burns, Charles W. Cox, John Devine, Philip T. Dodge, William M. Johnson, Charles A. W. Massie Timothy D. Merwin, Edward V. Murphy, John J. Phelps, David St. John; the departmental heads, branch managers from far-away points, representatives of the employes, as well as many personal friends, who filled the spacious mansion. The floral tributes were imposing and completely filled two large rooms. The interment was in Hackensack.

ADDS INTEREST TO THE PRICE.

Saul Birns Prints Own Victrola Catalog with Ten Per Cent. Added to Regular Prices for Instalment Purchasers—Where a Cash Buyer Is Appealed to in a Practical Way.

The discussions that have been carried on among the talking machine dealers in New York and vicinity regarding the feasibility of charging interest on Victrolas sold on the instalment plan, and which has resulted in a number of dealers promising to demand interest on all instalment contracts has brought to light the excellent system adopted by Saul Birns, an active dealer of 117 Second avenue, to add interest charges to his Victrolas without causing undue argument.

Mr. Birns has had prepared a most attractive circular similar in some respects to those gotten out by the Victor Co. itself, showing thereon eight types of Victrolas, ranging from No. IV to the No. XVI of the spring motor type. Under the machines are printed the various prices with the first payment and monthly payments clearly marked. For instance, on the No. IV the price is given as $16.50, first payment $3, monthly payment $2, while on the Victrola XVI the price is given as $220, with first payment of $40 and monthly payment of $20. It is thus seen that the man who appreciates the value of cash receives a most satisfactory discount when he is quoted the list price of the Victrola as its cash price.

HERE AND THERE IN THE CANADIAN TALKER TRADE.

McCormack and Victrola Score—Dance Demonstrations at Lindsay's—Editorial in Toronto Globe Interestingly Answered by O. C. Dorian, of the Columbia Co.—Music Supply Co. Tells of Business Advance—Pathephone for Prominent Toronto Church.

(Special to The Talking Machine World.)

MONTREAL, CAN., May 7.—Previous to the appearance of John McCormack in Montreal, the Berliner Gramophone Co. used large newspaper space covering a list of records made exclusively by this artist for the Victrola. The demand preceding and after the concert was exceptionally large. The Evening News referring to this artist in its columns said in part: "The artist, as is well known, makes Victor records exclusively, having made eighty-seven of these records covering all of the songs and ballads which his singing has made famous. These records are admitted to be perhaps the finest examples of voice recording ever produced. These records not only produce perfectly every word and tone of the singer, but they bring out all those subtle voice inflections that are so great a part of his charm and attraction. The operatic airs are given in the purest of Italian, which the tenor sings like a native."

After a long search by the police W. T. Ott, formerly chief clerk and bookkeeper for the Columbia Graphophone Co., Ltd., Toronto, who has been missing from Toronto since early in April, will be brought back from the Panama Zone to stand trial on a charge of forging checks to the amount of $5,000. On April 17 the company received seven returned checks from the Union Bank totaling the above amount and immediately instituted proceedings to have Ott arrested. Inquiry is said to have shown that Ott had left for New York in company with a woman, and on what was supposed to be a honeymoon trip, registering there under the name of Schomberg and later bought tickets for Colon, Balboa and Chile. A cable to the British Ambassador resulted in the arrest of Ott when the steamer called at Guayaquil, Ecuador. Extradition papers prepared in readiness for Ott's arrest have been forwarded to the Secretary of State at Ottawa for transmission to Panama. Ott came to Toronto from New York about a year ago. Besides being a bookkeeper for the Columbia Graphophone Co., he also conducted a manufacturers' agency under the name of W. T. Ott & Co., at 32 Front street West. He is alleged to have made an assignment of the stock and book debts of this concern to Zimmerman Bros., of Tavistock, before leaving.

C. W. Lindsay's Ottawa branch the past week had its closing free dance demonstration and assembly. Music was furnished by a Victrola, and a special demonstration of all modern dances was given by Prof. Sinclair.

Layton Bros., Montreal, are not losing an opportunity where they can exploit to good advantage the merits of the New Edison Diamond Disc machine and have featured this make lately at several successful concerts.

It may not be generally known that Albert Weiderhold, a new baritone in the Columbia blue label list of artists, is a Canadian, being a native of New Hamburg, Ont. In the April 1 list Mr. Weiderhold's voice is reproduced on both sides of A1690, the titles of which are "Nancy Lee" and "The Drummer Boy." Edmund Johnson, tenor, is also a Canadian. In the March list he sings "Mother o' Mine" in English.

Mr. Fitch, manager Babson Bros., Edison phonograph dealers in Winnipeg, Man., has just returned from a three weeks' vacation to Portland, Ore. Mr. Fitch derived much benefit from his trip. Edison goods are now arriving from the factory in substantial quantities.

A new shipment of catalogs has just been received by M. W. Glendon, Toronto, the Ontario distributor of Pathé lines. These included catalogs with the entire Pathé repertoire printed in French. The manner in which the Pathé products are coming through convinces Canadian dealers handling these goods that the makers are able to surmount the difficulties arising from the war.

A recent issue of the Toronto Globe contained the following editorial: "Gramophone records afford, in addition to culture, amusement and information, an illuminating lesson in the effects of Governmental extravagance. In defiance of all the economic theorists, catalogs announce prices as $1 in the United States and $1.25 in Canada. The pleasant theory that foreigners can be made to pay our taxes for us receives a rude jolt every time a catalog is consulted to learn the price of 'Tipperary' or any other popular song. An illuminative change has synchronized, as the Minister of Finance would say, with the present increase in the tariff. Records cataloged at $1 in the United States and $1.25 in Canada have been promptly advanced in Canada to $1.40. The first point here illustrated is the increase in the burden beyond the tax levied. The war tax of 7½ per cent. on the valuation of $1 should not do more then increase the cost from $1.25 to $1.32½. But the taxpayer contributes $1.40. Another point illustrated by the prompt advance is the amount paid by people that does not reach the public. Prices have been advanced on records imported under the lower tariff. This gives the importer the same advantage as a protected manufacturer. He is enabled by the tariff to levy a tax which he is not required to turn over to the public treasury. On later importations the agents and dealers will pay the additional 7½ per cent. and levy an additional 15 per cent. As these records are all imported they do not illustrate the tariff levied upon the public by the protected interests and not even in part turned over to the treasury of the Dominion. The former duty on gramophone records was 20 per cent. preferential, 27½ per cent. intermediate and 30 per cent. general. Until manufacture in Canada is established the over charge allowed on the public will be partially contributed to the public revenue."—Toronto Globe.

John M. Dean CORPORATION
Putnam, Conn.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

Talking Machine NEEDLES

This was replied to as follows: "To the Editor of the Toronto Globe: Your editorial in this morning's issue on the increased cost of gramophone records through the 7½ per cent. war tax does not apply to Columbia records. No increase has been made in the price of Columbia graphophones, Columbia grafonolas, or Columbia double disc records, nor is any increase contemplated. There is every desire on the part of this company to stand their share in the expenses of the war. This is shown through the fact that our London office is contributing a royalty to the Prince of Wales Fund on the sale of certain of their records. They have already paid £1,500, and every day is swelling the total. The Canadian branch is also paying a royalty to the Patriotic Fund of 15 cents on every record sold of Miss Maggie Teyte's 'Your King and Country Want You,' which selection was recorded and issued at the request of the Canadian Government. In addition, since the war has started, we have placed orders in Canada for over $60,000 worth of Canadian made cabinets. This is only an initial supply and will be followed by larger repeat orders. Columbia records are made right here in our Toronto factory by Canadian workmen. All of the above should convince you of our earnest desire to shoulder our full share of the expense of the war without endeavoring to foist any part of it off on the buying public. We feel that your article is, therefore, apt to create a false impression on the public mind, which would be prejudicial to us. As we are sure that this is not your desire, we would appreciate it if you would kindly correct your article, so far as it applies to the Columbia Graphophone Co., in an early issue.

"O. C. DORIAN,
"Assistant Canadian Manager."

An Edison Diamond Disc phonograph, loaned by Layton Bros., provided music, while Pathéscope views were being shown at a recent entertainment held by the Fairmount Methodist Church in Montreal.

B. A. Trestrard, advertising manager of R. S. Williams Sons & Co., Ltd., this city, spent Easter week in New York. He also visited the Edison plant at Orange, N. J., and remarked that apart from two or three new buildings, there were no evidences of the recent disastrous fire.

In their anxiety to sell more talking machines and records many dealers are overlooking the profit possibilities of albums altogether.

The Music Supply Co., of Toronto, has just started on its fifth year as a distributer of Columbia products, and in referring to March business, said: "Our sales for this one month will be several thousand dollars in excess of the total sales for the whole of the year previous to our taking hold of the distributing agency—a phenomenal increase, due to the good goods, our good service and our knowledge of the trade which has enabled us to co-operate with the dealers who are alive to the possibilities of the Columbia line."

A Pathephone and a collection of Pathé records were presented by the choir and congregation of one of Toronto's churches to Dr. Gilmour, Warden of the Central Prison, a prominent minister who removes to Guelph to assume the charge of the new reformatory there. One of the newest types was furnished by W. M. Glendon, who has the Ontario agency, with a collection of the best music.

In good-sized newspaper copy the Phonograph Shop, Ltd., Ottawa, Can., is featuring Anna Case, and the Edison Diamond Disc phonograph.

H. Gittleson, of the United States Picture & Portrait Co., St. John's, N. F., was an interested visitor at the Columbia factory in Toronto on his annual visit to Ontario last month. The Grafonola department of the United States Picture & Portrait Co. is an important branch of its business, and in spite of a 45 per cent. duty on the machines, they are readily salable among the Newfoundlanders, who are also very discriminating purchasers of records. Mr. Gittleson anticipates a good demand for the records of Pablo Casals, the celebrated 'cellist, recently added to the Columbia list of artists. Among the more popular titles, "The Landing of the British Troops in France" was a good seller, and "Tipperary" was as popular in Newfoundland as in Canada. Mr. Gittleson's trip between St. John's and Halifax was made entirely by water this year. Like other countries Newfoundland is feeling the commercial depression. Great interest is being taken in the war, as the colony has a great many representatives at the front, 2,000 young men having gone from St. John's alone. Asked as to the possibilities of Newfoundland confederating with Canada, Mr. Gittleson stated that this was not a subject of interest among Newfoundlanders. They are well satisfied with their own country and Government and can see no advantages in confederation. Mr. Gittleson returned home via New York.

A. G. Farquharson, of Toronto, manager of the Columbia Graphophone Co., in Canada, has just returned to Toronto from a visit to Quebec and Montreal. Columbia dealers in the latter city reported a good sale of Pablo Casals' records, as a result of the artist's recent apperances in Montreal.

The Berliner Gramophone Co., of Montreal, manufacturers of Victor records, recently remarked that despite the great improvement made in the Victor records and the army of world-famous artists who sing exclusively for these records, as well as the increased cost of production, there has been no increase in the price of these products. As is well known, the Victor records are entirely "Made in Canada," in a large and up-to-date Montreal factory, by hundreds of skilled Canadian workmen. With the sole exception of the original recording of the artist's voice, everything connected with the manufacture of "His Master's Voice" Victor records are "Made in Canada."

The Gerhard Heintzman Co.'s Hamilton branch is featuring the full Columbia line.

The Frank E. Walker Co., Ltd., Hamilton, Ont., announce the opening of their Columbia Graphophone and Grafonola department, with E. C. Deynes in charge.

The Patricia Columbia Grafonola, known as a "Royal Model," dedicated to H. R. H. the Princess Patricia, selling at $78, is one of the best selling types and a popular favorite with Canadians.

LONG CABINETS

Some new patterns, especially designed for the latest machines

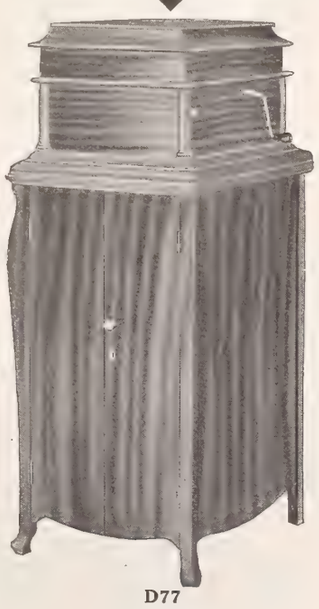
For New IX.

D81
All Finishes.

For New IX.

D79
Special Moulding — Patent Applied For. All Finishes.

For Favorite and New IX.



D77
All Finishes.

Literature will be cheerfully sent

Address CLEMENT BEECROFT, Sales Manager

309 W. SUSQUEHANNA AVENUE, PHILADELPHIA

HEADS RECORDING DEPARTMENT.

G. C. Jell Appointed Manager of the Recording Laboratory of the Columbia Graphophone Co. with Headquarters in New York.

G. C. Jell has been appointed manager of the recording laboratory of the Columbia Graphophone Co., at 102 West Thirty-eighth street, New York, succeeding Victor H. Emerson, who resigned recently. Although a young man in point of years, Mr. Jell is recognized in musical circles and in the talking machine industry as one of the best

G. C. Jell.

posted men in the country, and is admirably equipped to fill his new and important post.

Mr. Jell joined the staff of the Columbia Graphophone Co. some seven years ago, his first position being as a member of the company's advertising department. He remained there a few years, when he became a member of the Columbia Co.'s first music committee, and gradually increased his activities in this direction until he was made chairman of the record committee several years ago, a post which he has held since that time with signal success.

Mr. Jell is thoroughly versed in all matters pertaining to music in its commercial branches, having studied this subject for sixteen years. He has visited the leading musical centers abroad to add to his general musical knowledge, and his entire training has been along lines which tend to ideally fit him to serve as manager of the Columbia recording laboratory.

TALKING MACHINE MEN HOLD THEIR ANNUAL MEETING.

J. G. Bremner Re-elected President of the Association at Session on April 22—Other Officers Elected—Change in the By-Laws Ratified—Interest Question Discussed.

More than thirty talking machine dealers in the metropolitan district assembled on the afternoon of April 22 in the meeting rooms of the Merchants' Association of New York to attend the annual meeting of the Talking Machine Men. A number of important matters were scheduled for transaction at this meeting, including the election of officers for the ensuing year and the ratification of the revised by-laws, which had been drafted by the executive committee.

J. G. Bremner, president of the Talking Machine Men, called the members' attention to the fact that the executive committee had only changed the by-laws where necessary, the most important additions being those which provided for the admission of distributers to the association, the election of three vice-presidents instead of one, and the appointment of several committees to lessen the work of the executive committee. It was also provided that distributers shall not be eligible to hold office in the association, but may be appointed to serve on committees. The three vice-presidents will include one from each State represented in the association's membership, New York, Connecticut and New Jersey. Among the several new committees that have been provided for in the by-laws are credentials, grievance, membership, advertising, legal and entertainment committees.

The officers unanimously elected for the ensuing year are: J. G. Bremner, president; John E. Hunt, vice-president from New York; M. Buchner, vice-president from New Jersey; Henry Mielke, secretary, and Henry Rau, treasurer. Messrs. Bremner and Rau were re-elected, Mr. Bremner's indefatigable efforts on behalf of the association the past year well deserving this tribute. It was decided to postpone the selection of a vice-president from Connecticut until the next meeting.

A lengthy discussion of the advisability of charging interest was a feature of the meeting, every member in attendance expressing his willingness and desire to charge 6 per cent. on all instalment sales, and practically every one stating that they would include this interest clause in their contracts the 1st of May. During the course of the discussion it was stated that Thomas A. Edison, Inc., is now including in its contracts a clause providing for an interest charge on all machines retailing at $75 and more.

President Bremner stated that the organization of Talking Machine Men had been granted a charter as a corporation under the laws of the State of New York.

The Rowland Sound Regulator Co. was incorporated in New York for the purpose of manufacturing regulators for phonographs and talking machines. Capital $10,000, and the incorporators are R. L. Convissar, Dr. Charles J. Pick, R. E. Falol, 150 East Sixty-second street.

That which makes the difference between the weak and the strong, the great and insignificant, is energy—invincible determination—an unwavering purpose.—Elbert Hubbard.

A CHANCE TO GET IN

THE TALKING MACHINE BUSINESS

Exclusive territory given in Cities, Towns and Boroughs

A $40.00 Talking Machine Free

40% PROFIT FOR YOU

A solid business proposition now operating in a number of cities and towns with marvelous success.

Rare chance for Talking Machine dealers to increase their income.

Contains all the cardinal qualities with many additional improved features, excellent tone and quality.

The Plan—The $40.00 machine, in oak or mission is given away with 66 Double Disc Records at 75 cents each cash or installments. The records contain all the latest instrumental and vocal music, are durable and perfectly finished. Liberal proposition to you and 40% profit.

For further information address—

REX TALKING MACHINE CO., Inc. 1332 ARCH STREET PHILADELPHIA, PA.

INCORPORATED FOR - - - $1,200,000

CONDITIONS IN CINCINNATI.

Records More in Demand Than Talking Machines the Past Month—Manager Byars Deplores Chronic Complaints — Columbia Business Shows Increase—Victor Deliveries Heavy in May, Says Manager Dittrich, of the Rudolph Wurlitzer Co.

(Special to The Talking Machine World.)

CINCINNATI, O., May 8.—A rather marked slump has taken place in the demand for all makes of talking machines, the trade feeling the loss a little more keenly than ordinarily, for there was nothing in the horizon in March to indicate a cessation of buying.

At most of the houses the feature of the April business was the sale of records. The lists were rather attractive and a spell of cool weather sort of revived interest in the talking machine trade.

Mr. Byars, of the Aeolian Co., reports for the month just closed an increase over last April's figures. He says: "While business is not naturally brisk, yet it is marvelous how the public will buy talking machines and actually postpone the purchase of what are commonly considered necessities. I deplore this chronic complaining on the part of men in the music trade. If, as our President has said, hard times are largely psychological, I fear the germ is getting a tight grip on some of our best men. I can't help but feel that a lot of good, effective enthusiasm and energy is being stifled by a perpetual complaining of poor business. If that time was spent in real, live, aggressive thinking and working the psychological germ would be destroyed and monthly figures would show up better."

Manager Whelen, of the Columbia Co., when asked as to business conditions during the past month, stated: "On the whole business was fairly good and the total figures for the month went over April of last year; the retail came in spurts, although the wholesale kept up in a steady gait. Our company has been doing considerable advertising in the Cincinnati papers in the form of a 'T' ad, featuring not only our own store but the Cincinnati dealers. This advertising has had quite a tendency to increase retail sales, especially records, and our dealers are quite enthusiastic about it."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a few days in Cincinnati during the past month for the purpose of making arrangements for remodeling the Cincinnati store, and alterations will be commenced at a very early date.

Cliff Herdman, formerly connected with the Cincinnati Columbia store, has been transferred back to that city and took up his duties as assistant manager the first of the month.

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

(Made in two grades)

No. 3 Strap

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., makes the following summary of the situation from a Victor standpoint: "April was not up to expectations in the retail Victrola business. A very fair amount of business was done both in Victrolas and records, and the orders for May delivery exceeded anything previously experienced. The demand was very likely affected by the hot weather during April, as cash payments were very good and the plea of hard times was not often made by prospects. Wholesale business was splendid, and shipments were all that could be expected under the circumstances. There are thousands of Victrola prospects who are now ready to make their purchase of a Victrola, and we shall hope for heavy deliveries of Victrolas by the factory to place us in position to meet the tremendous volume of business in sight."

The World is in receipt of a very artistic calendar from T. Edens Osborne, the enterprising talking machine man of Belfast, Ireland, in which "A Girl from the Golden West" forms the central design.

LEMLEY-STANDKE NUPTIALS.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., May 7.—William F. Standke, manager of the local store of the Columbia Graphophone Co., was married April 28 to Miss Elsie Laura Lemley, a young lady prominent socially, and a member of one of New Orleans' old families. The marriage was a quiet affair, being solemnized at the home of the bride's parents and witnessed by intimate friends and relatives. Mr. Standke is one of the best known as well as popular executives in the employ of the Columbia Co., and has been in charge of the store here for the past three years. He and his wife were the recipients of many handsome nuptial remembrances, quite a number coming from different parts of the country where he was formerly located as well as from Columbia officialdom. The couple will make an extensive honeymoon trip, taking in the California expositions, and visiting other points of interest in the West and will be at home after June 1.

Some people impress us as having so much good in them that it's too bad they can't let a little of it out.

To secure those Victor machines and records for your summer business you need the Pearsall Service.

MOST of the summer business is "quick" business; people make up their minds to buy on the spur of the moment, and profits are made only if you have the goods in stock. They won't wait for you "to get them." Look over your stock now and test Pearsall Service with an order for both machines—all types—and records. Let us show you that Pearsall service means more profits for you.

Silas E. Pearsall Company

16 West 46th Street, near Fifth Avenue

NEW YORK

TRADE IN DETROIT SHOWS CONTINUED ACTIVITY.

Max Strasburg on Fishing Trip—New Quarters for the Metzger Co.—Additional Store for Noble—Phonograph Co. Take Hayes Business in Toledo—Another Store for Grinnell—C. S. Gardner Discusses Edison Expansion—Other Items of General Interest.

(Special to The Talking Machine World.)

DETROIT, MICH., May 8.—There is really no complaint to make regarding business conditions as applied to the talking machine industry in Detroit and other Michigan cities. Where you find a few dealers who report business to have been just fair during April, there are others who will say that business was considerably ahead of the same month last year and that the real trouble has been to get the goods fast enough from the jobbers. Detroit continues to enjoy great prosperity in all lines of trade. Her automobile factories are working night and day and new homes are being built by the hundreds in every section of the city. This means many more prospects for the talking machine dealers.

Max Strasburg, Victor dealer at 23 East Grand River avenue, Detroit, left on April 30 with W. D. Trump, president of the firm, for the Little Manistee River, located in the northern part of the State, intending to stay from ten days to two weeks. The purpose of this annual trip was to go trout fishing, the season having opened May 1, and enthusiastic trout fishermen are always ready to "beat it" to the streams as soon as the first of May comes around.

Just before leaving Mr. Strasburg told The Talking Machine World correspondent that as soon as he returned he would complete plans for the remodeling of his store, which is now entirely too small to properly handle his growing trade. Tentative plans call for the addition of five booths, making fourteen in all; new offices, recarpeting and redecorating throughout, making it one of the finest exclusive talking machine stores in the Middle West. The changes contemplated will cost in the neighborhood of $5,000.

The William E. Metzger Co., formerly of High and Woodward avenues, which deals in Victrolas and records, besides a full line of motorcycle supplies, has moved to elegant new quarters at 501-503 Woodward avenue. The Victrola department is entirely separate from the motorcycle store and has its own entrance from Woodward avenue, although there is also a side entrance into the other department. There are three good sized salesrooms for demonstrating talking machines and records, which are painted in white, partitions being of wood and glass, and all laid with blue carpet, making a very attractive appearance. The members of this firm are Joe Adcock and H. D. Purinton. The formal opening is scheduled for the middle of May.

A. E. Noble, 971 Woodward avenue, Detroit, who recently opened a new store at that address, making three in the city, has added a line of Columbia graphophones and records, and is now selling this line in two of his stores, the other being his East Side branch on Gratiot avenue. Mr. Noble will continue his Grand River store, the main office being on Woodward avenue, on account of erecting a building in the rear for factory purposes.

The Phonograph Co. of Detroit, Michigan jobber for Edison talking machines and records, has taken over the jobbing business of the Hayes Music Co., of Toledo, and will hereafter supply that trade from Detroit. The Hayes concern, while no longer jobbing Edison machines and records, will continue to sell them at retail.

Frank J. Bayley, who is located on Witherell street, Detroit, may move very soon or may remain there for two years more, depending on whether or not the new lessees of the property, who want to build a theater thereon, are willing to pay him $5,000 in cash. Mr. Bayley recently made many changes to his store, installing five talking machine booths for Edison machines and records and repainting the store throughout. This department, by the way, is now in charge of H. C. Shea, formerly with the American Phonograph Co. for two years. With him is associated Miss Vera Downs, for three years with the American, and said to be the cleverest record girl in Detroit. The Bayley store is the only place in town selling cylinder records for Edison machines.

Grinnell Bros., of Detroit, have purchased the southwest corner of Woodward and Pasadena avenues for approximately $30,000, and will occupy it with a branch store, selling pianos, players and talking machines and records. The size of the property is 47 by 200 feet, and on it is a two-story brick building. While the company will occupy only a part of the first floor for the time being, later on it expects to have the entire main floor. The income from the one store now occupied and the upper flats gives Grinnell Bros a good percentage of profit on the investment, in addition to giving them a large store in one of the best parts of the city. This new store will be ready for occupancy about the middle of May.

C. A. Grinnell, of Grinnell Bros., told a representative of The World that business throughout all of the company's stores was not up to last year. "I don't know just how to account for it, unless it is that people are holding onto their money pending the outcome of the war," he said. "We are working hard for the business, but it does not seem to be coming in as fast as we would like to see it. This applies to all of our departments."

Harry Wright, formerly with the American Phonograph Co., is now with the J. L. Hudson Co. talking machine department.

Scott Hughes, formerly with the Crowley-Milner department store, of Detroit, as advertising manager, and at present with the Rothschild store in Chicago, will become advertising manager of the J. L. Hudson store in Detroit on June 1.

Manager Andrews, of the Hudson Co. talking machine department, reports a scarcity of mahogany Victrolas XVI and XIV at $150 and $200. He says the demand is very brisk, but that he is unable to get them from the factory fast enough. The Hudson Co. expects to move its music department to the new location the latter part of May.

C. S. Gardner, supervisor for the Thomas A. Edison Co., having charge of Pittsburgh, Cleveland, Detroit, Cincinnati and Indianapolis, was in Detroit the last week in April, conferring with Edison dealers relative to methods of sales, etc. He told The World correspondent that the Edison factory had increased its capacity for records at least 50 per cent. since the middle of April. He said he found conditions very satisfactory everywhere, and that he was forced to turn down applications from many dealers who had applied for agencies, owing to the factory being unable to make sufficient goods.

Wallace Brown, of the Wallace Brown Sales Co., dealer in Edison goods exclusively, says April was the best month he has had since December.

Babson Bros., who recently became Michigan jobbers for Edison machines and records, who are located in the Liggett building, Detroit, are still looking for a Detroit location to open a retail store. They are willing to spend many thousands of dollars to make it one of the finest Edison shops in the country.

The Goodfellowship Club of Grinnell Bros., Detroit, gave its first annual masquerade at the Clark Dancing Academy on Thursday evening, April 8, and was a big success. The attendance was about 200, including employes of the Grinnell stores, their families and friends. While there were many original costumes, two deserving of special mention were worn by Harry Rapp, office manager, and Jay Grinnell, sales manager. Mr. Rapp was dressed as a Chinaman and Mr. Grinnell as a female beauty. Music throughout the evening was furnished by a seven-piece orchestra. Light refreshments and lunch were also served. The talking machine de-

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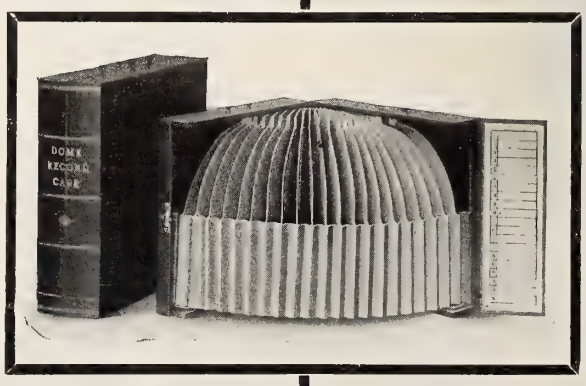
VICTOR and EDISON Distributor

DOME RECORD CASES



should be in your stock. Holds 20 records. Made in 10″ and 12″ sizes. Equipped with lock and key. Order samples to-day, with the list of records and that particular style of finish of Victrola you are unable to get elsewhere.

The completeness in filling and promptness in shipping your order will convince you we have both goods and service.

W. D. Andrews - Buffalo, N. Y.

There is as much money for a Columbia dealer in your territory as there is in the other territories that are already yielding big profitable business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

partment employes were there in full force.

On April 8 an order was placed by the J. L. Hudson Co., Detroit, for 650 Victrolas with the Talking Machine Co. of Chicago, for delivery in May and June. They will be used for the new store. The company already has in stock a complete assortment of records.

George Cheatle, of the Talking Machine Co., and H. Conover, of the Rudolph Wurlitzer Co., of Chicago, were visitors to Detroit during the past thirty days.

The G. & W. Sound Adapter Co., Lefandora building, Detroit, is making a device that fits any Edison machine, enabling it to play Victor records. It sells at $2, and is on sale at most of the stores in Detroit. W. H. Golblum, general manager of the Story & Clark store, is one of the officials of the company making this device.

The Detroit Times purchased a $150 Edison Diamond Disc phonograph, which it offered in connection with a membership campaign and a popular voting contest.

F. E. BOLWAY & SON INCORPORATE.

Prominent Edison Jobbers and Piano Dealers of Oswego and Syracuse, N. Y., Plan to Expand Their Phonograph Business.

(Special to The Talking Machine World.)

OSWEGO, N. Y., May 8.—Frank E. Bolway & Son, one of the pioneer phonograph dealers in New York State, and who has been in business in this city since 1889, was recently incorporated with capital stock of $100,000 for the purpose of expanding the business of the company as jobber of Edison phonographs, with a large section of the Empire State under its control.

The officers of the company are Frank E. Bolway, president; Frank E. Bolway, Jr., vice-president and treasurer, and Edward W. Austen, secretary. The main offices of the company are in Syracuse, where they were located some time ago, and it is planned to close out much of the business in this city. The two front stores of the company will be rented, the stock of pianos will be closed out at low prices, and only a small display room and office will be maintained to take care of local business.

PERSONAL RECORD DEPARTMENT

Inaugurated by Columbia Graphophone Co.—Will Record Personal Records of All Descriptions—Henry D. King in Charge.

An innovation in the talking machine field was announced by the Columbia Graphophone Co. this week in the nature of a "Personal Record Department." The details regarding the formation of this new department have been under consideration for some time, as the unlimited possibilities

Henry D. King.

of this field and the valuable publicity it would afford Columbia products had been brought to the attention of the company by its dealers from coast to coast.

There had been a steadily increasing demand for disc records of a personal nature, and it was to fill this demand that the personal record department was inaugurated. It is planned to make records of an intimate and personal nature that will tend to maintain and stimulate the interest of talking machine owners in their individual machines. Judging from the enthusiasm already manifested, the innovation will achieve signal success.

The business of the personal record department will be handled by an efficient and trained staff under the direction of Henry D. King. Mr. King, who joined the Columbia forces a few weeks ago, has been prominent in insurance circles throughout the country, and because of his pleasing personality, executive ability and thorough knowledge of business affairs generally is admirably equipped to fill his present important post.

NEW VOCALION CATALOG.

The Aeolian Co., 27 West Forty-second street, New York, manufacturer of the Aeolian Vocalion, has just issued a new catalog which gives in detail the tonal features of this new phonograph, and contains an interesting discussion of the creation and development of tone from a scientific standpoint. Tone waves are illustrated as produced by a tuning fork, violin, flute and human voice, and considerable space is devoted to a description of the Graduola, which is an exclusive feature of the Aeolian Vocalion. Six styles of the Aeolian Vocalion are presented in this attractive and complete publication, including Styles "G," "H," "I," "J," "K," and "L."

ELECTED VICE-PRESIDENT.

Henry C. Brown, advertising manager of the Victor Talking Machine Co., was elected vice-president of the Sphinx Club of New York at the annual election of officers held recently. Mr. Brown had filled the post of president during the past year, winning the highest praise for his able administration.

The department store of A. D. Matthews' Sons, Brooklyn, N. Y., has been placed in the hands of receivers, who will carry on the business by order of the court until a rehabilitation is effected. This concern handles Victor and Columbia products.

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Keep Your Record Stock with
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Costs about $2.00 for 250 records for 50 years
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., May 10.—PHONOGRAPH ATTACHMENT FOR CLOCKS.—James H. Pearson, St. Louis, Mo., assignor of one-third to William Carter and one-third to Harvey L. Doney, Bloomfield, Ind. Patent No. 1,131,001.

This invention relates to striking clocks of the graphophone type, one of the objects of the invention being to provide mechanism of simple, durable and compact construction whereby a carriage carrying a reproducer and a horn can be caused to travel at predetermined intervals during which time the cylinder, disc or the like on which the announcements have been recorded will be operated.

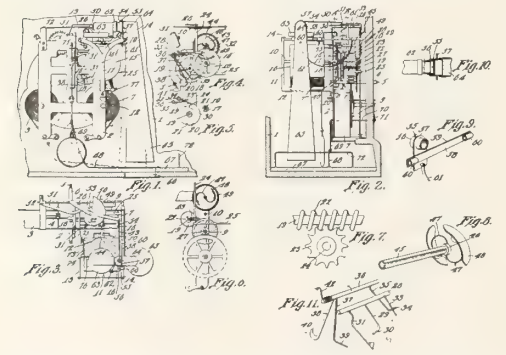
A further object is to provide mechanism of this character which can be combined readily with the mechanism of clocks of different types now in use, the entire mechanism constituting the present invention being so proportioned as to be readily housed within a casing of ordinary proportions.

Another object is to provide improved means for releasing and stopping the mechanism employed for operating the record and the carriage.

A further object is to provide means by which the carriage, upon reaching one limit of its movement, is returned automatically to its initial position so that the intelligence recorded will be repeated during successive operations of the mechanism.

A further object is to provide a novel form of governor for controlling the speed of rotation of the record, said governor being connected to the record operating mechanism in a novel manner to prevent the governor from coming to an abrupt stop when the record is stopped and, consequently, relieving the mechanism of the excessive strains which would otherwise be produced.

In said drawings Fig. 1 is a rear elevation of a clock mechanism having the present improvements



combined therewith, only a portion of the clock casing being shown. Fig. 2 is a side elevation of the mechanism shown in Fig. 1. Fig. 3 is a plan view thereof. Fig. 4 is a section on line A—B, Fig. 2. Fig. 5 is a section through a portion of the mechanism on the line C—D, Fig. 2. Fig. 6 is a section through a portion of the mechanism on the line E—F, Fig. 2. Fig. 7 is an enlarged plan view of the worm wheel and of a portion of the worm engaging the same. Fig. 8 is a perspective view of the revoluble portion of the governor. Fig. 9 is a perspective view of the carriage. Fig. 10 is a view partly in elevation and partly in section through the connection between the horn and the reproducer. Fig. 11 is a perspective view of a portion of the controlling mechanism.

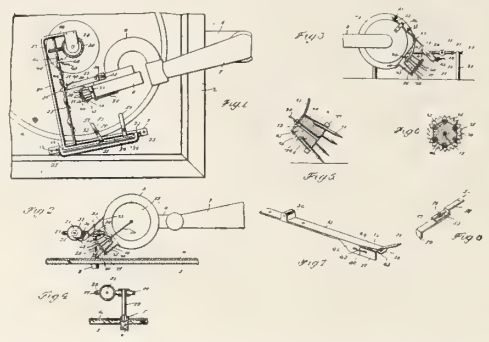
TALKING MACHINE ATTACHMENT.—Charles Ira Lamb, Nashville, Tenn. Patent No. 1,130,910.

This invention relates to repeating attachments for graphophones or other sound reproducing mechanism, but particularly for disc graphophones; and it has for its primary object the provision of mechanism which will effect an automatic return of the sound box to the starting end of the record after the playing of the record.

Another object of the invention is the provision of repeating mechanism for graphophones having feeding mechanism receiving its power from the spindle of the revolving platform or table of the machine and arranged with such relation to the sound box that on a prescribed or predetermined position of the sound box on the record the sound box will be lifted above the record and then conveyed back to its starting point.

Another object of the invention is the provision of repeating mechanism having means therein for cushioning the movement of the sound box against the record during the period of the movement of the sound box off of the feeding mechanism.

A further object of the invention is the provision of a needle holder constructed so as to accommo-



date a plurality of needles and to hold such needles whereby they may be singly advanced against the record successively with returning the sound box to the starting point of the record.

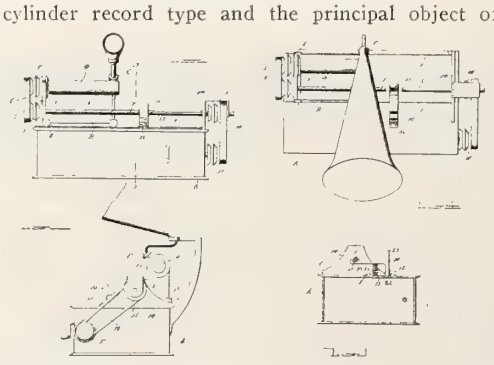
A still further object of the invention is the provision of repeating mechanism which may be readily connected with any well known form of disc machine without necessitating material alterations in the construction thereof.

Another object of the invention is the provision of feeding mechanism which will be adjustable above the record, so that it may be freely moved to an inactive position to permit of the application of the record to the revolving table or the removal of the same therefrom as the occasion may require.

In the accompanying drawings Fig. 1 is a top plan view of the repeating mechanism, showing the application thereof to a graphophone; Fig. 2 is a side view of the sound box, showing its position with relation to the returning means during the movement of the sound box toward the end of the record, parts being shown in section; Fig. 3 is a similar view, looking toward the reverse side of the sound box; Fig. 4 is a vertical section through the spindle of the revolving table, showing the driven means for transmitting motion to the feeding means of the repeating mechanism; Fig. 5 is a section through the needle holder; Fig. 6 is a section on line 6—6 of Fig. 5; Fig. 7 is a perspective view of the traveling arm, and Fig. 8 is a perspective view of the actuating arm of the needle holder.

PHONOGRAPH.—John Lyman Stevens, South Bend, Wash. Patent No. 1,132,497.

This invention relates to phonographs of the cylinder record type and the principal object of



the invention is to provide an improved phonograph in which the stylus and sound reproducer are stationary and the cylinder movable longitudinally thereunder.

Another object of the invention is to improve and simplify the construction and operation of apparatus of this character so as to be comparatively simple and inexpensive to manufacture, reliable and efficient in use and readily operated.

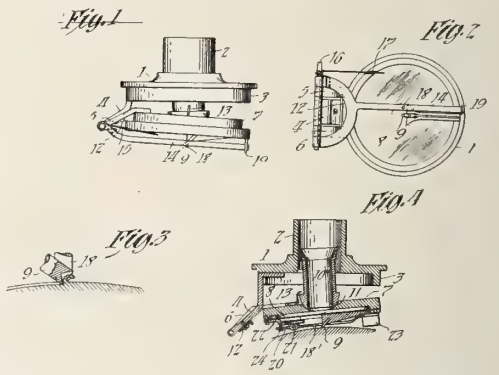
Another object of the invention is the provision of a novel record operating means for simultaneously rotating the record and giving it a movement of translation under the stylus of the reproducer, which is stationary.

In the accompanying drawings, which illustrate one embodiment of the invention, Fig. 1 is a front view of the phonograph. Fig. 2 is an end view thereof. Fig. 3 is a transverse section on the line 3—3 of Fig. 1. Fig. 4 is a plan view.

PHONOGRAPH-RECORDER.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,131,782.

This invention relates to improvements in phonograph recorders and more particularly to a device in which the compensating weight supporting the diaphragm is made of considerable mass, or to have considerable inertia, so that imperfections in the record due to vibrations of the diaphragm support are reduced to such a degree as to be unobjectionable, and in which a tracker or "ball advance," adapted to bear on the surface to be recorded upon, is employed, means being provided for automatically adjusting the relative positions of the tracker and the recording stylus when the latter engages a moving record surface, whereby the depth of the initial cut of the stylus is controlled. The initial cut is that cut which is taken by the stylus before the sound vibrations to be recorded are caused to impinge upon the diaphragm. This cut is necessary to permit the proper recording of sound rarefactions, which cause an upward movement of the stylus, and should be of a fixed and predetermined depth for the most efficient operation of the recorder.

Because of variations in the set of the diaphragm under different weather conditions, and also because of slight changes in the angular relation of the recorder and the surface upon which the record is to be made, the depth of the initial cut taken by the stylus will not be uniform unless some means for adjusting the relative positions of



the stylus and the tracker with relation to the surface of the record blank is provided. In devices heretofore used this adjustment has been provided for by mounting the tracker in a support adjustable by means of a set screw. This adjustment being very small in amount, has been performed by the use of micrometers or other such instruments of precision with the result that the recorders thus constructed have not been adapted for use by the general public. For the recorders of business phonographs and other phonographs for general use, it has therefore been found impracticable to use a tracker; and the size of the compensating weight has, therefore, been so reduced in these instruments that an objectionable blasting and other undesirable effects due to the springing of said weight from the record surface have been unavoidable, these effects being in such recorders, particularly marked when the stylus first starts cutting and when the machine is stopped.

It is the object of this invention to improve the construction of the recorders of business phonographs and other phonographs specially adapted for general use; and this result is accomplished by providing the same with a tracker which, when placed on the surface on which the record is to be made, automatically regulates the depth of the initial cut of the stylus thereby making it possible to use a compensating weight of considerable size on such phonographs.

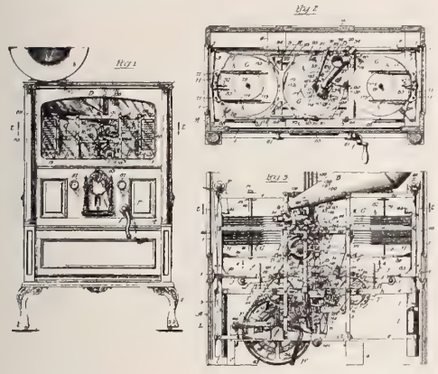
LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 64).

Fig. 1 is a side elevation of a recorder embodying one form of this invention; Fig. 2 is a bottom plan view thereof; Fig. 3 is a detail view taken from the side of the recorder opposite to that shown in Fig. 1, and showing the stylus cutting a record blank, and Fig. 4 is a central, vertical, sectional view of a recorder showing the preferred form of the invention.

AUTOMATIC TALKING MACHINE.—John Gabel, Chicago, Ill. Patent No. 1,134,603.

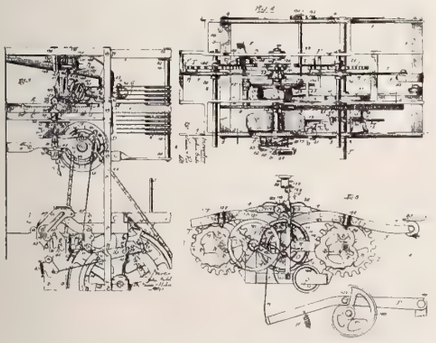
The invention relates to talking or sound-reproducing machines and seeks to provide, preferably in machines of the disc record type, automatic mechanism for changing on records or discs and for shifting the soundbox or reproducer into position to commence the reproduction of the record.

Further objects are to provide mechanism for automatically changing the sound-box needle or stylus; to provide means for automatically bringing a number of discs or records into operation, together with means whereby any particular record may be selected as desired by the user of the machine; to provide operating means for the automatic mechanism that may be coin-controlled so that all of the parts of the machine may be ar-

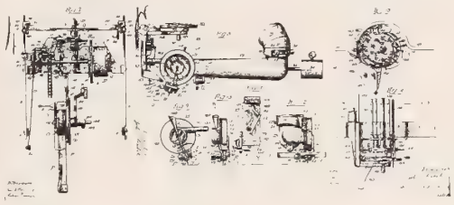


ranged within a suitable inclosing casing and to provide means for preventing the operation of the automatic mechanism when the talking machine is reproducing a record.

In the drawings, Figure 1 is a front elevation of the improved machine as arranged within an inclosing casing. Fig. 2 is a plan view thereof with the casing and other parts shown in section on the line 2—2 of Figs. 1 and 3. Fig. 3 is a rear elevation of the operating mechanism with the casing in section. Fig. 4 is an enlarged detail plan view of a portion of the operating mecha-



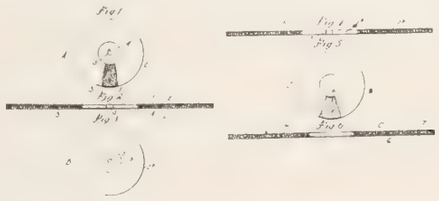
nism, certain parts being in section on the line 4—4 of Fig. 3. Fig. 5 is a partial front view of the parts shown in Figs. 3 and 4. Fig. 6 is a front elevation of parts of the operating mechanism and with certain parts shown in section on line 6—6 of Fig. 4. Fig. 7 is a side elevation of the parts shown in Figs. 5 and 6 and with the machine frame in section. Fig. 8 is a side elevation of the sound-box or reproducer, its supporting arms and means for controlling its shift. Fig. 9 is a detail elevation showing the side of the sound-box opposite to that shown in Fig. 8 and with certain parts in section on line 9—9 of Fig. 10. Fig. 10 is a front view of the sound-box with parts in section on the line 10—10 of Fig. 9. Fig. 11 is a face view of the cam plate



that controls the shift of the sound-box, parts being shown in section on line 11—11 of Fig. 8. Fig. 12 is a front view of the sound-box and its supporting arm. Fig. 13 is a horizontal section through the needle carrier or magazine taken on the line 13—13 of Fig. 14. Fig 14 is a front elevation of the lower portion of the needle magazine with certain parts shown in section on the line 14—14 of Fig. 13.

PHONOGRAPH DISC RECORD.—Frederic W. Thomas, New City, N. Y. Patent No. 1,134,774.

This invention relates to phonograph disc records. In disc records now in use and heretofore proposed there are certain inherent objections which it is the general object of the present invention to overcome by the production of a record which will give out mellow and pleasing sounds, do away with false, high notes, screechy and sharp noises, give a truer and more natural reproduction of sounds, and reproduce the human voice and other sounds more naturally. These results are unattained in the present disc records, owing to the fact that the disc body is of a hard, resinous nature. By the present invention the body of the record is permanently soft, yielding or cushiony, and hence non-sonorous, so that a more natural reproduction of



sounds is possible without screechy noises or sharp notes.

In carrying out the invention the body of the record is made of a pad of felt, wood pulp or other fibrous material which is impregnated with a suitable material, such as asphalt or a composition in which the asphalt is the main constituent. This asphalt serves to impart permanent softness and non-resonance to the disc body, so that the record material applied to the surface thereof will be backed by a continuously soft cushion, whereby the objections to the present disc records are wholly overcome. A record of this type has the advantage of cheapness and simplicity of construction, indestructibility, stability sufficient to prevent cracking of the record material in the use and handling of the record, and superior tone qualities.

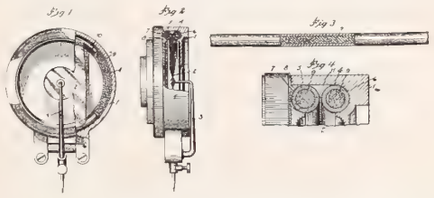
Figure 1 is a plan view of the improved disc record with a portion of the record material broken away; Fig. 2 is an enlarged diametrical section; Fig. 3 is a plan view of a modified form of disc record; Fig. 4 is an enlarged diametrical section thereof; Fig. 5 is a plan view of a ring form of record; Fig. 6 is a diametrical section thereof.

DIAPHRAGM SETTING FOR PHONOGRAPH-REPRODUCERS.—Frederic W. Thomas, New City, N. Y. Patent No. 1,134,775.

This invention relates to sound reproducers and recorders and deals more particularly with the mounting of the diaphragm.

The invention has for its general object to improve the construction of devices of the character referred to so as to be more satisfactory in operation, comparatively simple and inexpensive to produce and so designed as to be uniformly effective for an indefinite time and irrespective of temperature and weather conditions.

The invention has for its specific object to provide an improved diaphragm setting whereby the full tonal effects are obtained from the vibrations of the diaphragm and superior reproduction rendered possible, this through the use of novel, simple and reliable gaskets between which the peripheral edge of the diaphragm is clamped with a uni-

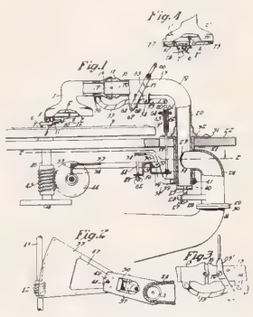


form and practically permanent compression, so that rattling of the diaphragm is positively prevented.

In the accompanying drawing, which illustrates an embodiment of the invention, and wherein similar characters of reference indicate corresponding parts in all the views, Fig. 1 is a front view of a sound reproducer with portions broken away to illustrate the details of construction; Fig. 2 is a side view with portions in section; Fig. 3 is a view of a piece of the gasket stock, and Fig. 4 is an enlarged sectional view through the gaskets and the peripheral portion of the diaphragm.

TALKING MACHINE.—Peter Weber, Orange, N. J. Patent No. 1,133,685.

This invention relates to talking machines and more particularly, but not exclusively, to machines of the type in which a flat or disc record having vertically undulating record impressions is operated upon.



The principal object of this invention is the provision of improved means for controlling the feeding of the reproducer across the record surface, these means being preferably so constructed and arranged as to position the reproducer on or withdraw the same from the record surface simultaneously with the engagement and disengagement respectively of the usual feed nut and feed screw.

Another object of this invention is to provide a novel construction and mounting for the reproducer, whereby the stylus is permitted to follow the record groove regardless of irregularities therein. In conforming with this last named object, the inventor has mounted the stylus supporting member movably with respect to the body of the reproducer so that the stylus has great freedom in tracking the record groove and a mounting of small inertia is obtained.

Figure 1 represents an elevation partly in section of a portion of a talking machine embodying this invention; Fig. 2 represents a plan view partly in section taken on the line 2—2 of Fig. 1 of certain details of construction; Fig. 3 represents a side elevation of a modified form of a detail of construction; and Fig. 4 represents a side elevation partly in central vertical section of a modified form of reproducer constructed in accordance with the invention.

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17764 Blame It On the Blues—Fox Trot (Charles L. Cook) .....Victor Military Band 10
I Want to Go to Tokio—Medley Fox Trot.... Victor Military Band 10
35417 Henrietta—Waltz Hesitation (F. Channon)..... Victor Military Band 12
Flame of Love—Waltz Hesitation (Flamme d'amour) (M. Unger)...Victor Military Band 12
35445 On the 5:15—Medley One-step..... Victor Military Band 12
Don't Take My Darling Boy Away—Medley One-step .....Victor Military Band 12
35446 My Clarabelle Waltz (F. W. McKee)..... McKee's Orchestra 12
Minor and Major Waltz (F. W. McKee)..... McKee's Orchestra 12

THE "COUNTRY FIDDLER" GIVES AN ENCORE.

17737 The Old Soldier's Vision....Chas. Ross Taggart 10
Old Country Fiddler in a New York Restaurant Charles Ross Taggart 10

NEW STORIES BY NAT WILLS.

17768 Darkey Stories. Comic Monologue..Nat M. Wills 10
Too Much Dog. Comic Monologue..Nat M. Wills 10

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17677 The Original Fox Trot (F. Henri Klickmann) Banjo, Piano and Drums.....Van Eps Trio 10
That Moaning Saxophone Rag (Harry Cook-Tom Brown) (Saxophone Sextette). Six Brown Bros 10
17758 I'm Proud to Be the Mother of a Boy Like You (Sterling-von Tilzer).....Peerless 10
We'll Take Care of You All ("The Little Refugees") from "Fads and Fancies" (Harry B. Smith-Jerome Kern) ..... Edna Brown-James F. Harrison 10
17762 The Flame of Love, from "The Peasant Girl," (Harold Atteridge-Rudolf Friml)..... Edna Brown-James F. Harrison 10
My Own Venetian Rose (Piantadosi-Glogau-McCarthy) .....Cambpell and Burr 10
17765 You are the Rose of My Heart (Andrew K. Allison-James Kendis) .....Henry Burr 10
Runaway June (Harold Freeman)..... Charles Harrison 10
17769 Everybody Rag with Me (Gus Kahn-Grace Le Boy) .....American Quartet 10
You Don't Know How Glad I Am to Get Back Home (Reed-Ball) .....Billy Murray 10
17770 My Bird of Paradise (Irving Berlin)..... Peerless Quartet 10
I Want to Be There (Clarke-Monaco)..... Herbert Stuart 10

VIOLIN RECORDS OF THE "OLD SONGS."

17756 Annie Laurie (Scott) (Violin, with harp and orch.) .....Samuel Gardner 10
My Old Kentucky Home (Stephen C. Foster) (Violin with orch.) .....Samuel Gardner 10

TWO BILLY SUNDAY FAVORITES BY RODEHEAVER.

17763 Brighten the Corner Where You Are (Revival Hymn) (Ina Dudlay Ogdon-Chas. H. Gabriel) Homer Rodeheaver 10
I Walk with the King (James R we-B. H. Ackley) .....Homer Rodeheaver 10

TWO GREAT "[illegible]" NUMBERS.

35443 Trovatore—Miserere (Ah! I Have Sigh'd to Rest Me) (Act IV) (Verdi) Duet with chorus in English..Olive Kline-Harry Macdonough and Victor Chorus 12
Trovatore (Home to Our Mountains) (Act IV) (Verdi) Duet in English..... Marguerite Dunlap Harry Macdonough 12

THE OPERA COMPANY GIVES "PERSIAN GARDEN."

35441 Gems from "In a Persian Garden"—Part I (Liza Lehmann) Quartet "Come, Fill the Cup"; Solo, "I Sometimes Think"; Solo, "Myself When Young"; Solo, "I Sent My Soul"; Quartet, "Alas! How Swift [illegible] Victor Opera Company 12
Gems from "In a Persian Garden"—Part II (Liza Lehmann) Quartet "Wake! For the Sun"; Duet, "A Book of Verses"; Solo, "As Then the Tulip [illegible] Delight"; Quartet, "They Say the Lion"..... Victor Opera Company 12

NEW EDUCATIONAL RECORDS.

17760 (1) Merci clamant (de Coucy). (2) Pour mal tems, ni pour gelée (Thibaut of Navarre) Troubadour Songs from "Echos du Temps Passe." Vol. I. (With lute and harp, in French).....Raymond Dixon 10
(1) Robins m'aime (Rondel d'Adam de la Hale) (2) J'ai encor un tel pate (Rondel d'Adam de la Hale) Troubadour Songs from "Echos du Temps Passé," Vol. I (with lute and harp in French) .....Raymond Dixon 10
17761 (1) Seven Pretty Girls (Swedish) from "Dances of the People" (Burchenal). (2) The First of May (Swedish) from "Folk Dances and Singing Games" (Burchenal). Victor Military Band 10
(1) Come Let Us Be Joyful (Mozart) from "Dances of the People" (Burchenal). (2) Kulldansen, No. 2 (The Lassies' Dance) from "Folk Dance Book" (C. Ward Crampton) (Publisher, A. S. Barnes Co.) .....Victor Military Band 10
17766 Venus Reigen Waltz (Josef Gung'l, Op. 63).... Victor Military Band 10
Emperor March (Unser Kaiser Friedrich) (Franz von Blon, Op. 56)..... Victor Military Band 10

BLUE LABEL RECORDS.

55047 Lucia—Mad Scene (Act III, Scene II) (Donizetti) Flute obligato by Clement Barone, in Italian .....Olive Kline 12
Dinorah—Shadow Song (Ombra leggiera) (Act II) (Meyerbeer) In Italian.....Olive Kline 12
55048 Lohengrin—Bridal March (Introduction to Act III) (Wagner) (Personally directed by Victor Herbert).....Victor Herbert's Orchestra 12
Wedding March from "Midsummer Night's Dream" (Mendelssohn) (Personally directed by Victor Herbert).Victor Herbert's Orchestra 12
45061 Humoresque (Dvorak) (Bird Voices)..... Charles Kellogg and Victor Orchestra 10
Amoureuse Valse (Bird Voices) (R. Berger).. Charles Kellogg and Victor Orchestra 10
55049 Songs of Our Native Birds—No. 1 (Bird Voices) Charles Kellogg 12
Songs of Our Native Birds—No. 2. (Bird Voices) Charles Kellogg 12

NEW RED SEAL RECORDS.

89084 Si vous l'aviez compris—Melodie (Had You But Known) (L. Denza) Tenor Solo in French, with violin accomp. Pianoforte by Gaetano Scognamiglio..Enrico Caruso and Misha Elman 12
87212 One Sweetly Solemn Thought. (Phoebe Carey-R. S. Ambrose) Soprano and Contralto Duet, in English...,Alma Gluck and Louise Homer 10
74429 Faithful Johnie (Beethoven) Contralto Solo in English .....Julia Culp 12
88520 Pique Dame—Es dämmert (The Queen of Spades—It is Evening) (Act I) (Tschaikowsky) Soprano and Contralto, in German)..... Emmy Destinn and Marie Duchêne 12
88521 Chanson d'amour (Love Song) (C. H. Grandmougin-J. Hollman) Soprano Solo, violin accomp., in French with pianoforte by Frank La Forge. Frances Alda and Mischa Elman 12
88524 Iris—Un di al tempio (One Day at the Temple) (Act II.) (Mascagni) Soprano Solo in Italian. Lucrezia Bori 12
64488 Slavonic Dance No. 1 (In G Minor, Op. 46) Violin Solo; pianoforte by Carl Lamson (Dvorak-Kreisler) .....Fritz Kreisler 10
64484 Pagliacci—Vesti la giubba (On With the Play) (Act I) (Leoncavallo) Tenor Solo in Italian.. Giovanni Martinelli 10
74432 The Trumpeter (J. Francis Barron-J. Airlie Dix) Tenor Solo in English.....John McCormack 12

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A5663 Jewels of the Madonna (Wolf-Ferrari) "Madonna con sospiri" (Madonna with tears and sighing). Tenor Solo in Italian, with orch. accomp. .....Edoardo Ferrari-Fontana 12
Jewels of the Madonna (Wolf-Ferrari) "Madonna dei dolori" (Madonna of the sorrows) Tenor Solo, in Italian, with orch. accomp... Edoardo Ferrari-Fontana 12
A5664 Route Marchin' (Stock) Baritone Solo, orch. accomp. .....Davis Bispham 12
The Old Guard (Rodney). Baritone Solo, with orch. accomp. .....Bavid Bispham 12

Alice Nielsen Makes New Records.

A5669 Low Back'd Car (Lover). Soprano Solo, orch. accomp. .....Alice Nielsen 12
Oh! I'm Not Myself at All (Lover). Soprano Solo, orch. accomp. .....Alice Nielsen 12
A5670 Love's Old Sweet Song (Molloy). Soprano Solo, orch. accomp. .....Alice Nielsen 12
Bendemeer's Stream (Gatty). Soprano Solo, orch. accomp.....Alice Nielsen 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1746 Staccato Caprice (Vogrich). Piano Solo..... Manolito Funes 10
Shepherds All And Maidens Fair (Nevin). Piano Solo .....Manolito Funes 10
A1747 Kawaihau—Waltz. Guitar Solo.....July Paka 10
Hawaiian Medley, introducing "Kawika," "Hawaiian Maiden," "Waikiki" Guitar Solo..... July Paka 10
A1748 I Love You Truly (Jacobs-Bond) Soprano Solo, orch. accomp.....Grace Kerns 10
Until (Sanderson). Tenor Solo, orch. accomp. Reed Miller 10
A1751 The Bridge (Lindsay) Orch. accomp..... Columbia Stellar Quartet 10
Come Back to Erin (Claribel). Orch. accomp... Columbia Stellar Quartet 10
A1753 Mighty Lak' a Rose (Nevin). Orch. accomp... Columbia Ladies' Quartet 10
Lullaby (Brahms). Orch. accomp..... Columbia Ladies' Quartet 10

BLUE-LABEL DOUBLE-DISC RECORD.

A5667 Maritana (Wallace). Angelus (Angels that around us hover) Orch. accomp..... Columbia Opera Chorus 12
Il Trovatore (Verdi) Anvil Chorus. Orch. accomp. .....Columbia Opera Chorus 12
A5668 I Feel Thy Angel Spirit (Hoffman). Soprano and Baritone Duet, orch. accomp..... Grace Kerns and Albert Wiederhold 12
Mavis (Craxton) Tenor Solo, orch. accomp.... Reed Miller 12

DOUBLE DISC RECORDS.

A1714 My Task (Ashford). Tenor Solo, orch. accomp. Henry Burr 10
The Beautiful City (Wilson). Contralto and Baritone Duet, orch. accomp..... Mabel West and Edgar Stoddard 10
A1715 Uncle Josh at the Roller Rink (Stewart). Comic sketch. .....Cal Stewart 10
Uncle Josh Has His Photo Taken (Stewart) Comic Sketch.....Cal Stewart 10
A1716 The Dog Fight. Talking sketch..... 10
Backyard Conversation Between Two Jealous Irish Washerwomen. Talking sketch..... 10
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Uncle Josh and the Labor Union (Stewart). Comic Sketch. .....Cal Stewart 10
A1734 Carnival Maid.—March and Two-step. Xylophonist. .....Thomas Mills 10
Flower Girl (Wenrich). Xylophonist. Thos. Mills 10
A1749 The Jolly Tars (Von der Mehden). Orch. accomp. .....Peerless Quartet 10
Nautical Medley (Peters). Orch. accomp.... Peerless Quartet 10
A1750 Lettre De Manon (Gillet). Incidental Violin Solo by George Stehl.....Prince's Orchestra 10
Amorita (Czibulka) .....Prince's Orchestra 10
A1752 A Hunting Scene (Bucalossi). Descriptive Sketch .....Prince's Orchestra 10
The Happy Blacksmith (Von der Mehden). Descriptive Sketch .....Prince's Orchestra 10
A1761 It's Mine When You've Done With It. Comic Song. orch. accomp.....Billy Williams 10
Wait 'Till I'm As Old As Father. Comic Song with orch. accomp.....Billy Williams 10

SONG HITS FOR JUNE.

A1757 My Own Venetian Rose (Piantadosi, Glogau and McCarthy). Tenor Solo, orch. accomp..... Sam Ash 10
The Peasant Girl (Friml). Flame of Love. Soprano and Tenor Duet, orch. accomp..... Miriam Clark and John Barnes Wells 10
A1760 My Bird of Paradise (Berlin). With orch. accomp. .....Peerless Quartet 10
One Wonderful Night (Jones). Tenor Solo, orch. accomp.....Henry Burr 10
A1745 Don't Take My Darling Boy Away (A. Von Tilzer). Tenor Solo, orch. accomp...Billy Burton 10
Virginia Lee (Lange). Tenor Solo, orch. accomp. .....Sam Ash 10
A1759 Sprinkle Me With Kisses (Ball). Soprano and Tenor Duet, orch. accomp..... Ada Jones and Will Robbins 10
Kentucky Home (Donaldson). Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan 10
A1755 Baby (Bennett). Tenor and Baritone Duet, orch. accomp....Jas. Reed and J. F. Harrison 10
My Little Dream Girl (Freidland). Tenor and Baritone Duet, orch. accomp..... James Reed and James F. Harrison 10
A1756 Runaway June (Freeman). Tenor Duet, orch. accomp. ....Albert Campbell and Henry Burr 10
I'm On My Way to Dublin Bay (Murphy). Baritone and Tenor Duet, orch. accomp..... Herbert Stuart and Billy Burton 10
A1754 The Little Ford Rambled Right Along (Gay). Baritone Solo, orch. accomp.....Arthur Fields 10
Si's Been Drinking Cider (Berlin). Baritone and Tenor Duet..... Arthur Collins and Byron G. Harlan 10
A1758 Moonlight on the Rhine (Snyder). Tenor Solo, orch. accomp. .....Sam Ash 10
My Rose of Argentine (Gray). Orch. accomp. Peerless Quartet 10

Orchestral Recordings of Popular Classics.

A5665 Monastery Bells—Kamenoi-Ostrow (Ruinstein). Prince's Orchestra 12
Lohengrin (Wagner). Introduction to Third Act. .....Prince's Orchestra 12

Two Stirring Band Marches.

A5666 Up the Street (Robt. G. Morse). March..... Prince's Band 12
Bay State Commandery (Burrell).—March. .... Prince's Band 12

June Dance Records.

A5671 Mighty Lak' a Rose (Nevin-McKee)—Waltz.. Prince's Band 12
Nightingale Waltz (Nevin-Davis)..... Prince's Orchestra 12
A5672 Bubi Fox Trot (Kollo). .....Prince's Band 12
Bing! Bing! Fox Trot (Kaufman)..... Prince's Band 12
A5673 Hawaiian Medley Waltz.....Prince's Orchestra 12
Innamorata (Beloved) (Marchetti)—Waltz. .. Prince's Orchestra 10
A5674 I'm On My Way to Dublin Bay (Murphy)—One step .....Prince's Band 12
Chinatown, My Chinatown (Cobb and Schwartz) Medley One-Step.....Prince's Band 12
A5675 Blame It On The Blues (Cooke)—Fox Trot.. Prince's Band 12
There's a Little Spark of Love Still Burning (Fischer)—Fox Trot ..Prince's Band 12

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28204 Mein lieber Schwan! (My Faithful Swan)—Lohengrin (Richard Wagner) Tenor Solo in German, orch. accomp.....Jacques Urlus
28205 Voci di Primavera (Spring Voices)—Waltz Song (Johann Strauss) Soprano Solo, orch. accomp. Alice Verlet

REGULAR LIST.

2590 After Sunset (Arthur Pryor)..Edison Concert Band
2605 A. O. H's. of the U. S. A. (Jack Glogau)..... Edward Meeker
2595 At the Ball, That's All (J. Leubrie Hill) Tenor and Bass Duet, orch. accomp..... Harry Mayo and Harry Tally
2597 Dying Poet (L. M. Gottschalk).....Sodero's Band
2608 Flaming Arrow (F. H. Losey)..Edison Concert Band
2587 Happy, That's all (Van Avery) Vaudeville specialty, orch. accomp.....
2588 I'm a Millionaire—To-Night's the Night (Paul A. Rubens) Baritone Solo, orch. accomp.... Joseph A. Phillips and Chorus
2598 Insect Powder Agent. Coon Vaudeville Sketch with Banjo.....Billy Golden and James Marlowe
2603 In the Garden of the Gods (Ernest R. Ball) Baritone Solo, orch. accomp.....Thomas Chalmers
2599 Irish Eyes of Love—Heart of Paddy Whack (Ernest R. Ball) Tenor Solo, orch. accomp.. Frank X. Doyle
2586 Little House Upon the Hill. Tenor Solo, orch. accomp.....Manual Romain and Chorus
2592 Love's Golden Dream (Lindsay Lennox). Contralto and Tenor Duet, orch. accomp..... Helen Clark and Emory B. Randolph
2589 Love's Melody Waltz—Hesitation (Leo Danderff) For dancing ....Jaudas' Society Orchestra
2604 Music Box Rag—Fox Trot (C. Luckyth Roberts) For dancing.....Jaudas' Society Orchestra
2594 My Sunshine (O' Sole Mio) (Eduardo di Capua). Tenor Solo, orch. accomp....C. W. Harrison
2606 Night's Frolic—Descriptive (Andrew Hermann) New York Military Band
2602 O, That We Two Were Maying (Alice M. Smith) Soprano and Baritone Duet, orch. accomp..... Elizabeth Spencer and Thomas Chalmers
2591 Same Sort of Girl—The Girl from Utah (Jerome Kern) Tenor and Soprano Duet, orch. accomp. Walter Van Brunt and Elizabeth Spencer
2607 Simple Melody—Watch Your Step (Irving Berlin). Soprano and Tenor Duet, orch. accomp. Mary Carson and Walter Van Brunt
2593 Some Baby—One-step (Julius Lenzberg) For dancing .....Van Eps Banjo Orchestra
2601 Vigoroso March (F. H. Losey)..N. Y. Military Band
2600 When I'm Gone You'll Soon Forget (E. Austin Keith). Tenor and Contralto Duet, orch. accomp.....Walter Van Brunt and Helen Clark
2596 You're Plenty Up-to-date for Me (Walter Van Brunt) Tenor Solo, orch. accomp..... Walter Van Brunt

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VOL. XI. No. 6.

SINGLE COPIES, 10 CENTS
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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, June 15, 1915

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly.*

Entered as second-class matter May 3, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

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EXCLUSIVE VICTOR JOBBERS
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All orders shipped the same day received
Service to all points

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Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
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VICTORS EXCLUSIVELY
We make a specialty of getting the order out on time—every time.
The Rudolph Wurlitzer Co.
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Two points of supply; order from the nearer.

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Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of July 15th

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

The Talking Machine World

Vol. 11. No. 6. New York, June 15, 1915. Price Ten Cents

EFFECTIVELY SIZING UP THE WAREROOM VISITORS.

The Different Temperaments of Prospects Mean Different Treatment—Many Types of People to Consider—It Pays to Know How Best to Handle the Other Fellow—Why the Study of Human Nature Is the Stepping Stone to Success in Salesmanship.

If all of us were alike salesmanship would be an art.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

You know you must handle the quick-tempered man with gloves, while the lethargic person you must urge to action. But mankind is not divided simply into the quick and slow. There are many types. The art of analyzing character scientifically is not as simple as the alphabet.

Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be practiced. You must be able to do it quickly, too.

Learn salesmanship. This means more than knowing your job, although you should make sure that you know that first. After that you should get busy. Know the job above yours—yes, even the job above that, for the fellow just above you may not be able to fill the job above him. If you can there is your chance.

While it is the doing that counts in the battle for success, it is not the doing that starts the battle for success. It is your preparation to do the things that should be done when the opportunity arrives that makes you make good at the supreme moment. Be prepared to do things.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands have been lost by salesmen not knowing the other fellow and how to handle him.

Thousands of hours of honest effort have been wasted by those who have failed to handle business prospects intelligently.

Thousands of men fail as salesmen simply because they do not get down to the fundamental of understanding the other fellow's viewpoint of things.

How can you sell such an article as a talking machine or records to a person whom you do not understand?

Since the greatest statesmen and the greatest professional men owe their success to their skill in handling men and women, can any salesman fail to enrich his knowledge in this particular?

The knowing how to handle men—that is, by learning what you can about the other fellow and learning it quickly—has been the stepping stone to the success of the greatest salesmen America has ever produced.

Everyone can learn something in this particular and everyone can profit materially by the cultivation of their mentality along the lines of sizing up the other fellow.

MAGNIFICENT NEW BUILDING

To Be Erected for Pardee-Ellenberger Co., New Haven, Conn.—Architects Plans Call for Most Artistic Structure with Recital Room.

(Special to The Talking Machine World.)

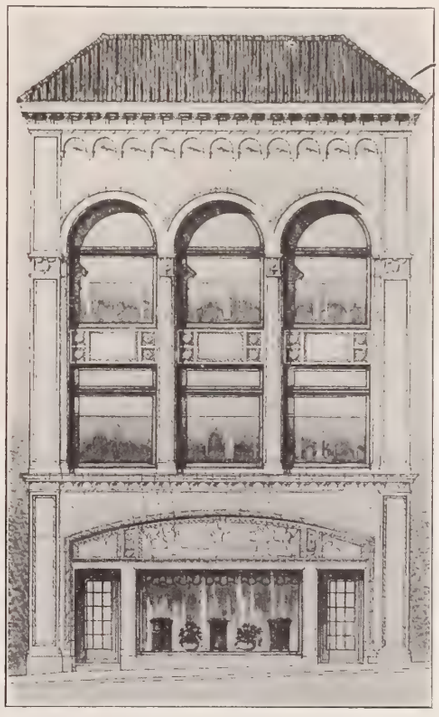
New Haven, Conn., June 7.—An important real estate deal for the property at 962-964 Chapel street, this city, was closed last week whereby a new building will be erected to be occupied by the Pardee-Ellenberger Co., prominent dealer and jobber in Edison diamond disc phonographs. The plans include a spacious reception hall, special rooms where the various instruments may be individually demonstrated, a number of soundproof booths for record purchasers and a large concert chamber or music room, where continuous demonstrations will be held and where, at intervals, it is proposed to carry on recitals by record-making artists, for the comparison of the instrument with the voice itself.

The furnishings, decorations and equipment will be of a most sumptuous nature and in keeping with the prestige of the Edison diamond disc phonograph and will follow along the same lines as "The Edison Shop" on Fifth avenue, New York.

In the design of the building individuality and distinction have been sought and the architectural style adopted is pure Italian, of the period of the early Renaissance. The character of the design will be emphasized by the material used, which will be terra cotta, but of a color and texture new in the use of this material. It is exactly the quality of fine axed granite, and even the hammer marks appear on the surface. The spandrel of the low arch which spans the entrance and display window will be enriched with groups of classical figures, suggesting successive periods of musical development and modeled especially for this panel. The interior treatment will be in character with the exterior design, and simplicity will be observed and originality obtained by the decorative color scheme, worked out in tapestry and furniture specially designed for the purpose.

The architects are Shape & Bready, of New York City, who brought "The Edison Shop" to so successful a completion and who, in this case, will carry out the entire plan of the building, as well as the interior furnishings.

It is expected that the new building will be ready for occupancy by October 1 and, when completed, will be one of the most artistic and striking on Chapel street and will give New Haven the finest shop of this character in New England.



Pardee Ellenberger's New Home in New Haven.

The Sound-O-Photoplay Co. was incorporated at Albany recently with a capital stock of $150,000 for the purpose of manufacturing and dealing in phonograph films, moving pictures, records and other sound-producing specialties.

CO-OPERATES WITH THE SCHOOLS.

How Thor Norberg, of Moline, Ill., Helps to Increase Interest in the Talking Machine in His Locality by Giving Free Lectures.

(Special to The Talking Machine World.)

Moline, Ill., June 5.—Thor Norberg, a successful Victor dealer of this city, is utilizing an original and essentially helpful idea to assist the local schools in raising funds to purchase Victrolas and adequate libraries of Victor records. Mr. Norberg is well known in athletic circles, both here and abroad, having captured first prize in gymnastics in the London Olympic games in 1908, and owns a large number of medals given him for swimming, high diving and similar accomplishments. He has a very fine collection of interesting and informative lantern slides which he uses to illustrate a well-prepared lecture on the "Olympic Games in Stockholm, 1912." Mr. Norberg attended these games as a special representative for a number of newspapers and his knowledge of the various events is complete and informative. He gives this lecture in the schools gratis, and in this way co-operates with the schools in their efforts to secure sufficient funds to purchase Victrolas.

OPENS STORE IN POUGHKEEPSIE.

R. B. Caldwell Buys Talking Machine Department of the C. H. Hickok Co. and with R. P. Dunlap Will Handle the Victor Line.

R. B. Caldwell, formerly vice-president of the Blackman Talking Machine Co., New York, well-known Victor distributer and one of the most popular members of the talking machine industry, in company with Ralph P. Dunlap, who formerly conducted a retail Victor establishment at Far Rockaway, N. Y., has purchased the Victor department of the Charles H. Hickok Music Co., Poughkeepsie, N. Y. Mr. Caldwell will house this Victor business in a new and finely appointed store in the best retail district of Poughkeepsie and, according to his present plans, will be completely established by the middle of the month. Both Mr. Caldwell and Mr. Dunlap are versed in every detail of Victor merchandising and should achieve a pleasing success in their new venture.

DEATH OF MRS. LOUIS EPSTEIN.

Louis Epstein, of Epstein & Berdy, who conduct Victor stores in New York and Brooklyn, is receiving the sympathy of his many friends owing to the death on May 14 of his wife at the age of thirty-four years. Mrs. Epstein was actively engaged for more than two years at the New York store; her keen perception and rare natural abilities of salesmanship helped to build up a successful business, and she was at trying times in the career of the house a source of inspiration. Mrs. Epstein was well known and highly esteemed by the talking machine fraternity of New York.

VICTROLA FOR BARNARD COLLEGE.

At the Class Day exercises of Barnard College's Senior Class, held in the university gymnasium, New York, June 3, Miss Ray Levi presented to Barnard on behalf of the class one of the most expensive cabinet Victrolas made, as well as a goodly number of records. This gift, needless to say, was keenly appreciated.

TWO HUNDRED PER CENT. INCREASE.

(Special to The Talking Machine World.)

Lincoln, Neb., June 8.—The Grafonola Co., of this city, reports business so far for 1915 as 200 per cent. ahead of the same period of last year. This business, which is controlled by A. H. Armstrong, is under the capable management of F. F. Dawson. The prospects are for a steadily enlarging volume of trade.

WORK FOR THE STEVENS BILL.

Talking Machine Dealers Should Keep This Measure, Which Favors the Maintenance of Prices and Protects the Industry, in Mind by Writing to Their Congressmen to Favor This Bill When It Comes Up for Consideration in the Next Session of Congress.

Victor dealers throughout the country are being urged by the Victor Talking Machine Co. to take an active and personal interest in the passage of the Stevens bill, which in all likelihood will be brought before the second session of the present Congress, which will convene in Washington the end of the year. This bill should receive the unanimous support of members of all retail trades, as it favors the maintenance of prices and the safeguarding of the public's rights in a way which is certain to be of benefit to the commercial prosperity of the country and to the individual dealer in any line of high-grade merchandise.

The Victor Co. recently sent to its dealers a batch of valuable literature which is well deserving of careful perusal and thought. This literature comprised an official copy of the Stevens bill, a pamphlet of the speech of Hon. M. Clyde Kelly, of Pennsylvania, who addressed the House of Representatives with masterful eloquence on behalf of the Stevens bill, a group of editorials and cartoons from various newspapers emphatically favoring the passage of the Stevens measure and similar important messages relative to the true meaning of the Stevens bill.

It is suggested that the individual Victor dealer communicate with his Congressman in Washington stating in brief but forceful terms his reasons for favoring the passage of the Stevens bill and the beneficial effect which it will exercise on the general public, his personal business, and the country as a whole. In view of recent happenings in the courts relative to the question of price maintenance the Stevens bill should receive the hearty support of every Victor dealer throughout the country, who should realize that the passage of this bill will insure the recognition of price maintenance in the way which it justly deserves. The Victor dealers owe it to themselves and their industry to communicate with their Congressmen at the earliest possible moment.

The purpose of the Stevens bill is well summed up by the Victor Co., which, in a letter accompanying its suggestions regarding the bill, said:

"If you believe in a manufacturer's right to establish the price at which his product shall be sold —which right guarantees the value of the goods in a dealer's store and safeguards the public against prices of goods of unknown value by the so-called bargain house, then you can help eliminate such practice by calling on your Congressman and Senator and telling them just exactly what your views are regarding the Stevens bill, H. R. 13305."

MISS GRACE KERNS DELIGHTED.

Popular Soprano Expresses Pleasure and Satisfaction on Hearing Her Own Voice Through the Medium of the Columbia Record During Her Visit to Little Rock, Ark.

(Special to The Talking Machine World.)

LITTLE ROCK, ARK., June 8.—A recent visitor to this city was Miss Grace Kerns, the well-known soprano, who arrived in Little Rock, Ark., with the New York Symphony Orchestra and appeared at a number of concerts which were very successful. Miss Kerns has achieved considerable prominence in musical circles throughout the country, having appeared in oratorio and concert.

Miss Grace Kerns.

In the illustration herewith Miss Kerns is shown listening to one of her Columbia records in the warerooms of the Gus Blass Co., of this city, a Columbia dealer. Miss Kerns has recorded a number of selections for the Columbia Graphophone Co., but the one which she heard through the medium of the Columbia "Grand" in the Gus Blass Columbia department was a new one which had been recorded a short while since. Her pleasure with its rendition is evident in the picture.

HAD MUSIC WHILE HOUSE BURNED.

In connection with the destruction by fire of the magnificent summer home of J. Harvey Ladew, a New York banker, at "Elsinore," near Glen Cove, N. Y., the daily papers have been telling how, owing to a scarcity of water, all the firemen could do was to turn their efforts toward saving the contents of the home. This done, they watched the flames.

But this was rather monotonous. However, the situation was relieved when one of the firemen discovered that among the articles saved was an unusually large Victrola. Forthwith this was taken to a place of vantage back from the heat and set to work. Each man selected his favorite record and the strains of music were soon compensating the firemen for the lack of water. They sat around the Victrola and thoroughly enjoyed themselves, keeping an eye on the fire meanwhile.

TUSTING PIANO CO.'S NEW HOME.

Victor Department an Important Feature of This Establishment, Which Was Formally Opened on May 29 at Asbury Park, N. J.

The Tusting Piano Co., of Asbury Park, N. J., the well-known music house, whose building was destroyed by fire last year, held the opening of its handsome new warerooms on May 29, and during the course of the day the store was visited by hundreds of enthusiastic music lovers from many near-by points. The Tusting Piano Co. has handled the Victor line of talking machine and records for quite some time, and in its new home no stone was left unturned to provide for a Victor department which would compare favorably with any in this territory.

A number of Unico booths were ordered for use as demonstrating rooms for the Victrola and Victor records, and these booths are finished in cream and gray to harmonize with the store's general artistic decoration scheme. Attractively furnished and arranged, the Tusting Victor department is a splendid indication of the rapid growth in popularity of the Victor line in this section of the State. Among the floral offerings received by Mr. Tusting on his opening day was a beautiful wreath from the New York Talking Machine Co., New York, prominent Victor distributer.

VICTROLA XVI AS A GIFT.

Purchased by Friends for Presentation to the Hon. L. P. Pelletier, Canadian Postal Office.

(Special to The Talking Machine World.)

OTTAWA, CAN., June 3.—A model XVI Victrola in mahogany case with 200 of the most select records has been purchased from C. W. Lindsay, Ltd., and duly presented to the Hon. L. P. Pelletier by some of his admiring friends in the Post-Office Department of Canada at Ottawa. The instrument was on view in the Ottawa branch of C. W. Lindsay, where it was sold and was shipped to Montreal and was on view in the show windows of the company there.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

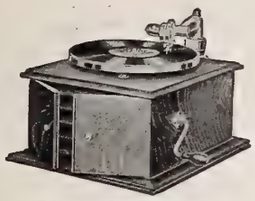
That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy is self-evident

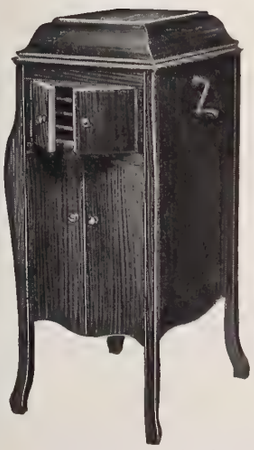
It is the supremacy of achievement—of great things actually accomplished.

And it brings success to Victor dealers everywhere!

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone



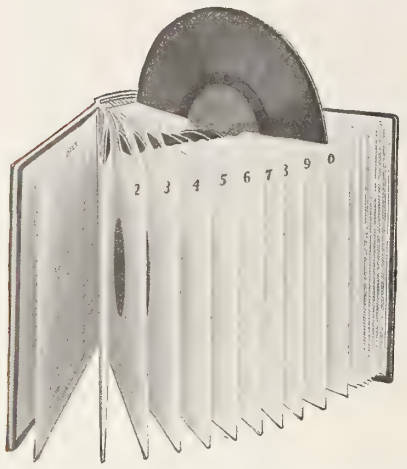
Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

EARLY TALKING MACHINES IN NATIONAL MUSEUM.

A Fine Series of Instruments and Records to Be Seen in the Division of Mechanical Technology of the National Museum at Washington, D. C.—These Exhibits Are of Historical Importance and Interest—Many Interesting Types of Apparatus Displayed.

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 5.—The talking machine is nearly universal; it is found in homes, clubs and offices, and a remarkable feature of its popularity and usefulness is that these social and commercial uses have come about in less than thirty-eight years. At first speech alone was registered and repeated in the so-called talking machine, but a broader field was soon opened, and to-day the reproduction of vocal and instrumental music has become the most popular feature of this sound reproducing instrument.

Fortunately it has no very complicated mechanism, a point which adds to its life and tends to lower the cost of manufacture, thus making it available to the general public. A fine series of instruments and records is to be seen in the division of mechanical technology of the National Museum at Washington.

The first invention connected with the phonograph was the phonautograph of Leon Scott, in 1857, which had for its purpose the recording of sound vibrations upon a cylinder rotated by hand and moved forward by a screw. The vibrations were recorded on a carbon-coated cylinder by a very light stylus attached to a vibrating diaphragm. The record thus made could not be reproduced, but was used merely to study sound waves. The stylus and the vibrating diaphragm became, however, important features of the talking machine. A machine of this type, built by Rudolph Koenig, was secured for the Smithsonian Institution by Prof. Joseph Henry in 1866 and deposited in the museum collections.

Charles Cros has the honor of being the first to suggest the idea of mechanically reproducing speech; he presented a paper to the Academy of Sciences of Paris in 1877, but this paper was not read until Thomas A. Edison had reproduced speech itself.

In the course of some experiments in 1877, conducted with a telephone transmitter, Mr. Edison discovered he could reproduce articulate speech. At this time he never thought of it independently, but simply as a telephone repeater, not unlike a telegraph repeater, which would repeat messages on a secondary circuit extending to a greater distance than the initial vocal utterance would reach. It was not until one of his collaborators, Edward H. Johnson, who was on a lecture tour demonstrating some successful telephonic experiments, mentioned the telephone repeater invented by Mr. Edison, that anyone realized what had actually been accomplished. The Buffalo papers, however, in reporting the lecture announced the invention of the talking machine by Mr. Edison. After featuring this in his next lecture, Mr. Johnson canceled the remaining ones and hastened home to assist in perfecting the machine, which he had realized would be a comparatively simple thing to do. Arriving in Newark, he exhibited the news clippings to Mr. Edison and asked if he could make such a machine. Mr. Edison replied that he could and, after securing some material in New York, they produced a machine in 24 hours. It consisted of a little revolving cylinder turned by a crank, a simple vibrating diaphragm and needle and a piece of tinfoil which they wrapped around the cylinder. The words, "Mary had a little lamb" were spoken into the machine, and then it was immediately set back and the cylinder revolved again to see if it would repeat the words, which it did, not as clearly as can be done to-day, but quite distinguishably.

This was the original phonograph and the starting point of an invention which, notwithstanding all Mr. Edison's other successful experiments, has carried his name and fame outside the more technical circle into the whole civilized world.

The first machine completed for public exhibition was shown in 1878, after being exhibited before President Hayes at the White House and the National Academy of Sciences at the Smithsonian Institution, and is now on exhibition in the Museum at Kensington, but a similar early machine is shown in the National Museum.

The later developments of the phonograph are represented in a series of Edison instruments in which the records are made on wax cylinders by a steel stylus, and by inventions of Dr. Alexander Graham Bell, Chichester A. Bell and Sumner Tainter, in which the record on the wax cylinder is carved out by a stylus terminating in a cutting point. The first practical machine of this sort was produced by them in 1887 and called the graphophone.

Another group of original apparatus illustrates the talking machine called the gramophone, devised by Emile Berliner, first introduced in 1887, and publicly demonstrated the following year before the Franklin Institute of Philadelphia. In this instrument the sound vibrations are first recorded in a delicate film of wax or fatty substance spread on the surface of a flat zinc disc. The lines thus traced by the stylus are etched by means of chromic acid into the zinc to an even depth. From this record a reverse electrotype matrix is then made, and from it a large number of india-rubber copies are produced.

The Franklin Institute machine, a collection of Mr. Berliner's early experimental apparatus, and specimens showing the various steps in the manufacture of his records form part of the museum collection. The gramophone was the forerunner of the Victor talking machine, examples of which, together with one of the latest Edison machines and an electrically operated Columbia graphophone, are also displayed.

Unlike purely historical collections, the exhibits of mechanical technology include ever growing series of instruments and devices, which are kept up to date by the addition of each modern improvement.

THE BEST ALBUMS

on the market at the lowest price bear this trade-mark

New York Album & Card Co., Inc.

23 Lispenard Street New York

TRADE NYACCO MARK

SEND FOR CATALOG

MONTHLY RECITALS HELP TRADE.

(Special to The Talking Machine World.)

NEWPORT NEWS, VA., June 6.—The Fergusson Music Co., local Victor dealer, recently gave a recital which attracted considerable attention in music circles, the Press commenting on the recital said:

"A thoroughly enjoyable recital was given before an unusually large and appreciative audience in the showrooms of the Fergusson Music Co. last night. Operatic arias by Caruso and other stars of the grand opera stage were received with rounds of applause, while the singing of the popular and semi-classic airs were listened to with great interest. Each selection on this instrument was rendered as perfectly as if the artist had been present. The sweet tenor of John McCormack in 'Tipperary' was simply great. These recitals will be given each month in the showrooms of the Fergusson Music Co., and the public is invited to attend them."

The store and stock of E. H. Harding, who handles Victor and Edison talking machine, as well as musical merchandise, at 503 Main street, Norfolk, Va., was damaged slightly by smoke and water in a recent fire which occurred on the premises. He carried ample insurance and there was no delay in the conduct of business.

Victrola XI, $100
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVI, $200
Mahogany or oak

Victrola supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor dealers.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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NEW YORK, JUNE 15, 1915.

BUSINESS men in all lines are naturally interested in the kind of legislation which affords protection and permanency to trade enterprises.

In a recent address at the annual dinner of the National Association of Manufacturers held in this city, former President Taft denounced the Clayton act as constituting a great injury to the business interests. There are plenty who will agree with the former President regarding his attitude concerning that recent legislation.

Business men should take an interest in legislation of all kinds.

Talking machine men are particularly interested in legislation which presumably will be taken up for consideration in the early days of the next Congress.

We refer to what is known as the Stevens bill. This is a bill which unquestionably favors methods in the retail business which will benefit manufacturers, dealers and the public as well. If you believe in placing this law upon the statute books, it will be well to so express your views to your representatives in Congress.

Large numbers of organizations representing various lines of trade have gone squarely on record as favoring the passage of this bill. It will benefit not only the large merchant, but the small retailer as well, and unless a law be passed which specifically restores the right to maintain retail prices under proper conditions and suitable regulations, price-cutting will be indulged in to such an extent that many enterprises, which have taken years of toil to create and the expenditure of millions of capital to establish a standard in the estimation of the people, will be annihilated.

Price maintenance is not only protection for the manufacturers who put their money, their time and their brains into a product, but it protects the public as well. It saves them from inferior substitution, and in the talking machine trade it will save standard products from deterioration which is bound to be forced upon them if all restraint regarding price maintenance is to be removed.

THINK what a condition would be created in the talking machine industry if the trade were to be flooded with special brand machines whose origin in some cases might be shrouded with indefiniteness and with all sorts of price inducements for the public to purchase them! Then add to it a price demoralization on standard machines, and it does not require a wide stretch of the imagination to picture a lessening of value in talking machine stocks, and an unheaval of conditions generally.

The men of the talking machine trade may as well look at this condition squarely, and the more they investigate, the more they will see the advantage of throwing their interests in favor of enacting legislation of the kind which makes legal protected selling price contracts for the sale of articles made under a trade-mark or special brand. This bill in no way attempts to modify the patent or foreign laws of the country. It simply states that with interstate and foreign commerce, it should be legal for the vendor of articles sold under a brand or trade-mark to prescribe the uniform selling price at which such articles may be sold. Certain conditions must be complied with by the vendor, as, for instance, he should not have any monopoly, or control, of the market for an article or the class of merchandise to which it belongs. He must affix a notice to each article stating the price prescribed as the retail selling price. He must file with the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by him, and a schedule for the uniform price of sale to dealers at wholesale, and the uniform price of sale to dealers at retail and to the public.

The bill provides certain conditions under which a dealer retired from business, or who becomes bankrupt, may have the stock of articles, covered by such contract, sold, and also for the sale of damaged, deteriorated or soiled articles, the manufacturer having the first right to buy these if he deems it advisable to do so.

IT is plain that every talking machine man is interested in this vital subject, because the enactment of such legislation into laws means protection and permanency to the business.

Talking machine stocks will have a worth which under chaotic conditions they would not possess.

It will do away with the kind of savage, cut-throat competition which never did anything for legitimate business but assassinate it.

Cut-throat competition means the knife of the assassin always at the throat of the legitimate trade.

It is high time for the talking machine men to wake up to the seriousness of the condition, and throw their interests on the side of the fight which not only will benefit them in a monetary sense, but will be a progressive move for the protection of the public, as well as private interests.

WE are advised by L. C. Wiswell, chairman of the Traffic Committee of the National Association of Talking Machine Jobbers, that a large number of reservations have already been made on the special convention train, which will leave Chicago for San Francisco on July 13. It, therefore, behooves talking machine men who contemplate this trip to the convention city to get in immediate communication with Mr. Wiswell so that proper reservations may be made for them.

The journey out includes various stop-overs at interesting points which will afford the jobbers an opportunity to view many of the natural wonders of the great West.

The attractions at the fair, or rather, the two fairs, for the itinerary calls for a stop-off at San Diego, without extra charge where there is a fair that though not advertised as much as the San Francisco Exposition has many delightful features, should alone serve to influence the jobbers to make the journey to the Coast, at the time of the convention.

A number of unusual entertaining features are being considered by a special committee of the Jobbers Association which have not been announced, but [illegible] be relied upon with certainty that the association gathering of 1915 will be one replete with many joyful surprises.

Surely for those who journey to this delightful exposition there will be a never-ending series of notable events.

All aboard for 'Frisco!

THERE is a big difference between selling talking machines and other products—a fundamental difference. Take, for instance, the difference between the piano salesman and the talking machine salesman. The salesman does not have to demonstrate a talking machine in the same manner that a piano salesman has to show up the different qualities of a piano.

The people who come in to inspect talking machines are interested, and with proper handling they become purchasers. Of course, the demonstration and treatment is a big thing. The salesman of the right kind must convince his callers that the talking machine is just what he needs for home entertainment, but the machine itself demonstrates its peculiar ability to entertain.

Talking machine salesmen, however, should be careful students of human nature. They should be able to size up each caller with reasonable accuracy, and that when they make a record selection they will select something that will appeal to the individual listening.

Talking machine salesmanship is interesting, and it requires a keen intelligence and tactfulness, as well as unvarying courtesy.

MORE and more talking machine men have expressed themselves as favorably inclined to a system of charging interest on deferred talking machine payments.

In a number of points like New York men have not hesitated to put these rules into active practice. Why should they not? It is good business to do. Figure out, if you will, an estimate of the total number of talking machines which are placed out on the instalment basis and the total interest on the whole. It can be readily figured that if interest is not charged on instalment accounts then talking machine men in this country are big losers; yes, mighty big losers.

Even charging interest does not by any means make good the loss which an instalment sale means as compared with a cash sale.

Many people who buy talking machines on the instalment plan will find certain time-absorbing excuses developing about the time the next instalment payment is due.

Time is money or its equivalent.

Then there is a considerable expense in the accounting and collecting departments, postage and everything, which adds considerably to the expenses which are directly chargeable to the deferred payment accounts. Even though interest is charged on instalments, it does not cover the expenses incident to carrying these instalment accounts. There is no good reason that we can see why men in business should deprive themselves of revenues which are legitimate and which should come to them from accounts which should be interest bearing.

Take some of the larger companies and the amount of business which they carry on deferred payment talking machine sales is very considerable, and the annual interest on this sum amounts up into good figures.

IT is rather interesting to note how men who propose to invade the talking machine industry can figure out alluring paper profits with which to make convincing arguments to investors.

It is quite easy to arrive at mathematical deductions showing enormous profits in any enterprise, but it is quite another thing to demonstrate the success of theories by actual results. Results count no matter whether in manufacturing talking machines or in anything else.

Brilliant paper prospects do not always develop into satisfying realization.

We have had in this trade a number of talking machine enterprises whose success was announced with the blare of trumpets, and yet where are they to-day?

Hundreds of thousands of investors' money has been sunk in these profitless enterprises which were launched with due promoting enthusiasm. So far as this publication is concerned it is sceptical of any proposition whose future success relies upon flamboyant statements. In each and every case we shall be glad to note that promises have been translated into performance, but until that time we shall accept with considerable discount over-enthusiastic public statements made by any persons who contemplate incursions into the talking machine manufacturing domain.

A SIGNIFICANT tribute to the value of advertising is revealed in the annual reports of a number of companies in which they point out that certain lines of goods have shown a decided increase in sales as compared with other years, due entirely to the fact that they have been advertised more largely and more persistently than ever before.

The fact that these companies credit advertising for growing profits has a moral for every business man, and is of especial interest to those who are prone when times are disturbed, or business is dull, to shut off publicity, when it is needed in order to stimulate interest in their business.

At no time in our history was it so necessary as now for manufacturers and merchants to comprehend the importance of arousing the trade and the public to a full sense of confidence in the future of the country, and to a proper appreciation of the improvement in industrial conditions which had been retarded through the limitation of business energies, resources and legitimate expenditures.

It has been clearly shown that the large business concerns that have carried on liberal advertising campaigns have had the least percentage of business decreases since the European war disturbed conditions in this country.

And this is also true whether the manufacturer or merchant is selling talking machines, or some other line of goods.

Timidity and fear of the future as exemplified in unnecessarily cutting down expenses on all sides has unquestionably a psychological influence that is harmful. It makes people fearful and uncertain, and creates a mental condition that hinders progress.

Now is the time for optimism—for action—for stimulating confidence among the trade and public by demonstrating that you yourself have faith in the country's business future by advertising and helping create a condition that will tend toward better times.

WM. H. DOUGAL, New Preston, Conn, writes us as follows: "The makeup and great work of The Talking Machine World speaks in no uncertain tones for itself every month, and there is no better edited, cleaner paged, unbiased journal and advertising medium in the world, or, perhaps, I ought to say, published."

DITSON
Victor
SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

EXPOSITION EXHIBITS PROVE POTENT ATTRACTION.

Steady Expansion of Trade in San Francisco—Pacific Phonograph Co.'s Plans—Occupying New Home—Talking Machine Booths at Exposition Have Many Callers—Completing Plans for Jobbers' Convention—Columbia Jobbers in Conference—News of the Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, June 6.—Judging by the experience of the last few years, the talking machine business is normally due to fall off a little in May, but this year expectations in that direction were not realized. It can hardly be said that there is any more activity than a month ago, but at least the volume of sales has held up remarkably well, and in view of generally prevailing conditions the talking machine men consider themselves very

New Home of Pacific Phonograph Co.

fortunate. The results of demonstration work at the exposition are being felt to an increasing extent all over the country, although the effect counted on is rather for the future than for the immediate present. The trade in general is still rather short of stock in the principal lines. As for the outlook, local dealers are looking for a drop in the business at any time, to last through the vacation season; but in view of the remarkable crop prospects and better tone of business conditions generally they look for a great improvement later in the season.

More Territory for Pacific Phonograph Co.

A change of far reaching importance has just been made in the Pacific Coast representation of the Edison line by which the Pacific Phonograph Co., of San Francisco, adds to its jobbing territory the districts covered from Portland, Ore., and Spokane, Wash., where the distribution of Edison phonographic goods has for some years been handled by the Graves Music Co. The Pacific Phonograph Co., about a year ago, took over the jobbing business at Seattle, Wash., which had been in the hands of the Eilers Music House, and the new change gives it control of the entire Pacific Coast, with the exception of a small section of southern California. This, it is believed, makes the Pacific Phonograph Co. the largest Edison jobber in amount of territory covered, which includes four zones besides the entire territory of Alaska. A. R. Pommer, head of the Pacific Phonograph Co., is now in the Northwest making arrangements for suitable jobbing quarters in Portland and Spokane, and is expected to complete this work within a few days.

The San Francisco headquarters of the Pacific Phonograph Co. (shown in the accompanying cut) are in the Sachs building at 140 Geary street, in the midst of the downtown retail district, an up-to-date class A building with the most modern facilities in every way. The company occupies the entire third and fourth floors, 60 by 120 feet, giving room for the complete stock which this house has always prided itself on carrying, and for convenient offices in which provision is made for the comfort of visitors. While such a location is rather unusual for a strictly wholesale business, its convenience for visiting dealers proves a great advantage, especially this year when so many are coming in from all over the Coast. The company reports a very heavy business, with orders for far more goods than can now be obtained.

Supervisor Harry Marshall a Visitor.

Harry Marshall, supervisor of the five Edison zones in Pacific territory, arrived in San Francisco a few days ago and has been getting a look at the exposition, with special interest in the numerous Edison demonstrations on the grounds. He expects to remain in San Francisco and the immediate vicinity all summer.

Reports a Very Busy Month.

The Edison Shop on Geary street reports a very busy month, well ahead of April, notwithstanding the adverse influence of war developments and bad weather. This company is keeping a good stock of disc records.

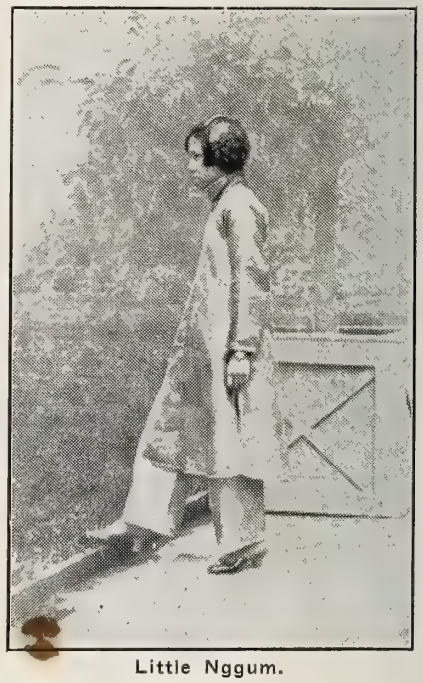
Big Crowds Visit the Victor Temple.

E. Worthington, who is looking after the work at the Victor Temple at the exposition, made a short trip to Los Angeles late in May. The force at the temple is keeping a careful count of the visitors to the Victrola concerts, and the attendance, from the opening of the exhibit, passed the 175,000 mark long before the end of the month. In fact, the place is crowded practically all the time, as shown in the accompanying cut. The Victor exhibit is giving special demonstrations for school classes every morning, which are arousing a great deal of interest; but what has attracted most attention is the interpretive dancing, under Victor auspices, of Mlle. LaGai on the lawn in front of the building, a number of these performances having drawn enormous crowds.

Does the Honors at the Columbia Booth.

Visitors to the Liberal Arts Palace at the Panama-Pacific Exposition have expressed considerable pleasure with the courteous treatment accorded them at the booth of the Columbia Graphophone Co., where they are received by "Little Nggum," the Chinese young lady shown in the accompanying illustration. Little Nggum welcomes the visitors to the booth with a cordial geniality which radiates sincerity, and is particularly solici-

Crowds Visiting Victor Temple at Exposition.



Little Nggum.

tous regarding the welfare and comfort of the ladies. She presents visitors with programs, in-

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

vites them into the music room to hear the concert, and after they reach the concert room presents them with a souvenir pin. Little Nggum dresses in Chinese costume of relative bright color, thereby adding a touch of warmth to the booth which has caused favorable comment from those in attendance at the exposition.

H. H. Blish Visiting the Exposition.

H. H. Blish, of Harger & Blish, distributers of Edison goods at Des Moines, Ia., has been in San Francisco for the last week or so. He is very enthusiastic over the exposition and also the outlook for Edison goods all over the country.

Preparing for Jobbers' Convention.

Andrew G. McCarthy, head of the talking machine department of Sherman, Clay & Co., returned from his Eastern trip about the middle of May quite enthusiastic over the outlook for the Talking Machine Jobbers' convention. As for current business, he says nobody in America has enough stock, and it is simply a question of shipping the goods out as fast as they come in.

Columbia Branch Managers in Conference.

Walter S. Gray, Pacific Coast manager for the Columbia Graphophone Co., returned a couple of weeks ago from his Eastern trip and soon after his arrival called in the various branch managers for a convention, which lasted four days, to work out plans for the coming season's campaign. Those

Columbia Co. Managers "Snapped" in Conference in San Francisco.

present were (see photo, left to right): Walter S. Gray, Pacific Coast manager; J. J. Grimsey, of Seattle, Wash.; L. D. Heater, manager at Portland, Ore.; F. R. Anglemier, San Francisco manager; W. F. Stidham, of Los Angeles, and W. S. Storms, of Spokane, Wash. The visitors had a very enjoyable time seeing the sights at the exposition, and were especially pleased with the showing made by the Columbia exhibit.

Pleased with His Visit.

L. K. Scotford, vice-president and general manager of the Cheney Talking Machine Co., has been in San Francisco for the last fortnight and is enjoying his stay immensely. He is delighted with the exposition, and especially with the Cheney exhibit and has found the trip an occasion of unexpected renewal of many old friendships.

Increases Talking Machine Facilities.

Byron Mauzy is increasing his talking machine facilities considerably and is preparing to give increased attention to the Victor line, to which he is devoting an entire floor, with several new demonstration rooms. Miss Greenleaf, formerly of Portland, Ore., is in charge of the department.

Wiley B. Allen Co.'s Store of Progress.

James J. Black, manager of the talking machine department of the Wiley B. Allen Co., says business has been holding up finely, the Victor Temple being a great stimulus. Mr. Black has just returned from Los Angeles, where he notes a great improvement. This company's store improvements in that city are progressing rapidly and considerable attention is being given to the talking machine department.

VICTROLA AUGMENTS ORCHESTRA

In the Colonial Theater at St. Joseph, Mo., and Scores a Great Success—Patrons of the Theater Express Pleasure with This New Addition to the Orchestra.

(Special to The Talking Machine World.)

ST. JOSEPH, MO., June 7.—The Colonial Theater in St. Joseph is one of the high class moving picture houses of the West—and the management is always alert to follow popular tastes and desires in respect to the accessories of the entertainment. Recently the orchestra at this theater was modified, the drums and brass being removed, because their notes seemed slightly too blatant for the small theater and the silent character of the show itself. The latest innovation in the musical program has been the introduction of a Victrola, with, of course, the very best of records, the numbers being vocal and accompanied by the orchestra of the Colonial. The result is wonderfully effective, and it is said to be the first time that such a plan has been adopted by a moving picture playhouse. The people who visit the theater like the best music and are appealed to by the happy combination. The management declares, however, that only records which are really fine can be used in such joint performance as local orchestra with Victrola, and that judgment must be used in selecting the film or the intermission in which the experiment is to be tried. The records are, of course, the new ones issued by the Victor Co., with the special instrumentation, particularly for the purpose to which Mr. Riegelman, manager of the Colonial in St. Joseph, has assigned them.

PATHE DEALERS IN NEW YORK.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, is co-operating with its many dealers in local and near-by territory through the use of attractive advertisements in the Sunday newspapers featuring the names of the individual Pathé representatives in this section. Among the many well-known and successful concerns now handling the complete Pathé line, including the Pathephone and Pathé discs, are the following:

Hardman, Peck & Co., 433 Fifth avenue, New York, and 524 Fulton street, Brooklyn, N. Y.; Ludwig Baumann & Co., 144 West 125th street; Fred. Kraft, 38 Cortlandt street; Henry B. Pye & Co., 2918 Third avenue; Mirkin & Susser, 1529 Madison avenue; James Mather Music House, 4181 Broadway; George Fennell & Co., 2209 Third avenue; O. W. Wuertz & Co., 1518 Third avenue, all of New York; O. W. Wuertz & Co., 832 Manhattan avenue, Brooklyn, N. Y.; B. G. Warner, 1223 Bedford avenue, Brooklyn, N. Y.; Ryder Sound Regulator Co., 71 Sixth avenue, Brooklyn, N. Y.; Manhattan Carpet & Furniture Co., Port Richmond, S. I., N. Y.; Frank Steadman, 41 Warburton avenue, Yonkers, N. Y.; Pathephone Shop of New Jersey, Paterson, N. J.

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

SERVICE / VICTOR

At Your Service

Landay BROS

VICTOR DISTRIBUTORS EXCLUSIVELY

563 5th Avenue
NEW YORK

What the Public Demands

The public is never long satisfied with anything but the best, the most improved, the perfected.

Each new advance in any field finds the public conservative. A certain inertia must be overcome.

But a real advance inevitably wins recognition.

The public has long been satisfied with something short of *perfect* reproduction of sound. For many years they have been content to make allowances for the artificial when compared to the original. So long in fact has this been true that the public had almost become willing to accept a close resemblance as the best possible development in sound reproduction.

A New Era in Music

But the New Edison Diamond Disc Phonograph has brought the dawn of a new era. It has opened to the public possibilities that had been hoped for but until now unattained. It has brought a tone so true in all its minute particulars—all the distinctive character, the purity and richness—that one can scarcely distinguish it from the original.

New Edison
Diamond Disc Phonograph

The final perfection of every detail in the science of sound reproduction.

The Diamond Stylus Reproducer—a fundamental difference—is the secret which makes possible its peculiarly human and natural tone.

A combination of scientific improvements has finally transferred the phonograph from the realm of the talking machine to that of the real musical instrument. A universal public recognition already indicates that henceforth the New Edison will be the choice of all real music lovers.

To the Progressive Merchant

Every man in the music trades who identifies himself with the New Edison immediately stamps himself as a man alive to the most significant developments in his business. He becomes known as the progressive merchant in his community. He inspires respect and confidence. And through the New Edison he profits by a growing patronage. We will send full particulars of our terms of representation to those who desire it, upon request.

Thomas A Edison
INCORPORATED

279 Lakeside Place - Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., June 8.—May business with the local talking machine dealers has been good for the most part, but more superlative designations would scarcely be in order as the business could have been considerably better. Much of the business now is for summer and short cottage uses, but while in the aggregate this business is considerably worth while, dealers would much rather have fewer sales and confined more to the higher priced outfits. Vacations will now be in order, and already the first instalment of men are arranging to get away on their fortnight respites from business.

Largest May Business in History.

With the Columbia Graphophone Co., so Manager Arthur Erisman states, the business of May was the largest with a single exception of any month in the history of the local business. There appears to be a shortage of goods, especially in some of the high-priced machines. S. B. Bowman, one of the staff of salesmen of the Columbia, has won this month's trip for the largest amount of opera business done in a single month, and tonight he is starting off for Bridgeport, Conn., to study the workings at the Columbia factory. George Krumschneid, one of the traveling men for the house, also won a similar honor for having closed the most dealers for the same period. He also will enjoy the same factory privileges. With these two will go Jack Shaughnessy, the company's local accountant. All three will be away for two days.

Friend O'Hara, who won the trip last month had a royal time at Bridgeport, so good a time in fact, that he had to go on further to New York. He was greatly interested with all he saw at Bridgeport, of course—and was especially impressed with the process of recording. He hopes one of these days to win another trip as he would like the privileges of going into a deeper study of the intricacies of record manufacturing.

Will Attend Jobbers' Convention.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., is looking forward expectantly to the San Francisco convention, which he is planning to attend. This will be the way that he takes his vacation, and while on the Coast he probably will go as far North as Seattle and to other important centers. Manager Winkelman states that he has no kick coming over business, as there is constant improvement being noted month by month over the corresponding periods of the last year.

Pardee-Ellenberger Co. Activity.

Manager Silliman, of the Pardee-Ellenberger Co., in Oliver street, expresses himself as well satisfied over business conditions, and he looks for an even bigger business in the months to come. All of the company's salesmen are out and sending in good orders. Mr. Silliman says there is general satisfaction over the records which are now being received from the Edison factory, and with every sale of the Edison diamond disc machines there goes a large order for the latest discs.

Increases Office Room.

The Columbia Graphophone Co. has added two new rooms to its already large suite at its Tremont street headquarters. One of these is used for the instalment manager, and the other by the dictaphone manager. Both are located on the second floor and are conveniently arranged.

To Vacationize in Nova Scotia.

At George Lincoln Parker's Colonial building headquarters there was a good May business reported by Manager John Alsen, this being true of both the Edison and Victor lines. Friend Alsen is planning to take his vacation in Nova Scotia this summer.

Low Priced Talker for Vacation Purposes.

Manager White, of the C. C. Harvey Co., reports Victor and Edison business very good considering the general conditions. There especially have been good calls from prospective summer sojourners, those who are about to get away to shore or country; but these demands for the most part are for low-priced machines suitable for vacation uses. The sale of these machines, however, creates a good call for records. Mr. White expects to spend his vacation at Cambridge, N. Y., where his wife's people reside. He will send his family there early in the season, and he will get away sometime in July.

Eastern Co. Staff as Fire Fighters.

The boys of the Eastern Talking Machine Co. showed up well as fire fighters the other day when the discovery was made that there was a blaze in a Turkish bath establishment in the neighboring basement. One of the Eastern's men, who was at the rear of the store, saw the smoke coming up from below and immediately rushed out doors and down to the baths, where he found the patrons of the establishment as well as the employes rushing out, many of the former in various states of undress. The Eastern boys got out their fire hose and their work was of such avail that they practically had the fire, which was confined to a flue, out by the time the regular fire department had arrived on the scene.

Catchy Window Interests Public.

Manager Erisman, of the Columbia Graphophone Co., is a great believer in catchy window displays, and one that has been attracting much attention is that wherein the developments of the making of the records from the first impression on are shown in a very graphic manner. The discs are arranged on a large background and are labeled clearly so that one may follow the process stage by stage.

Capt. W. H. Toozes Entertains Talks Club.

Capt. William H. Toozes, of the steamship "Anglican," which plies between Liverpool and Boston, gave the members of the Talks Club, made up of members of the Eastern Talking Machine Co., an entertaining address on the war zones. Everyone was so pleased with the captain, who often drops into the Eastern headquarters, and his delightful chat that they forthwith made him an honorary member of the club. The captain has been having a more or less exciting time of it lately as on the last five trips he has been dodging torpedoes.

Excites Vacation Desires.

A window highly suggestive of a pleasant vacation is attracting crowds in front of the Columbia Graphophone Co.'s large store at the corner of Tremont and Avery streets. There is a tent and a canoe against a rural background. Several life-sized figures are in the foreground, some of them in the act of arranging a graphophone, and the scene gives one an excellent suggestion of what good times one may have with a machine in camp, bungalow or canoe. The window really is an unusually attractive one and is even an improvement over the display shown in this store a year ago.

Promotes the New Era Club.

Mrs. Jones, who is in charge of the talking machine department for the Shepard, Norwell Co., has been able to show a surprising amount of business for the month of May which is due in large degree to her knowledge of the business and just what the customers can be made interested in. The New Era Club, by which talking machines can be paid for on a clever and original basis, has been a large factor in promoting the

PARDEE-ELLENBERGER COMPANY

EDISON EXCLUSIVELY

BOSTON, MASS.
NEW HAVEN, CONN.

THE EDISON Diamond Disc Phonograph embraces some remarkable features, such as the permanent point, requiring no change of needles; a record with a surface that never wears, no matter how frequently used; playing twice as long as any other made. These are most desirable points, but they sink into insignificance when it comes to the matter of tone. It is here that the superiority of the Edison Diamond Disc is most apparent. It reproduces not only the fundamental but all the beautiful overtones in such a remarkable way as to beggar all description.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14).

business of this house, and Mrs. Jones has made the system peculiarly adaptable to sales of goods, whether they be the Victor, Columbia or Edison lines.

Take Honors in Bowling Alleys.

No longer can the George Lincoln Parker bowlers boast their supremacy on the alleys for the boys of the Eastern Talking Machine Co. have driven them to cover by beating them three out of four at the Boylston alleys lately. The Eastern bowlers are now doing some crowing—and some more.

RECITALS PROVE BIG FACTOR

In the Success of Chandler & Co. in Bangor, Me.—Doing a Large Edison Disc Business in Disc Phonographs and Records.

(Special to The Talking Machine World.)

BANGOR, ME., June 9.—Chandler & Co., jobbers for the Bangor zone of the Thos. A. Edison Co., have completed their new diamond disc department, and it reflects most creditably on the company. There are three large booths, and a very attractive recital hall, where concerts are held weekly. Mr. Chandler is a firm believer in these recitals, and he says that the attendance shows that they are appreciated, and as a boom for business their value is great. Mr. Chandler lately sold an Edison diamond disc outfit to the Palm street school of this city, and when he demonstrated the machine in every room in the school there was the greatest enthusiasm on the part of pupils. Miss Mary Gallagher is in charge of the recitals at the store, and she says that the Edison is rapidly growing in popularity, and she is having many calls for concerts in schools and churches. "Jed" Dean, the traveling man, reports most favorably for the Edison line, and recently he was able to place twelve new dealers for the sale of Amberolas and blue amberol records in Maine. Mr. Esterbrook, the veteran shipper, continues to show his value as general stock clerk for Chandler & Co.

HAVE BUILT UP A GOOD BUSINESS.

(Special to The Talking Machine World.)

BROCKTON, MASS., June 6.—Two young men who have made a great success of the talking machine business are Charlie Popkin and C. Feldman, who operate the United Talking Machine Co. of this city. They lately have finished first five years in business, and their store, which is centrally located, is known to practically everyone in town. By close application to business and a keen knowledge of how to meet customers they have been able to build up a large business which many another house might envy.

KNOWING THYSELF IN BUSINESS.

How the Business Man Can Protect Himself from Financial Distress by Knowing Exactly What He Owes, When He Owes It and What He Has to Pay It With Is Well Set Forth in The Arrow—Good Bookkeeping Essential.

Statisticians in regarding reasons for failures seem to find the largest percentage due to lack of capital. Following this more or less closely, it is stated that lack of experience also causes a very large number, and is, perhaps, the next factor in line. It is known, too, of course, that a man may have sufficient capital and ability, yet he may fall short of success through lack of energy.

In all this talk there is overlooked, more often than not, a very important factor in business which has much to do with one's success or failure, and that is the bookkeeping, says The Arrow, published by the National Piano Co. A business may meet a fair measure of success without much attention paid to accounting, and conversely, it may fail when it has seemed to give this department all necessary care; but the fact remains that no business can make its best success without the bookkeeping end being properly taken care of.

This does not mean that the small business needs the elaborate system of the big business, but each must know its exact standing every day or it is bound to suffer accordingly, and often, from the lack of this very knowledge, meet failure.

Every business man should always know what he owes, when it is due, and what he has to pay it with.

Proper bookkeeping is not a difficult matter, and no set method need be used. Forms may be varied according to the ideas of the individual and the needs of the business, but they should always be as simple as possible.

A man starting in business can average a pretty good guess of about what he can do, but he can only come up to this estimate, as a general thing, by proper accounting of the way to it, and only by doing this has he an accurate check on what may be going wrong.

It is assumed in going into business that a man knows how to run it and about what results are possible under average conditions. In selling pianos he knows from experience about how many he may be able to sell, and it is not hard to estimate with fair accuracy what the expenses of selling will be, including rent, advertising, his own living, etc., and what the cash receipts may be.

Therefore, a man can tell what he can do with his capital or what credit he must have to go with it to do a paying business.

Bookkeeping is just as important to the man who may have enough capital to start with as to the one who does not. The man who has sufficient capital can know what his business is doing only by system of proper accounting. The man who must add credit to his capital is doubly assured by knowing just where he stands. If there could be any difference betwen the needs of the two, to the man with the limited capital, a positive knowledge of his affairs is the most important; yet the truth is that it is the other man who averages keeping his accounts in the best shape. This more often than not is the way he got his capital to begin with.

BUSINESS FAR AHEAD OF LAST YEAR.

(Special to The Talking Machine World.)

WATERVILLE, ME., June 8.—The Wentworth Music Store, one of the first concerns in the State to handle talking machines, has had a business far ahead of last year. Mr. Wentworth looks after the interests of the store on the outside and constantly is giving evidence of his hustling ability, while Mrs. Wentworth superintends the sales in the store, and it often is nip and tuck between them to see who can outdo the other in amount of business done.

TO INSTALL LARGE DEPARTMENT.

(Special to The Talking Machine World.)

AUGUSTA, ME., June 6.—Charles H. Downey is planning to install a large department, where there may be sufficient space for recitals. Mr. Downey does a great deal of recital work in the neighboring towns, and he states that his Victor as well as Edison business is growing fast.

RECITALS ATTRACT PROSPECTS.

(Special to The Talking Machine World.)

ROCKLAND, ME., June 6.—The Fuller-Cobb Co., of this city, which is the exclusive Edison dealer, recently gave a recital which was in charge of Mr. Sampson, and the results easily justified the experiment. The company is so well pleased with the idea that it plans to continue these recitals weekly.

MEETING WITH MARKED SUCCESS.

(Special to The Talking Machine World.)

LEWISTON, ME., June 6.—F. E. Taintor & Son, the pioneer piano house of this State, has been having some marked success in the sale of the Edison diamond disc outfits, and the Victor machines and records which it also handles.

A fellow has to be something of a sprinter to keep pace with his good intentions.

The man who buys his popularity generally pays more than the market price.

W. H. BAGSHAW

LOWELL, MASS.

Many members of the talking machine trade have congratulated us upon our recent achievement of shipping 63,000,000 needles in ten days—a forcible and practical demonstration of just what can be accomplished by having a quality policy and sticking to it.

You need Bagshaw-quality needles to secure more profits as well as to give your customers the best talking machine needles, and we'll be pleased to show you just how we can serve you for mutual benefit.

TALKING MACHINE NEEDLES

PROSPERITY IN MILWAUKEE.

Labor Better Employed—Columbia with Milwaukee Boosters—New Booths for Edmund Gram—Enlarged Victor Quarters at Gimbel Bros.—The Month's News Budget.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., June 8.—Little or no relief from the shortage of machines in the various lines has been experienced during the past month, as business has held up unusually well for this season of the year. Jobbers and dealers are hopeful that shipments from the factories may show some increase during the coming summer months so that there may be some chance of catching up with back orders. Dealers all over the State are carrying exceptionally light stocks, due to the fact that jobbers have been so short of machines for the past several months. Jobbers in all the leading lines are receiving insistent orders each day, asking for both machines and records, but they are able to fill only a part of the orders. Dealers are anxious to get their stocks up in shape this summer, so that they may be in readiness for the early fall rush.

Milwaukee talking machine men are much interested in the report of James A. Fetterly, secretary of the retail merchants' division of the Merchants & Manufacturers' Association of Milwaukee, to the R. G. Dun Commercial Agency, which shows that general business here is beginning to show some improvement. Mr. Fetterly cites that more than 50 per cent. of the men idle three months ago have returned to their trades; that bank clearings the past week gained between 9 and 10 per cent. over the corresponding week of 1914; that retail sales were about the same as a year ago, despite the poor weather, and that collections were about normal and better than a year ago.

The Badger Talking Machine Co., jobber for the Victor line, reports that it is now receiving more records from the factory, but that the shortage in machines is still serious.

The Phonograph Co., of Milwaukee, jobber for the Edison goods, is again able to meet the demands of its dealers in Wisconsin and Upper Michigan as it has just received four carloads of $150 and $200 Edison machines. Business at the Edison Shop, 213-215 Second street, the retail branch of the concern, has been showing decided improvement since the arrival of the new machines. The Flanner-Hafsoos Music House, the C. Niss & Son, Inc., and the other concerns handling the Edison goods, report a fine trade.

The traveling sales force of The Phonograph Co. has been increased by the addition of George Campbell. Herbert Gossowitz has joined the sales force at The Edison Shop.

The Columbia line is receiving some good publicity as the result of the enterprise of A. G. Kunde, Columbia jobber and retailer, who took one of the larger Columbia machines and a large number of records along on the annual trade excursion, which members of the Merchants and Manufactures' Associat on are taking through Eastern and Northern Wisconsin and Northern Michigan. Mr. Kunde is the only talking machine man and the Columbia is the only machine on the big special train which is carrying the Milwaukee boosters.

Charles F. Baer, Chicago manager of the Columbia Phonograph Co., was a recent visitor.

The Smith Piano Co., 90 Wisconsin street, is meeting with a steadily increasing Columbia business according to General Manager F. D. Holmes.

One of the finest talking machine departments in Milwaukee has been opened at Gimbel Bros., by L. C. Parker, manager of the Victor department, who recently moved his Victor quarters from the second floor to the third floor, where considerable more space is now available. Mr. Parker has installed eight handsome sound-proof mahogany booths and has arranged a large auditorium, where daily Victrola concerts are being given to the patrons of the department store.

Robert E. Lauer, who recently took charge of the Victor department at the Boston Store, succeeding C. W. Abbott, has been made manager of the piano department of the store, where he was assistant manager for several years. The Boston store Victor department is now in charge of Louis Marks, son of the general manager of the piano and Victor departments of the three department stores of Edward Schuster & Co.

One of the features of the "stag" party of the Milwaukee Press Club, held at the new club rooms in the Jung building on May 14, was that portion of the program rendered by William P. Gensch, of the Gensch-Smith Co., 730 Grand avenue, retail Victor concern. Mr. Gensch, who is a professional whistler and has appeared on the vaudeville stage, gave several selections to the accompaniment of a Style XI Victrola. Mr. Gensch also whistled the "Mocking Bird," accompanying himself on the piano. The Victrola gave such a good account of itself at the gathering that Mr. Gensch sold a machine to W. J. Bollenbeck, secretary of the Voters' League of Milwaukee, who is a member of the Press Club.

J. H. Becker, Jr., manager of the Victor department of the Hoeffler Piano Manufacturing Co., is giving special attention to the sale of the small styles of Victrolas to people who are about to leave for their summer homes. Special literature, calling attention to the Baby Victrola and other Victor machines suitable for outing purposes, has brought satisfactory results.

Among the recent visitors in the Milwaukee talking machine trade were the following: Roy J. Keith of The Talking Machine Co., Chicago; Daniel Creed, representing the Victor Co. and U. S. Gibbs, of the Wurlitzer Co.

Some helpful advertising ideas were given to Milwaukee talking machine men recently by James Dunlop, advertising expert of Chicago, who spoke before the Milwaukee Advertisers' Club on the subject: "What to Say In An Advertisement." Mr. Dunlop said in part:

"The successful advertiser must reach the man who wants the article and knows it, and the man who wants the article and does not know it. In writing an ad, forget you are writing it, and tell a true story. Don't try to be clever. Get away from the catchy forms of advertising. The American public is trained to read advertisements. The headlines of an ad are for the men who are not quite ready for the article. They help to bring your article to his attention. You cannot succeed without plausibility in an ad."

The Edmund Gram Piano House, carrying the Victor line, has completed the work of installing four attractive new booths on the main floor of the Gram store at 414-416 Milwaukee street. The booths are ivory tinted and conform to the wall decorations on the first floor.

Manager Paul A. Seeger of the Gram Victor department has launched a campaign to secure the business of the various clubs in Milwaukee and has mailed a convincing letter to these organizations that should win out.

The "Balance" Sound Box

With the "metalloy" diaphragm reproduces tenor voices in the TRUE TENOR quality of tone.

No. 2
RETAIL PRICES
N. P. - - $4.00
OX - - - 4.00
Gold - - - 5.00

No. 1
RETAIL PRICES
N. P. - - $3.00
OX - - - 3.00
G. P. - - 4.00

FOR SAMPLES, SEND TO ANY JOBBER OF EDISON DISC MACHINES

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

They are telling us that Columbia Double-Disc Record A5667 combines the two most wonderful chorus selections ever issued.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

POSTPONEMENT OF THE SUMMER SLUMP IN BUSINESS.

All Branches of the Baltimore Trade Shows Unusual Activity for the Summer Months—Still Unable to Fill Orders on Some Styles—Great Demand for Popular-Priced Machines for Summer Homes—What the Leading Talking Machine Houses Report.

(Special to The Talking Machine World.)

BALTIMORE, MD., June 6.—Talking machine dealers of Baltimore are much pleased that they have postponed the regular summer slump in business until later than ever before. Many of them report that they are still doing as much business as they did during February and March, and the prospects are excellent.

Although most of the dealers are getting supplied with machines aplenty now, some few of them report that as yet they have been unable to fill all the orders they have had on file ever since mid-winter. They are hoping that the next few weeks will bring about an improvement.

The last few weeks has brought about a greater demand for lower priced machines, probably due to the fact that many of the dealers are pushing the sale of these machines for summer homes and shores, where thousands of persons spend the summer and where they do not care to take their higher priced machines.

The record sales have been very large and there seems to be no letup along this line. The dealers in general are much pleased with the way they are receiving the record shipments and some of them say that they can fill 100 per cent. of their orders.

The first of this month marked the early closing of a large number of the stores. They now close at 5 p. m., except Saturdays, when their doors are closed at 1 p. m.

May was a better month than April for the Columbia Co. Manager Heath says that he is unable to get sufficient machines to supply the great demand being made upon him. He is sending out many machines which persons going out of town want at their summer homes. He is a tireless worker.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributers, also is much pleased with the amount of business which has been done and the outlook. Mr. Roberts predicts a great demand for the new Victrola XVIII, the $300 machine. "I believe it will meet a demand no other machine has met," he said. "Already we have some advance orders for them." Mr. Roberts will visit the factory within the next few days and place his orders for the balance of this year.

Instead of falling off, as would be ordinarily expected, the business done by H. R. Eisenbrandt Sons, Victor distributers, was better than usual the past month.

Excellent reports of business done in Edison diamond disc and Edison line in general were made by William W. Gibson, manager for the McKee Co., Inc., local distributers for Thos. A. Edison, Inc. A new electric sign has just been placed in front of the McKee store on North Eutaw street and has resulted in attracting a great deal of retail trade. Seven firms are now handling the Edison line in Baltimore, according to Mr. Gibson and all report very satisfactory business.

N. H. Searer Co., York, Pa., is now carrying the Edison line and has a concert hall on the second floor of its building in which recitals are held twice monthly. On May 27 an Edison recital was given in the ballroom of the Colonial Hotel, York, Pa., and several hundred persons attended. It was in charge of Verdi E. B. Fuller, of the Edison Co.

The past month the McKee Co. started in to do retail business at its headquarters. The Ogden system of filing the flat records has also been installed

I. Son Cohen, of Cohen & Hughes, Inc., Victor distributers, makes good reports of business for the month in the wholesale department, but is still seeking machines.

E. B. Lyons, traveling representative for the Victor Co., who makes Baltimore his headquarters, was back in town last week after almost a month in North Carolina. He says the business is showing improvement in various parts of the State. The crop conditions are a factor in the southeastern section especially, but he looks for improvement there. He also visited the western part of Virginia.

The Victrola business done by William Knabe & Co. was far in excess of that done during April. Milton Boucher, the manager of this department, is much pleased with the result. The Knabe trade is of the very best character. This is indicated by the fact that in the short time the department has been operating three electric Victrolas have been sold. In record sales the Knabe firm did exactly three times the business that it did during April.

The Kranz-Fink Talking Machine Co., also tells of large trade in all departments, as does the Hub Piano Co., where the Columbia line is handled.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is so sure that there is plenty trade that he has put on five new salesmen. All of them are young men and are working outside. He says that the floor business also is very good.

The monthly races conducted by the salesmen of the Stewart Victrola department are being continued and are causing a great deal of interest. During May Charles E. Stran carried off the honors.

Mr. Gibbons always puts a cover on the monthly list of records gotten out and this affords him considerable space for advertising. One entire page is given this month to a wheel cabinet for $50 machines gotten out by Schloss Bros. Co., of New York, to facilitate the moving of the instruments. This display is expected to have excellent results.

The Consolidated Gas & Electric Co., which signed a contract to handle the Columbia line, as told in these columns last month, has not yet begun its advertising campaign. At the main office of the company, Lexington and Liberty streets, Miss Alice E. Banes is in charge of the very attractively arranged warerooms.

Mr. Finnegan is in charge of the department at the House Electric and the branches at Highlandtown, Towson and Catonsville are expected to be ready for business within a few weeks. The Ogden filing system of records is being installed at all of the branches.

EDUCATIONAL WIDOW DISPLAY.

Arthur H. Haskins, Victor dealer at Reynoldsville, Pa., has been featuring a unique window display in the shape of a very old type Victor "Royal" machine with a modern Victrola and two old Victor records. A card bearing the inscription "The Evolution of the Victrola" explains the comparison between the two machines. Referring to the two old records Mr. Haskins recently said:

"A friend of mine presented me with these two records, which I think have been in use for at least fifteen years and are in excellent condition yet. These records are No. 0262 (eight-inch), trombone solo by Arthur Pryor, and No. A-313 (eight-inch), "A Dream of Wagner," by Sousa's Band. The record No. 262 bears the name of E. Berliner's gramophone and the date 6/12/99."

"Standard" Record Cleaner

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Price, 50 Cents, List
Patented June 2, 1914.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

"The Best Known Trade-Mark in the Entertainment Field."

Pathé Pathephone

The Best in Music Reproduction

Whether Instrumental or Vocal

—embodies all the features that the public has wanted and that the talking machine manufacturers have been trying to produce for years. The PATHÉ PATHEPHONE gives:

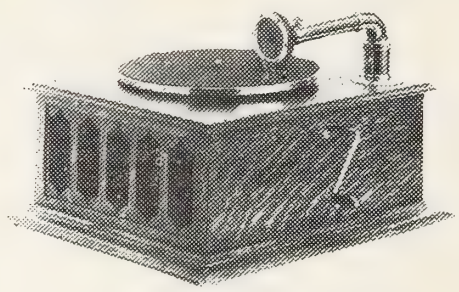
—BETTER AND FULLER TONE

—BETTER AND CLEARER EXPRESSION

—BETTER AND MORE ARTISTIC EFFECT THAN POSSIBLE WITH ANY OTHER MACHINE ON THE MARKET.

With the PATHÉ PATHEPHONE there is

—NO CHANGING OF NEEDLES
—NO WORN RECORDS
—NO "TALKING MACHINE" TONE



Model 15—Price $15.

Model 200
Price $200

"Plays All Records."

These are talking points that will sell machines and records.

The larger models of the PATHÉ PATHEPHONE *play all disc records.*

DEALERS CAN GET GOOD CONTRACTS WITH EXCLUSIVE PRIVILEGES IN CERTAIN SECTIONS FROM JOBBERS LOCATED AT ADVANTAGEOUS POINTS. We are still open for one or two large JOBBERS. Our ADVERTISING CAMPAIGN in the "SATURDAY EVENING POST" and other Magazines begins in August. Now is the time for dealers to get lined up and make a good connection.

THE PATHÉ DISC REPERTORY

is more varied than any other.

This wonderful ROUNDED SAPPHIRE reproduces from FORTY POINTS OF CONTACT. It yields only what the great artist plays or sings. Its up-and-down *wave motion* over the Pathé Discs results in better, clearer, sweeter tones. Here at the right is a comparison of the old-style needle and the Pathé Sapphire Ball. Which will wear the record out quicker? The answer is evident!

PATHÉ FRÈRES
PHONOGRAPH COMPANY

29-33 West 38th Street **NEW YORK**

HOW AND WHERE SUGGESTION BECOMES EFFECTIVE.

The Need to Search the Callers Mind—Salesmen Should Learn All They Can Regarding the Would-Be Customer's Likes and Dislikes—The Value of Suggestion Emphasized as an Aid to the Successful Study of Salesmanship in the Talking Machine Field.

Suggestion should begin with the entrance of the customer. That is, instead of waiting for the opportunity to develop in the course of conversation about the goods, opportunity should be made for the suggestion to take effect. One of the first things that may be suggested is the advantage of buying the best grade of goods that can be afforded. If the customer is thus made unconsciously to elevate quality and to subordinate price before having made any statement about how much he intends to pay, there will be one less influence set against you at the outset. Every salesman knows how a customer will stick to a price limit, not so much because of the actual inability to pay more, as because he has set his stakes and does not want to back down.

A suggestion of courtesy to a customer will soften a long wait, or help a tired feeling. If you are busy and there is no one to wait on the customer, the indicating of a comfortable seat, and perhaps the offer of some advertising literature after discovering the customer's wants, will make the wait even a good thing for your sale.

You can suggest things to a customer that you could not say outright. Sometimes you know even better than the customer what he wants or needs. You cannot intimate that or let him see that you think it. Instead you must suggest the points you appreciate and that he fails to appreciate. You need to search the customer's mind from first to last and make tactful and careful use of what you find there.

In order to avoid making suggestions that will have an adverse effect it is necessary to read the customer. If you are going to know more than the customer about what he ought to buy you will have to study below the surface of his mind.

Some customers want the thing everybody is buying. They want to be "in the swim," though they may not like to say anything to convey that impression. Other customers may reason in an opposite way and want something different from the general run. It is science that will enable you to determine to which customer you should say, "Everybody is buying these," and to which you should say, "These are exclusive designs."

Some customers, you will find, like to have you take them in hand and tell them the whole story, because they are perfectly frank in their admission that they don't know much about the goods themselves. Other customers want you to think them very wise. Probably the wise man knows considerably less than he would have you think. Probably the ignoramus is not the fool he appears. You must avoid suggesting to any untried customer that he is either more or less informed than he seems. Take the man as he appears to wish to be taken and govern yourself accordingly.

Of all the things you can suggest by direct or indirect word or action the greatest is probably service. Whenever you are able to cause a customer to think your store is accommodating, or that you are a willing and a painstaking salesman, anxious to please and to see that the purchase made is the one that will result to the greatest advantage, you are suggesting something that has a great value.

The public appreciates service. It gets none too much of it even at the best stores. Too many people are afraid to step in and look at goods because they doubt the dealer's willingness to supply attentive service to anyone who is not ready to buy.

Salesmanship may be as simple as A B C and as easily learned. If you follow that kind of salesmanship you will get that kind of results and you will work for a salary in proportion. On the other hand, you may recognize the fact that there is more to selling, a greater depth to salesmanship, a science that is beyond the A B C stage just as there are studies in language far beyond the learning of the alphabet. If you want to go on to the top you will set about learning the higher grade of salesmanship instead of stopping satisfied with having mastered its A B C.

SMALL MODELS IN TORONTO.

Developing Satisfactory Business with Campers as a Result—N. F. Rowell Victrola Manager for C. W. Lindsay, Ltd.—Talker Men Participate in Strenuous Ball Game.

(Special to The Talking Machine World.)

TORONTO, CAN., June 5.—All dealers are featuring in the newspaper advertising and window displays the small model talking machines as especially adapted for summer homes and camps.

The Berliner Gram-O-Phone Co.'s windows during the past week have been dressed showing a typical summer camp scene with a Model IV as the predominating and outstanding feature of the same.

C. W. Lindsay, Ltd., Montreal, has engaged as manager of its Victrola department N. F. Rowell, who up to the present has been acting as manager of the Berliner Gram-O-Phone's retail store at 115 St. Catherine street West. Mr. Rowell has a host of friends who will help to swell the already large clientele now enjoyed by the house of "Lindsay."

It was "some ball game" that was played last week between teams representing the Berliner Gram-O-Phone Co., Ltd., and Wilders, Ltd., when the Victor team made a (unreproduced) record by defeating its opponents 17 to 3. This victory was all the more creditable inasmuch as the latter team had not suffered defeat during the last two years, and it was not "talk" either, but good, sound team work that helped the Berliner boys win. The batteries were as follows: Edwards, Dubuc, Rutt, Duncan and Reeve.

Canada's great song hit, Victor record No. 17742, "Take Me Back to Canada" ("The Land of the Maple Leaf"), by O. F. Beck, organist of the Imperial Theater, Montreal, and sung by Edward Hamilton, baritone, has proved itself one of the most popular hits of the season. The demand for patriotic records continues unabated.

WILL TAKE ON TALKING MACHINES.

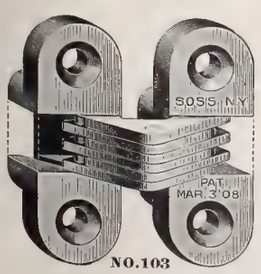
It is learned that the old house of E. Witzmann & Co., Memphis, Tenn., which for some time past has been investigating the possibilities of the talking machine business, will within the near future take on a line of talking machines.

INCORPORATED.

The Champion Graphophone Co., Inc., New York, has been incorporated with capital stock of $1,000 to deal in graphophones, etc. The incorporators are Samuel Simon, Richard C. Daniels and Julia Levy.

SOSS

INVISIBLE HINGES



"OUT OF SIGHT EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know SOSS* is the answer.

Write to-day.

SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

INCREASE YOUR RECORD SALES

The New York Talking Machine Company

Unico Demonstrating Rooms

Adopted by THE LEADING TRADE MEMBERS THROUGHOUT THE COUNTRY

An investment of $103.70 will start the Unico System for you with an attractive 6 ft. 0 x 9 ft. 0 room in any desired finish.

You can add additional rooms at any time, but get started right.

BECAUSE
EXCLUSIVE IN DESIGN
SOUNDPROOF
UNSURPASSED IN QUALITY
ADAPTABLE TO ANY SPACE
CARRIED IN STOCK
SHIPPED PROMPTLY
ALL STYLES ALL WOODS
ALL FINISHES

UNICO CONSTRUCTION PARTITION TRADE MARK REGISTERED

Patent Construction enables quick installation by inexperienced labor. Neither nail nor screw required.

MODERATE IN COST

SEND FOR CATALOGUE

No matter how extensive or elaborate your requirements may be they can be most economically carried out by the adoption of the Unico System.

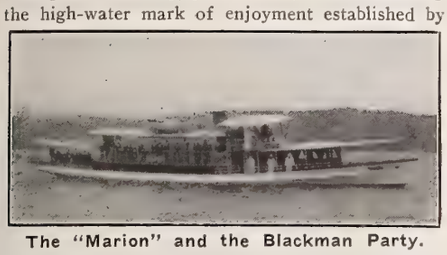
Let us submit plans and estimates.

THE UNIT CONSTRUCTION COMPANY, 31st and Chestnut Streets, Philadelphia

ANNUAL OUTING AND BANQUET OF THE BLACKMAN CO.

Sixth Annual Affair One of Great Enjoyment—New Officers of Blackman Talking Machine Co. Introduced—Dinner at Murray's in Evening When Annual System of Distributing Bonuses to Employes Took Place—Visit to Palace Theater Completed Program.

The sixth annual outing and banquet of the employes of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, took place Saturday, June 5 and, notwithstanding the high-water mark of enjoyment established by



The "Marion" and the Blackman Party.

the outings of previous years, totally eclipsed its predecessors from every standpoint. The weather was ideal and the program prepared by President Blackman provided for plenty of fun from 1 o'clock in the afternoon until 11 at night.

A feature of this year's outing was the introduction to the employes of the new officers of the Blackman Talking Machine Co., who had been elected at the annual meeting of the company held recently. In addition to the appointment of Fred P. Oliver as vice-president and general manager, Mr. Blackman announced the following appointments: Secretary, Frank Roberts; assistant treasurer, James F. Ashby; assistant secretary, John L. Spillane. These three officers, with President Blackman, are the company's officers for the ensuing year. Messrs. Roberts, Ashby and Spillane have been associated with the Blackman Talking Ma-

The Ladies Present at the Blackman Outing.

chine Co. for many years and well deserve the honor bestowed on them, as they have worked indefatigably in the interests of the company.

The day's outing started at 1 o'clock, when the Blackman employes, officers and guests assembled at the foot of Warren street to embark on the steam yacht "Marion," which had been chartered for the occasion. A four hours' sail on the Hudson was then started and, aided by a Victrola and a goodly number of Victor records, the ride was thoroughly enjoyed and finished much too soon. The "Marion," a trim craft, is capable of comfortably accommodating 150 people, and as the Blackman party numbered about thirty-five there was plenty of room to demonstrate up-to-date steps in the terpsichorean art to the accompaniment of the latest fox-trots, one-steps and hesitations in the Victor library. This ride also indicated that there are several quartets among the Blackman employes which are in line for recording appointments at the Victor laboratory.

After everybody had entered training for the rest of the program by dancing and vocal efforts the Blackman party proceeded to Murray's, where the Egyptian Room had been reserved. The program stated that the hours from 6 to 8 would be devoted to the consumption of a culinary treat from Murray's kitchens, subsequent to which the schedule called for a visit to the Palace, the city's leading vaudeville house.

Murray's is famed far and near for the superb dinners its chef stands sponsor for, and after the members of the party had been favored with a repast that left nothing to be desired, President Blackman announced the distribution of bonuses to the employes of the company, in accordance with the profit-sharing plan instituted six years ago. This profit-sharing idea provides for the distribution of bonuses to all employes who have been connected with the Blackman Talking Machine Co. for one year or more and is based on several important factors, primarily, of course, on the prosperity of the business during the fiscal year. Mr. Blackman became convinced several years ago that the modern system of business efficiency should include a sharing of profits by the employes and

Blackman Talking Machine Co.'s Officers.

Seated (left to right)—Fred P. Oliver, J. N. Blackman, James F. Ashby. Standing—J. L. Spillane, Frank Roberts.

evolved this broad-minded plan which is a feature of every Blackman outing.

Before distributing the bonuses Mr. Blackman delivered a short address, assuring the employes of his appreciation of their efforts the past year and expressing the hope that everyone present at Saturday's outing would be eligible to share in the profits of the 1915-1916 business year, the extent of the bonus depending of course on the company's prosperity. Fifteen Blackman employes participated in this year's distribution, including Frank Roberts, the pioneer of the company's forces; John L. Spillane, James F. Ashby, George Thau, L. W. Bishop, H. C. Lansell, F. R. Burnham, Charles Reinhart, John Mills, John Hanley, Robert Harkins, C. Cornwell, G. Marquis, Miss L. D. Peters and Miss M. Hennig. The liberal spirit which charactrizes this annual distribution was reflected in the announcement made by Mr. Blackman that he had decided to give a bonus to one of his former employes, T. Camerano, who had left the employ of the company a few weeks since, but whose work the past year had well entitled him to this special consideration.

A feature of the banquet was the distribution of souvenirs of unusual mirth-provoking qualities. Humorous post cards which were both timely and pertinent were placed at each guest's plate, in company with unbreakable dolls, Indian hats, Turkish turbans and similar mediums of amusement. No detail, small or large was overlooked in the preparation of the dinner, and when three cheers were proposed for President Blackman they were given with sufficient vim to draw an echo many miles away.

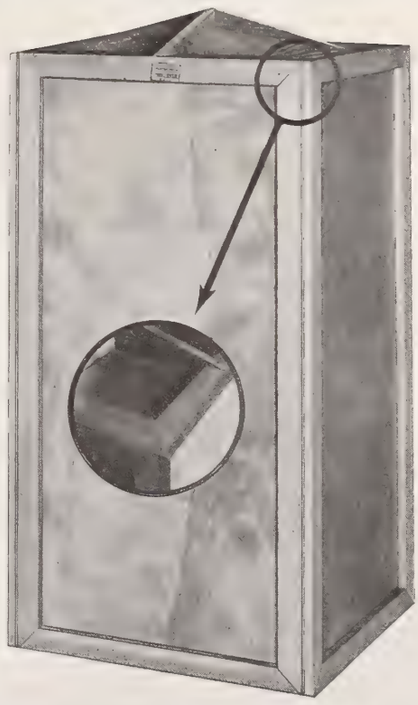
Subsequent to the dinner the Blackman party adjourned to the Palace Theater, where several rows of orchestra seats had been reserved for their use. A splendid bill was enthusiastically applauded, and when the last act had finished its turn the members of the Blackman force were willing to turn homeward, convinced that the day's outing was ideal in every particular and vowing to be there for the "big time" next year.

The moral effect of these outings is unquestioned, as they promote good cheer, camaraderie and good fellowship. The members of the staff become better acquainted on this one day than during the remainder of the business year, and the high caliber of the Blackman forces may be attributed in a measure to these outings and their resultant effects. It is a significant fact that every member of the Blackman traveling staff shared in the profits distributed on the bonus plan Saturday and, moreover, have shared in them for several years past. These four hustlers, Messrs. Bishop, Lansell, Burnham and Reinhart are representative of the up-to-date Victor wholesale traveler, as they are keen and aggressive and ever willing to cooperate with the Victor dealers in their respective territories.

TO ENLARGE DEPARTMENT.

Plans have been made for the enlargement of the talking machine department in the store of D. H. Holmes, in New Orleans, La., which is under the very capable management of J. E. Pradat. It is probable that the department will be moved to the main floor of the store in order to properly take care of the growing business in that city.

When trouble calls we are more apt to be at home than when fortune knocks.



The ATLAS PACKING CASE
For Talking Machine Cabinets
SAVES FREIGHT

because of its lighter weight and gives better protection to the machine because it is contructed of northern hardwood veneer, with spruce cleats. That's why the ATLAS is the recognized standard packing case used in packing over 50 per cent. of the cabinet machines made. Look for the label stamped on every case.

THIS IS AN
"ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

All the way from the new Casals and Nielsen records on the first page to the Personal Record Department on the last, the Columbia July record list gives every kind of music for every kind of music lover.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

INCREASE IN STOCK HELPS ST. LOUIS TRADE.

Jobbers Now Filling Orders Close to 100 Per Cent.—Manager C. B. Noon Takes Personal Charge of Stix, Baer & Fuller Co. Department—Elaborate Demonstrations of the Edison Diamond Disc Phonograph—Silverstone's Clever Advertising—Other News Items.

(Special to The Talking Machine World.)

St. Louis, Mo., June 7.—Talking machine men here are confident that their business is getting back to normal much more rapidly than many other lines, and they confidently expect again to be showing rational increases before the summer is over. Some of them are doing so now and others are very near that point. Practically all are again doing a business that appeals to them as being progressive and showing an actual profit. The demand for records has become very good again and, with the special advertising that is being done for the monthly lists, the business is going forward in leaps and bounds on popular and new stuff.

All of the jobbers here are now filling orders practically 100 per cent., and the dealers are doing an easier business because of that. It is not necessary first to get the prospect to the customer stage and then persuade him to buy a certain machine which is not the style or the price that he wanted. That was the discouraging feature that confronted practically every salesman the first of the year.

Manager C. B. Noon, of the Stix, Baer & Fuller Dry Goods Co., musical instrument department, has taken personal charge of the Victor talking machine department, which recently was moved into handsome quarters next to the piano department, and he is getting excellent results both in machine and record sales.

Sidney Baer, of the firm, has been giving much of his attention to the talking machine department and is a firm believer in the future of this business as a part of a department store.

Demonstrating the Edison Diamond Disc.

The Edison laboratory demonstration crew, which is making its headquarters at the Silverstone Music Co., is meeting with considerable success in the work here. The six men under the direction of Arthur Gabler are giving more than forty demonstrations a week, and one of them recently complimented Mr. Silverstone on the thoroughness of his advertising by remarking: "This is the first town that I have not had to explain to anybody what the Edison disc phonograph is. In some places we have been people did not have the slightest idea of the machine, but here we do not find any such, and very few who admit not having heard the machine."

One of the reports by W. N. Purple, one of the demonstrators, tells of a novel experience in the St. Paul M. E. Church, of this city, where a prayer meeting hour was given entirely over to the demonstrator, who rendered Bible readings and sacred hymns to the entire satisfaction of all concerned, and Pastor Smith devoted his talk to a comparison of the similarity of the record of one's life and the talking machine record up to the point where it became necessary to change the life record, with the aid of Jesus Christ. The talking machine record, he said, could not be altered, and therein was shown the difference between inanimate objects and Divinity. The demonstrations have been given in all of the larger ward schools, many special schools, including practically all of the mechanical schools, where the machine was an object of special interest. By the first of this month the Silverstone Co. was receiving many personal applications from persons who wished demonstrations as part of church and school entertainments. One of the biggest successes was the placing of machines and demonstrators on each of the steamboats that carried the large crowds to the opening of the new filtration plant of the city waterworks late in May. Each steamboat carried more than 1,200 passengers and the informal concert attracted much attention.

Besides Messrs. Gabler and Purple, the members of the crew are K. Wyckoff, H. W. Low, M. F. Geipe, S. B. Schoonmaker.

The Silverstone Music Co. has removed the device by which a swinging Edison disc record was struck by a hammer at the rate of twenty-seven blows a minute. After having been struck more than 1,000,000 times the record showed no change except a slight discoloration. There was no dent in it that can be seen or felt with the fingers, but the head of the hammer is noticeably worn away. This is apparent even through the plate glass window, as the hammer, record and the swinging device are exhibited with an affidavit by President Mark Silverstone explaining that the record has been hit more than a million times. Along with this exhibit is a display of the raw materials from which the records are made.

Retail Manager Duffy, of the Columbia warerooms, hails a clear improvement in selling conditions. The record sales, he says, have continued to be as good as could be expected and selling conditions for machines have improved much during the month. The larger machines continue in much the same demand, while the prospective outing season has greatly increased the movement of the small machines used for river boating and for the river camps.

The Columbia selling force has been increased by the addition of a small touring car in which the salesmen go after a too slow prospect and bring her and her family to the warerooms for the demonstration. The salesmen say that the machine has increased the capacity of the sales force for handling difficult customers by at least 50 per cent.

General Manager Reid reports considerable success in placing new accounts in Kentucky and Tennessee and now Ambassador Bennett, who is on this work, has moved over into Arkansas and was meeting with even more success there when the rainy season that made the last of May a flood season checked his operations. Not only was it practically impossible to get around, but the merchants were anxiously watching the clouds to see if they would be dispelled before all of the crops were drowned.

Mr. Reid also reports that the accounts of Pulaski County, Ark., including those of the Blas Dry Goods Co. and the Hollenberg Music Co., of Little Rock, have been transferred to the St. Louis office.

The Columbia Co. has disposed of the lease it held in the former warerooms of the F. G. Smith Piano Co., where it maintained its salesrooms for some time after the Smith Co. had removed as a result of the consolidation with the Val Reis Piano Co. This wareroom has been turned over to an electric company.

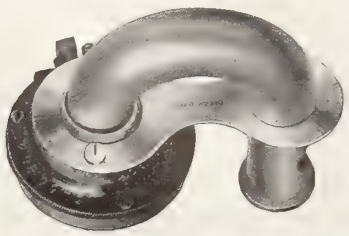
President Silverstone went to Indianapolis May 30 to meet Vice-President Wilson, of the Edison Co., he said. He explained that Mr. Wilson was making a flying trip through the West and could not take time to come to St. Louis. It was noted as a suspicious concidence that Mr. Silverstone has recently become an automobile owner and enthusiast and that the great auto races were held in Indianapolis May 31.

The Silverstone Music Co. placed an Edison disc machine in the Missouri Pacific building at the Panama Exposition.

C. E. Ireton, sales manager of the Edison Co., was here about the first of the month.

Peerless Locking Plate to Protect Victor Sound Boxes

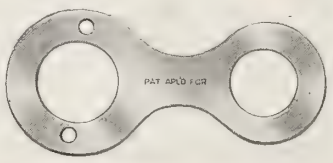
To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at $3.00 per dozen.



Made by

The Peerless Specialty Co.
Philadelphia, Pa.

Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.



W. C. SPEER TAKES CHARGE.

W. C. Speer has become manager of the talking machine department of the Darrow Music Co., which at present handles only the Victor line, but plans to add the Columbia and Edison lines in the near future.

THE

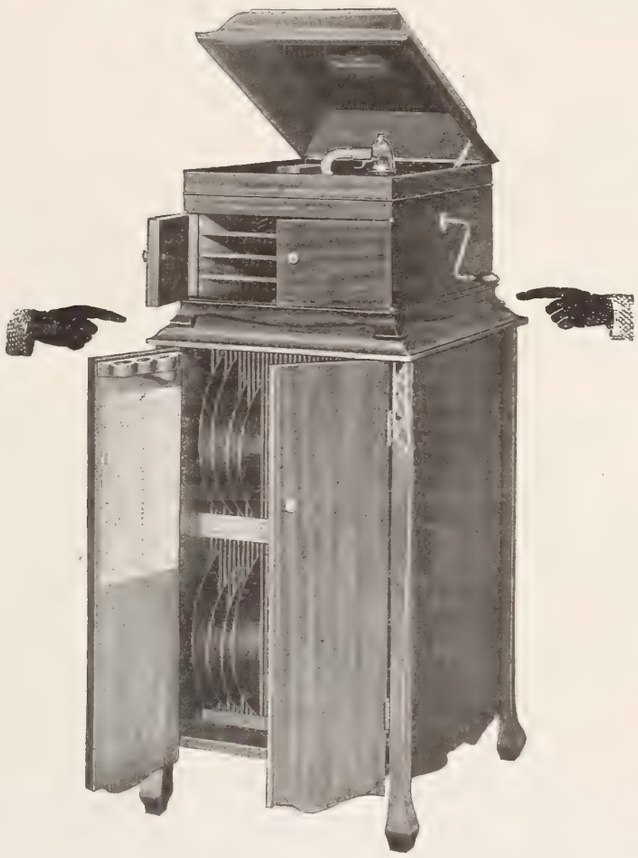
NEW VICTOR IX

REQUIRES A

CABINET OF REAL QUALITY

TO DO IT JUSTICE.

The machine itself is such an excellent one that anything less than the very best sort of a supplementary cabinet would make a very unfair combination.



The SALTER FELT-LINED CABINET No. 19

was designed and is made especially to suit this machine. Note how the cabinet top is built to fit flush with the curved base of the machine, thus making dust accumulation impossible. This exclusive Salter idea possesses not only this advantage but also gives the entire combination an appearance of unity that helps the sale of the machine itself.

No detail of design, material or workmanship has been overlooked in this our latest and very best product.

Order a sample. You will be sure to order more. Send for new catalogs showing complete lines of cabinets for all makes of machines.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

339 N. Oakley Boulevard CHICAGO

F. P. OLIVER NEW VICE-PRESIDENT.

Will Also Act as General Manager of the Blackman Talking Machine Co.—Well Qualified for This Important Position.

Fred P. Oliver was this week appointed vice-president and general manager of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, succeeding R. B. Caldwell, who resigned last month. Mr. Oliver assumed his

Fred P. Oliver.

new duties immediately after his appointment, and is now visiting the Blackman dealers in company with the traveling sales staff.

Mr. Oliver, although not heretofore associated with the talking machine industry, is well qualified to occupy his present post as for the past six years he has been connected with the Cambria Steel Co., one of the largest independent steel companies in the country, in the capacity of assistant to district sales manager L. B. Morris, with headquarters in New York. Since entering the business world Mr. Oliver has been actively engaged in the steel industry, and in handling the weighty and momentuous problems which confront the executive in this field, he has earned a well-deserved executive and sales success.

Mr. Oliver is enthusiastic regarding the future of the Victor business, as he believes that the industry has unlimited sales, musical and educational possibilities.

TO HOLD HAND-BALL CONTEST.

Team Representing the National Association of Talking Machine Jobbers to Tackle the Champions of Camden.

One of the interesting side features of the convention of the National Association of Talking Machine Jobbers next month will be a handball contest between two-man teams representing the association and the Victor factory. The association will be represented by Joseph C. Roush, the former president, and Elton F. Taft, of Boston. The factory will be represented by W. B. Fulghum and H. J. Shartle who, after some spirited contests, recently captured the handball championship of Camden and have also triumphed in matches with teams from other cities. The association team apparently has its work cut out for it.

REPORTS GRATIFYING SALES.

The Tone-O-Phone Sales Co., 218 South Twelfth street, Philadelphia, reports favorably on sales of Tone-O-Phone attachments and jewel points for playing all makes of disc records on Victor and Columbia machines. Many complimentary letters have been received from leading dealers in talking machines. While this invention is new to the trade the introductory sales have been very satisfactory both to the inventors as well as the Sales Co., and the future outlook for this article is all that can be wished for. The new Tone-O-Phone circulars and show cards are now ready for distribution.

NEW QUARTERS IN ST. LOUIS.

Field-Lippman Piano Stores to Feature Talking Machine Department in New Location.

(Special to The Talking Machine World.)

St. Louis, Mo., June 8.—According to the announcements of the Field-Lippman Piano Stores this company will have in its new location the former Bollman Bros. Piano Co. warerooms, the largest and most complete talking machine store in St. Louis. It is planned to devote the entire first floor to talking machines and cashier's office, except a corner devoted to the shipping room. The plans call for two rows of demonstration booths, five on each side of an isle. One side will be devoted to the sale of machines, the other to records, and the record storerooms will be back of the demonstration booths. There will be at least five of the machine demonstration rooms and perhaps more of the record rooms.

It is planned to show the Edison disc, Columbia and Victor machines, all of which are handled by this company, in each of the rooms, graded according to price and size, so that the prospective purchaser can see the comparative values without additional trouble. It is probable that this store will be opened for the large fall trade, although no date has been set and the interior decorations and arrangements will be carefully planned and carried out before an attempt is made to take possession, as the company has until the first of next year in its present location.

It is understood that one of the prime objects in the removal was to gain space for the talking machine department, which had greatly outgrown its present quarters in the basement of the present warerooms, and there is not space in the present location for expansion. Secretary Lippman, of the Field-Lippman stores, before giving the final word as to the arrangement of the new warerooms, will visit several cities to see what is possible in arrangements of stores of this kind and will profit by the experience of all. This store will be next door to that of the Silverstone Music Co.

5,000,000
Lindström Motors
IN USE THE WORLD OVER

Workmen in One of the Lindström Factories.

FACTORIES:

Berlin, Weissensee, Rixdorf, Spremberg, Hanover, GERMANY St. Croix, SWITZERLAND London, ENGLAND
Clichy, FRANCE Warsaw, RUSSIA Vienna, AUSTRIA Barcelona, SPAIN Rio de Janeiro, BRAZIL

OTTO HEINEMANN, 45 Broadway, New York—2701 Armitage Ave., Chicago

Looking back one year at the Columbia progress ought to make it easy for you to look ahead one year and make a pretty shrewd guess.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HOFFAY'S MILLION INCORPORATION.

Talking Machine Man Launches Enterprise for the Manufacture of His Specialties.

(Special to The Talking Machine World.)

DOVER, DEL., June 8.—The charter for the Hoffay Talking Machine Co., of New York City, was filed here to-day. The company is incorporated for $1,000,000 to manufacture, sell and deal in phonographs and all appliances and supplies for same, to carry on a general theatrical and amusement business. The incorporators are Jos. Hoffay, New York; Chas. B. Bishop and Harry W. Davis, both of Wilmington, Del.

Readers of The Talking Machine World will know that this is Mr. Hoffay's initial move to launch a big business enterprise, the particulars of which will be announced later. His inventions have been referred to at length at various times in the columns of this publication.

MUSIC FOR INDEPENDENCE DAY.

Victor Co. Sends Out Hints and Helps to Dealers That Should Stimulate Their Trade in Patriotic Records at That Particular Time.

The Victor Talking Machine Co. sent to its dealers this week a group of publicity helps which should prove of practical assistance to Victor representatives in developing their machine and record business during the hot weather months. This literature included an advance list of Fourth of July records, a supplement of Fourth of July records, a poster to feature this list, a small and large poster for the new semi-annual Victor record catalog issued the end of May.

The Victor Co. is devoting so much consideration and time to the Fourth of July record business this year in response to the letters it has received from its dealers throughout the country, who report that Independence Day last year occasioned a remarkable demand for patriotic and appropriate records. The present literature is exceptionally attractive, and if displayed to proper advantage cannot fail to produce good results.

KINGSTON RECORDS AT NEW PRICE.

The Columbia Graphophone Co. has announced a reduction in price of the records made by Morgan Kingston, the prominent tenor, who scored a signal success in his recent connection with the Century Opera Co. These records have been popularly received throughout the country, and the reduction in price will afford Columbia dealers a splendid chance to increase their trade with these records. The price of Mr. Kingston's 12-inch records, which was formerly $1.50, is now $1, while his 10-inch record, formerly priced at $1, is now reduced to 65 cents. All are double faced.

The O. K. Houck Piano Co., Nashville, Tenn., has been recently arranging some very clever window displays in which the Victor talking machines and records have figured. Current national topics formed the basis for one window, in which President Wilson's portrait was featured, below which appeared "American Interests Are for Humanity."

TRADE NEWS FROM INDIANA.

Talking Machine Men Invade Fifth Annual Meeting of Piano Merchants' Association Held in Indianapolis—Address by C. R. Ely—Stewart's New Quarters—Other Items.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., June 9.—For the first time in the history of the Piano Merchants' Association of Indiana talking machine men invaded the fifth annual meeting of the association. Clifford R. Ely, special representative for the Columbia Graphophone Co., and F. G. Cook, of Chicago, with the same company, attended the convention, with A. W. Roos, local representative of the Columbia Graphophone Co.

Mr. Cook was scheduled to deliver an address on the talking machine business, but it so happened that Mr. Ely arrived in Indianapolis just at the time the convention was in session and Mr. Cook asked to be relieved by Mr. Ely. Mr. Cook said he thought Mr. Ely was much more qualified to speak on the various phases of the talking machine business than he was.

Prices have been maintained on talking machines, said Mr. Ely, who attributed much of the stable success of the business to that fact. Mr. Ely conducted an interesting discussion of the little ten-cent record. He told of the marvelous sales of that record when it was new on the market. And altogether, he said, the little record helped the regular talking machine business by selling additional machines and the large records. He said in his opinion the little record has had its day.

The practice of record salesmen pushing the latest records with the result that standard records remain on the shelves was criticized by Mr. Ely. He said the salesmen, while offering the latest records which the customer comes in and asks for, should call the customer's attention to records which are generally left to become dust covered. Getting rid of that class of records, Mr. Ely pointed out, would increase the profits in the record department.

The talking machine business is exceptionally good in Indiana. A. W. Roos, of the Columbia Graphophone Co., says May beat all past records. The Columbia Co.'s local branch is now well established at 44 North Pennsylvania street.

The Stewart Talking Machine Co., jobber for the Victor line of talking machines and records, is expecting to occupy the seven-story building it leased at 18-20 West Georgia street shortly after July 1. The building is now being put in shape for the special needs of the Stewart Co. W. S. Barringer says the Stewart Co.'s business has been excellent.

Reports from the Kipp-Link Phonograph Co., distributer of the Edison line, indicate that the demand for Edison discs is growing larger every day.

VISITING THE TRADE IN MAINE.

H. R. Skelton, the traveling man for Thomas A. Edison, Inc., has lately been in the State of Maine, where he was able to put new life into some of the dealers. Two or three weeks were spent there, and then he hustled over into New York State.

Like another extensively advertised product, our

Truetone TRADE-MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET **NEW YORK**

All Aboard for the Ninth Annual Convention of

View of the Panama-Pacific Exposition Wh

WESTWARD HO! BE A FORTY-NINER—GO OUT AND DIG—GET THE NEW POSSIBILITIES OF THE TALKING MACHINE BUSINESS AND THE WONDERS OF THE COAST ALL FOR ONE GRUB STAKE.

As you hit the trail for the Golden Gate you can linger by the way to climb Pikes Peak, revel in the Garden of the Gods, see Salt Lake and take a dip, hear the pipe organ in the Mormon Tabernacle, Missionize at San Diego and be an angel at Los Angeles. Here is what you get at 'Frisco:

July 22 (Thursday)—Business session of convention opens in Red Room of St. Francis Hotel at 10 a. m. and continues without interruption until completion of business. Buffet lunch served in meeting room. In the evening the jobbers will visit the Zone at the exposition informally.

July 23 (Firday)—Commencing 10 a. m., auto ride ending with lunch at famous Cliff House. Annual association banquet in the evening at St. Francis Hotel.

July 24 (Saturday)—Victor Talking Machine Jobbers' Day at exposition. At 10:30 a. m. reception by exposition authorities in the California building. Speeches and presentation of bronze plaque in honor of event. Reception in the Victor Temple in the Liberal Arts building.

July 25 (Sunday)—Jobbers and their friends will be entertained by the Victor Talking Machine Co.

PRICE MAINTENANCE CONTRACT AGAIN UPHELD BY COURT

United States District Court in Vermont Finds for American Graphophone Co., and Columbia Graphophone Co., Against B. W. Hooker & Co., of Barre, Vt., in Suit to Uphold Contract.

A motion for preliminary injunction was argued before Judge Harland B. Howe, in the U. S. District Court for the District of Vermont, at Montpelier, on May 11, in the case of American Graphophone Co. and Columbia Graphophone Co., complainants, against Burton W. Hooker, Marshall S. Rounds and Amelia White, composing the firm of B. W. Hooker & Co., of Barre, Vermont, defendants.

The defendants had threatened to cut prices on Columbia product, and the complainants, through their counsel, Elisha K. Camp, Esq., of New York City, had secured an order to show cause from Judge Howe at St. Johnsbury on March 20, with a restraining order, under the terms of which the defendants were enjoined from violating their price maintenance agreement with the complainants, and were particularly enjoined from directly or indirectly selling or offering for sale or otherwise disposing of any Columbia product at less than the current list prices therefor.

The motion for a preliminary injunction came on for hearing in the usual course upon the return of the said order to show cause, the defendants having been enjoined as above stated since March 20th, and resulted in the following order being granted by Judge Howe:

This cause coming on to be heard upon the order to show cause granted herein on the 20th day of March, 1915, and after considering the bill of complaint and the affidavits and exhibit annexed to said order to show cause, submitted by complainants, and the answer submitted by defendants, and after hearing Elisha K. Camp, Esq., for the complainants, and S. Hollister Jackson, Esq., for the defendants, and the Court being advised in the premises,

Now, on motion of Elisha K. Camp, Esq., Solicitor and of counsel for complainants, it is, this 11th day of May, 1915,

ORDERED, that the preliminary injunction prayed in the bill of complaint be issued and served upon the said defendants and each of them; and, in particular, that the said defendants, Burton W. Hooker, Marshall S. Rounds and Amelia White, and each of them, and their associates, attorneys, assigns, servants, clerks, agents and workmen, and each of them, be and hereby are strictly enjoined until further order of this Court from directly or indirectly violating the agreement and contract of December 13, 1911, referred to in the bill of complaint, and particularly from directly or indirectly selling or offering for sale or otherwise disposing of any of the patented Columbia product in the possession or under the control of said defendants or any of them, at less than the current list prices therefor.

HARLAND B. HOWE, U. S. Judge.

The complainants relied upon the law as laid down by the Supreme Court of the United States in Bement vs. National Harrow Co., 186 U. S. 70, where the Supreme Court, among other things, said (p. 91):

". . . The general rule is absolute freedom in the use or sale of rights under the patent laws of the United States. The very object of these laws is monopoly, and the rule is, with few exceptions, that ANY CONDITIONS that are not in their very nature illegal with regard to this kind of property, *imposed by the patentee and agreed to by the licensee,* for the right to manufacture or use or sell the article, WILL BE UPHELD BY THE COURTS. The fact that the conditions in the contract keep up the monopoly does not render them illegal."

Live Talking Machine Man Wanted

To take charge of the talking machine department of the leading piano store in a city 25 miles from New York. An energetic, capable man of ideas desired who will develop a business of $17,000 a year into a larger income producer for himself and his house. Can invest capital in the business if necessary. Rare opportunity for the man who earnestly desires to win out. Address, "Success," care of The Talking Machine World, 373 Fourth Avenue, New York.

OCCUPYING NEW PATHE PLANT.

New Factory at Bellville, N. J., Is Being Tested as to Its Resources as a Record Pressing Plant—Business Is Very Active.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, is now in possession of its new factory at Belleville, N. J., which, as announced in last month's World, was purchased as a record pressing plant. It is a modern, up-to-date two-story building, and with the additional manufacturing facilities it affords the Pathé Frères Co. is in a position to materially increase its record output. According to present arrangements, the factory at Belleville, N. J., will be worked to capacity and additional machinery installed as quickly as possible.

The demand for the Pathé discs has increased so rapidly in recent months that the officials of the company found it absolutely imperative to purchase another record pressing plant, and the building at Belleville, N. J., was found to be ideal for the purposes required. The general Pathé business is growing rapidly, and the company has completed plans whereby an extensive advertising campaign will be inaugurated in August. The new model Pathephones are meeting with popular favor in all sections of the country, and the unlimited scope and extent of the Pathé record library has been a material factor in the success of dealers handling the Pathé line.

Any man can hope for the best, but it takes an optimist to expect to get it.

FOR SALE.

Two Edison Home Kinetoscopes. New. Bargain. Address Kinetoscope, care of The Talking Machine World, 373 Fourth Ave., New York City.

lking Machine Jobbers' Association at San Francisco

ng Machine Jobbers Will Meet in July.

This is just the merest outline. It's going to be great. The convention will be a gold mine of ideas. You will be striking fresh veins all through the year. There are big things to be discussed, big things to do, big things to get.

BE A FORTY-NINER. GO TO THE NINTH ANNUAL AND DIG.

9—49—Be a 49er.

DON'T FORGET THE MYSTIC SYMBOL.

Be in Chicago July 13, early in the morning. Never mind the "13"—"We'll change the thorns to roses." We'll lunch you and we'll auto you and give you the best time we can. At 6:15 you hit the trail and on the 14th there will be five hours of Kansas City. Climb the hills and Coo at the Kaw—it's all fixed. Then it's PIKES PEAK OR BUST.

YOU'LL MORE THAN PAY EXPENSES FOR YOURSELF AND FAMILY, YOUR UNCLES, YOUR COUSINS AND YOUR AUNTS THROUGH THE GOLD-PRODUCING IDEAS YOU WILL GET AT THE CONVENTION.

9—49—BE A 49er AT THE 9th ANNUAL.

If you haven't all the details write at once to L. C. Wiswell, chairman Traffic Committee, N. A. T. M. J., care of Lyon & Healy, Chicago.

NEW COMPANY ORGANIZED

For the Manufacture of Unico Demonstrating Rooms in Philadelphia—To Be Known as the Unit Construction Co.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 12.—Owing to the rapid increase in the volume of business in Unico Demonstrating Rooms, which has in the past constituted a department of the well-known cabinet concern of George W. Smith & Co., Inc., Philadelphia, it was decided to organize a separate company for the manufacture and sale of these rooms, which are now in use by the leading piano and talking machine concerns throughout the country. The new concern is known as the Unit Construction Co., will be located at Thirty-first and Chestnut streets, Philadelphia, and will be under the direct personal management of Rayburn Clark Smith, the originator of the Unico Demonstrating Room System. Mr. Smith's long and wide experience in the planning and equipment of the leading retail establishments will enable him to render valuable assistance to the talking machine and musical instrument trade in the matter of decorating and equipping not only their player-piano and talking machine departments, but also in modernizing their entire establishments.

Among the recent contracts placed for installations of the Unico system are those for the following well-known concerns: Grinnell Bros., the Rudolph Wurlitzer Co., Edmund Gram, L. Bamberger & Co., the New York Talking Machine Co., G. A. Barlow & Sons, William Knabe & Co., the Rosenbaum Co., C. Kurtzmann & Co., the Pease Piano Co., etc.

The high standards of quality, efficiency and economy already established for Unico service will, of course, be maintained, and the facilities of the Unit Construction Co. for serving the music trade will be unexcelled.

TONE CONCERTS ARE POPULAR.

(Special to The Talking Machine World.)

GARDNER, MASS., June 10.—The tone concerts being given each week by the Gardner Phonograph Co., of which George A. Murray is proprietor, are proving a great source of interest. This is an exclusive Edison house, and in the concerts a local violinist, Eloff Etterberg, plays the obligato or accompaniment where necessary to some of the numbers, just to show the accuracy of the instrumental reproduction on the Edison Diamond Disc. The room has a seating capacity of fifty and tea is served.

UNION

"ATTACHMENTS"

FOR

Victor, Edison, Columbia and Pathe Machines

UNION Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the talking machine dealer a new way to make money. Although our output is nearly all contracted for we shall soon increase our capacity to take care of a few more wide-awake dealers. Write today for full information and prices.

Union No. 1 Attachment plays Victor and Columbia Records on Edison Machine

Union No. 2 Attachment plays Edison or Pathe Records on Victor Machine

Union No. 3 Attachment plays Edison or Pathe Records on Columbia Machine

Union No. 4 Attachment plays Victor and Columbia Records on Pathe Machine

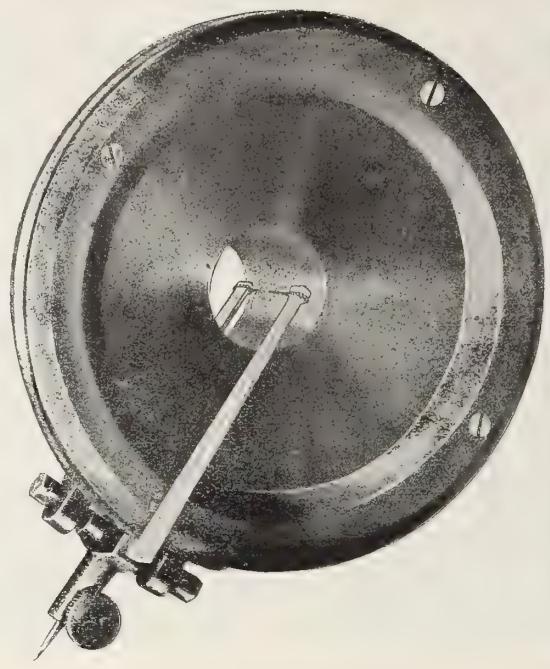
We manufacture a full line of Talking Machine Specialties. Let us tell you about them.

The Union Specialty and Plating Company

409 Prospect, N. W. **CLEVELAND, O.**

PATENTED IN UNITED STATES, CANADA, AUSTRALIA, ARGENTINE, BRAZIL, MEXICO, GERMANY, SWITZERLAND, FRANCE, ENGLAND, SPAIN, HOLLAND, ITALY, PORTUGAL, SWEDEN, NORWAY, DENMARK, JAPAN AND MANY OTHER COUNTRIES.

OTHER PATENTS PENDING.



A Company that is securing the rights for the American market. (Its real name is "Hoffay Talking Machine Company, Inc.)

(*Copied from The New York Times.*)

DOVER, Del., June 7.—Charter filed here:

Hoffay Talking Machine Company. New York, $1,000,000, to manufacture, sell, and deal in phonographs, and all appliances and supplies for same, to carry on a general theatrical and amusement business; Joseph Hoffay, New York; Charles B. Bishop, and Harry W. Davis, both of Wilmington, Del.

What about a Company that may secure the rights for YOUR territory?

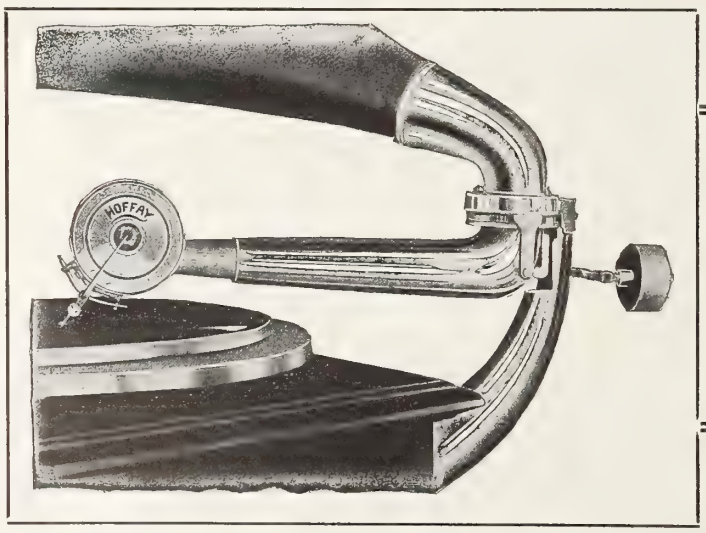
One of the types of the Hoffay reproducers.

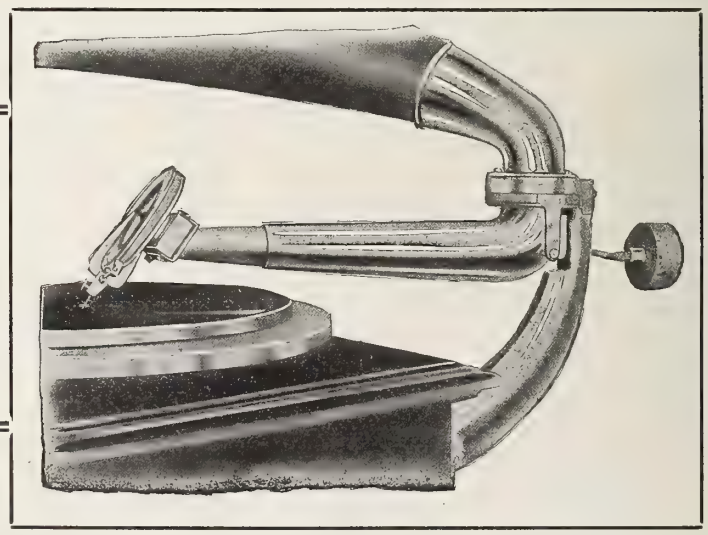
The Hoffay Talking Machine

"THE WORLD'S MUSICAL INSTRUMENT"

On account of its UNIQUE reproduction of sound it makes you say:
"YOU WOULD NOT KNOW IT IS A MACHINE PLAYING!"

Victor and Columbia records sound just as good, if not better, than the Edison records—Edison records sound just as good, if not better, than the Victor and Columbia records when played on this *human-machine.*





These two illustrations show a HOFFAY instrument of the "horn" type in positions for playing Edison and Victor records respectively. Note its several features: the Reproducer, the Mounting for the Reproducer, the Tone-arm and the Counter-weight—all Hoffay patents.

Infringements will be prosecuted. Further information will soon be available.

THE HOFFAY TALKING MACHINE CO.

500 Fifth Avenue, New York City

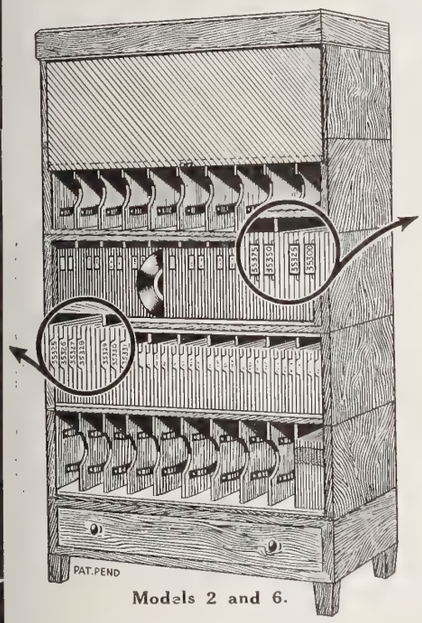
TALKING MACHINE FIRMS HONORED

At the Panama-Pacific Expositon—Awards Have Not Been Officially Announced.

(Special by wire to The Talking Machine World.)

SAN FRANCISCO, CAL., June 12.—It is announced here, although lacking official confirmation, that the Jury of Awards of the Panama-Pacific Exposition, have awarded a Grand Prize to the Victor Talking Machine Co.; a Grand Prize to the Columbia Graphophone Co., and a gold medal to the Cheney Talking Machine Co. It is believed that all of the other talking machine exhibitors have been honored by the bestowal of official recognition upon their products, but details are not ready for publication. It is possible that there may be some slight changes in the awards later on when the official announcement is given out by the exposition authorities.

The
OGDEN SYSTEM
is an
"EXTRA CLERK"
for
VACATION DAYS
Saves YOUR Time
Sells Records



Models 2 and 6.

This Unit Holds
1500 10 in. AND 12 in. Records
Costs Only $28.25
(ANY FINISH)
PAYS FOR ITSELF

The only system which locates any record in 4 seconds and shows the selling value of every record.

No labels to change and gets rid of dead stock.

WRITE TO-DAY

J. B. OGDEN
Lynchburg, Pa.

PROGRESS ON VICTOR BUILDINGS.

Manufacturing Resources Constantly Being Increased to Meet Growing Demand for the Victor Talking Machines and Records.

Victor distributers and dealers who have had occasion to visit the immense plant of the Victor Talking Machine Co. at Camden, N. J., during the past few months have been greatly impressed with the rapid progress that is being made in the erection of new buildings at the Victor site and the activity which is apparent in every division of the business in connection with the enlargement of available space and facilities. The enormous and unprecedented demand for Victor products has necessitated the preparation of plans and specifications for new buildings which had not been thought of in the past, and notwithstanding that during the past year substantial additions have been made to practically every group of buildings comprising the Victor plant, facilities have been taxed to the utmost and the unfilled orders at the present time are greater than at any time in the company's history.

The architect in charge of the Victor Co.'s building operations has completed his detailed plans for the new office building which is now in process of construction, and judging from the architect's drawing, this office building will compare most favorably with the general office headquarters of the largest industrial concerns in the world. Every known convenience and improvement to add to the comfort and efficiency of the employes will be included in the equipment of the new office building, which in appearance is a worthy addition to the mammoth Victor plant.

It was only a short while since that a new and remarkably complete shipping plant was finished to house this important division of the Victor Co.'s business, and the heads of the shipping department were commissioned to visit every large trade center in the country to garner any new thoughts which would add to the efficiency of this end of the business, with a view to incorporating such ideas in the new structure.

The Victor plant as it now stands is a splendid example of the progressiveness and prestige of American manufacturing industries and a tribute to the Victor Co.'s indefatigable efforts to place the talking machine on its present high plane, musically and commercially.

AUTHORIZED TO DO BUSINESS.

The Pathé Frères Phonograph Co., which is a Delaware corporation with a capital of $3,000,000, has been authorized to transact business in New York State. Eugene A. Widman, general manager of the company at 29 West Thirty-eighth street, New York, is named as the official New York representative.

NEW COLUMBIA REPRESENTATIVES.

The Columbia Graphophone Co. closed a deal recently whereby the complete line of Columbia machines and records will be handled by the Story & Clark Piano Co. in its stores at Chicago, Cleveland, Pittsburgh, Detroit and Milwaukee. The line will be given aggressive exploitation and large initial orders have been shipped to each of the stores.

TO ATTEND CONVENTION.

Henry F. Miller, secretary of the Penn Phonograph Co., Philadelphia, is going to the convention in San Francisco to represent the company, leaving the Quaker City on June 11.

DECLARE DIVIDENDS.

The Victor Talking Machine Co. has declared quarterly dividends of 1¾ per cent. on preferred stock and five per cent. on common stock, both payable July 15. It also declared an extra dividend of 10 per cent. on common stock payable June 15.

The man who boasts that his will is law loses sight of the fact that lots of laws are not enforced.

"The Multiphone"
"ATTACHMENT"

The *perfect* attachment for playing all
EDISON DIAMOND DISC RECORDS
ON A VICTROLA OR VICTOR TALKING MACHINE PERFECTLY.

VICTOR DEALERS

DON'T HAVE TO LOSE THE SALE OF A VICTOR BECAUSE A PROSPECTIVE CUSTOMER is interested in hearing an *Edison Diamond Disc Phonograph* before deciding on a purchase, for the simple reason, that if necessary you can sell them the MULTIPHONE ATTACHMENT and SAPPHIRE NEEDLE, which plays the EDISON DIAMOND DISC RECORDS fully as well as they can possibly be played on an EDISON PHONOGRAPH, in fact, plays any HILL AND DALE CUT RECORD.

WE DON'T ASK YOU TO PUSH THE SALE OF

The Multiphone Attachment

but carry them in stock in an emergency as mentioned above.

EDISON DEALERS

should by all means sell the *Multiphone* and *Sapphire Needle* to all owners of *Victrolas or Victor Talking Machines*, because it gives them a market for the sales of *EDISON DIAMOND DISC RECORDS.*

JUST THINK what it would mean to you, MR. EDISON DEALER, if you could only get a small portion of owners of *VICTOR MACHINES* to start using and buying EDISON DIAMOND DISC RECORDS. It is not only good advertising for your product, but enables you to make a *profit on Records* which is impossible unless you place the MULTIPHONE ATTACHMENT in the hands of all interested Victor owners who would like to play EDISON RECORDS.

RETAIL PRICE $2.00
(INCLUDING SAPPHIRE NEEDLE.)

BALL-POINTED SAPPHIRE NEEDLES FOR *PATHE RECORDS*, $1.00 *EXTRA.*

DEALERS:—SEND US CHECK OR MONEY ORDER FOR $1.08 AND WE WILL SHIP YOU TRIAL SAMPLE AT ONCE. MONEY BACK IF DISSATISFIED.

MULTIPHONE COMPANY
286 Fifth Ave. NEW YORK

"LITTLE WONDER RECORDS"

will play

on ANY Talking Machine!

10¢

Get the two latest New York Hits

"My Bird of Paradise"

and

"When John McCormack Sings a Song"

Here is the latest list of 24 selections!

166. **"My Bird of Paradise,"** Solo.
165. **"Dancing 'Neath the Irish Moon."**
168. **"The Rosary,"** By Nevin.
108. **"Where the River Shannon Flows."**
164. **"He Owes Me Ninety-Seven Dollars."**
167. **"When John McCormack Sings a Song."**
157. **"Foxy Grandpa,"** (Banjo Orchestra).
152. **"Steeplechase,"** Foxtrot.
38. **"Horsetrot,"** American Dance, Band.
139. **"Moonlight on the Rhine."**
110. **"Old Folks At Home."**
129. **"Rockaway Hunt,"** Foxtrot.
34. **"Some Baby,"** Onestep, Band.
87. **"Rufus Johnson's Harmony Band."**
99. **"Little Grey Home in the West,"** Solo.
127. **"Beverly Hunt,"** Foxtrot.
149. **"Pigeon Walk."**
153. **"Medley Popular Airs No. 4."**
159. **"I'm On My Way to Dublin Bay."**
160. **"We'll Have a Jubilee in My Old Kentucky Home."**
161. **"When I Dream of Old Erin."**
162. **"Don't Take My Darling Boy Away."**
109. **"My Wild Irish Rose."**
98. **"Chinatown, My Chinatown,"** Solo.

Millions of these Little Wonder records have been sold.

DEALERS! Write at once for full particulars.

SEND FOR BEAUTIFUL DISPLAY POSTERS.

HENRY WATERSON

Strand Building, Broadway & 47th Street, New York

ENJOYABLE RETURN TRIPS

Planned by Jobbers After the San Francisco Convention—J. C. Roush Has Itinerary Which Includes Scenic Wonders of the West.

We have published the official itinerary of the National Talking Machine Jobbers' special train, which leaves Chicago at 6.15 Tuesday, July 13. After various enjoyable halts it will reach Los Angeles on July 20. For convenience of readers we repeat it:

OFFICIAL ITINERARY NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS' CONVENTION.

City.	Time.	Date.	Route.
Lv. Chicago.	6:15 P.M.	Tues., July 13	C., R. I. & P.
Ar. Kansas City...	8:00 A.M.	Wed., July 14	

Stopover at Kansas City; five hours' automobile trip around the city, luncheon at one of the country clubs, etc.

Southern & Western (West of Chicago), Distributors may make connections with train at Kansas City.

City.	Time.	Date.	Route.
Lv. Kansas City...	1:00 P.M.	Wed., July 14	Union Pacific
Ar. Denver	5:30 A.M.	Thurs., July 15	Union Pacific
Lv. Denver	5:45 A.M.	Thurs., July 15	D. & R. G.
Ar. Colorado Spgs.	8:15 A.M.	Thurs., July 15	D. & R. G.

Stopover Colorado Springs twenty (20) hours in order to visit Pike's Peak, Garden of the Gods, Crystal Park, etc., and in order to leave Colorado Springs at an hour that will permit of viewing the scenery through Royal Gorge en route.

City.	Time.	Date.	Route.
Lv. Colorado Spgs..	4:20 A.M.	Friday, July 16	D. & R. G.
Ar. Glenwood Spgs	4:30 P.M.	Friday, July 16	D. & R. G.
Lv. Glenwood Spgs.	7:00 P.M.	Friday, July 16	D. & R. G.
Ar. Salt Lake ...	9:00 A.M.	Sat., July 17	D. & R. G.

Sightseeing in Salt Lake City and visit to Saltair Beach for dip in Great Salt Lake. Mormon Tabernacle and Organ Recital.

City.	Time.	Date.	Route.
Lv. Salt Lake	9:00 P.M.	Sat., July 17	S. P., L. A. &
Ar. Los Angeles...	3:00 A.M.	Mon., July 19	S. L.
Lv. Los Angeles...	3:30 A.M.	Mon., July 19	A., T. & S. F.
Ar. San Diego.....	7:00 A.M.	Mon., July 19	A., T. & S. F.

Sightseeing in San Diego and vicinity and visit to Exposition.

City.	Time.	Date.	Route.
Lv. San Diego	11:59 P.M.	Mon., July 19	A., T. & S. F.
Ar. Los Angeles ..	7:00 A.M.	Tues., July 20	A., T. & S. F.

Stopover at Los Angeles for sightseeing, etc.

City.	Time.	Date.	Route.
Lv. Los Angeles ..	11:00 P.M.	Tues., July 20	So. Pac. Co.
Ar. Del Monte	11:00 A.M.	Wed., July 21	So. Pac. Co.

Three and one-half (3½) hours stopover at Del Monte for luncheon, sightseeing, etc.

City.	Time.	Date.	Route.
Lv. Del Monte	2:30 P.M.	Wed., July 21	So. Pac. Co.
Ar. San Francisco.	5:30 P.M.	Wed., July 21	So. Pac. Co.

TICKETS—The round trip ticket fare from Chicago to San Francisco, going via above route, returning via any other direct route, $62.50. Returning via Portland or Seattle (additional), $17.50.

Pullman Fares.—Chicago to San Francisco: Lower berth, $20.00; upper berth, $16.00; compartment, $56.00; drawing room, $70.00. Kansas City to San Francisco: Lower berth, $17.00; upper berth, $13.60; compartment, $48.00; drawing room, $60.00. The above rates cover use of cars for the entire trip, which allows baggage, etc., to be left in cars for all stops.

For this special train All-Pullman sleepers will be furnished, including observation, compartment and drawing-room cars, for entire trip Chicago to San Francisco. Also each road over which we travel will furnish their own library, buffet club and dining car. Steel equipment throughout.

As has already been announced in The World, a number of the jobbers have planned return trips over different lines.

J. C. Roush, of Pittsburgh, has a large party, including some business and social friends, who will follow the trip which he has outlined. It is as follows:

PROPOSED ITINERARY FOR MR. J. C. ROUSH AND PARTY.

City.	Time.	Date.	Route.
Lv. Los Angeles.*	9:15 a. m.	July 19.	Pac. Elec. Ry.
Lv. San Pedro	10:00 a. m.	" 19.	Steamer.
Ar. Catalina Island	12:30 p. m.	" 19.	Steamer.
Lv. Catalina Island	3:15 "	" 19.	Steamer.
Ar. San Pedro	5:45 "	" 19.	Steamer.
Ar. Los Angeles	6:45 "	" 19.	Pac. Elec. Ry.
July 20-21 consumed in auto trips, Los Angeles to San Francisco.			
July 22, 23, 24, 25, Convention dates.			
Lv. San Francisco	11:40 p. m.	July 26.	Sou. Pac.
Ar. El Portal	11:35 a. m.	" 27.	Sou. Pac.
Lv. El Portal	12:30 p. m.	" 27.	Stage.
Ar. Yosemite	2:30 "	" 27.	Stage.
Side-trip rate $20.00 on Saturday, or $23.00 on other days, 'Frisco to Yosemite and return.			
Lv. Yosemite	3:30 p. m.	July 30.	Stage.
Ar. El Portal	5:30 "	" 30.	Stage.
Lv. El Portal	8:00 "	" 30.	Sou. Pac.
Ar. San Francisco.	7:50 a. m.	" 31.	Sou. Pac.
Lv. San Francisco	8:20 p. m.	" 31.	Sou. Pac.
Ar. Portland	7:20 a. m.	Aug. 2.	Sou. Pac.
Lv. Portland	11:30 p. m.	" 2.	Nor. Pac.
Ar. Seattle	6:50 a. m.	" 3.	Nor. Pac.
Lv. Seattle	9:00 a. m.	" 4.	C. P. S. S.
Ar. Victoria	1:15 p. m.	" 4.	C. P. S. S.
Or afternoon can be spent at Victoria and following used into Vancouver: Lv. Victoria 11:45 p. m., Aug. 4; Ar. Vancouver 7:00 a. m., Aug. 5.			
Lv. Victoria	3:00 p. m.	Aug. 4.	C. P. S. S.
Ar. Vancouver	7:30 "	" 4.	C. P. S. S.
Side-trip rate Seattle to Vancouver, Lake Louise, Banff, Calgary to Spokane, $40.00.			
Lv. Vancouver	8:25 a. m.	Aug. 5.	C. P. Ry.
Ar. Sicamous*	10:17 p. m.	" 5.	C. P. Ry.
Lv. Sicamous	10:34 a. m.	" 6.	C. P. Ry.
Ar. Glacier	3:11 "	" 6.	C. P. Ry.
Lv. Glacier	10:19 a. m.	" 7.	C. P. Ry.
Ar. Lake Louise	5:20 p. m.	" 7.	C. P. Ry.
Lv. Lake Louise	5:20 p. m.	" 8.	C. P. Ry.
Ar. Banff	6:25 p. m.	" 8.	C. P. Ry.
Lv. Banff	10:50 a. m.	" 10.	C. P. Ry.
Ar. Calgary	1:35 p. m.	" 10.	C. P. Ry.
Lv. Calgary	5:00 p. m.	" 10.	C. P. Ry.
Ar. Spokane.*	10:20 a. m.	" 11.	S. I. Ry.
Lv. Spokane	8:35 "	" 11.	
Ar. Livingston	4:00 "	" 12.	
Lv. Livingston	8:00 "	" 12.	
Ar. Gardner	10:15 "	" 12.	
Lv. Gardner	11:00 "	" 17.	
Ar. Chicago	11:55 "	" 19.	
Lv. Chicago	—— p. m.	" 19.	
Ar. Pittsburgh	—— a. m.	" 20.	
Those using our line through to Chicago would use following from Banff:			
Lv. Banff	6:25 p. m.	Aug. 9.	C. P. Ry.
Ar. Chicago	9:00 a. m.	" 12.	Soo Line.
Lv. Chicago	—— a. m.	" 12.	
Ar. Pittsburgh	—— p. m.	" 12.	
Those traveling to Montreal would use following:			
Lv. Banff	11:55 p. m.	Aug. 9.	
Ar. Montreal	8:00 a. m.	" 13.	

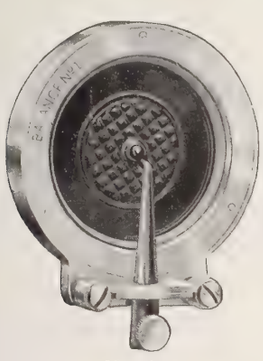
* Change cars at Sand Point, which gains two hours on each train—the train into Spokane reaches there two hours before arrival at Spokane, and the other one reaching there two hours after leaving Spokane.

All those who desire further information concerning this trip should communicate at once with Mr. Roush.

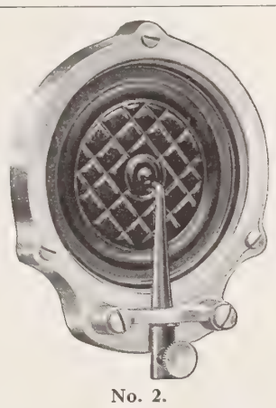
VICTOR FOR IMMIGRATION STATION.

(Special to The Talking Machine World.)

BOSTON, MASS., June 11.—In the general room of the immigration station on Long Wharf there is a Victor machine which Billy Fitzgerald, of the Eastern Talking Machine Co., presented to the station. Lately when Secretary William B. Wilson, of the Department of Labor, was in town for an inspection of the immigration department, he highly approved of the idea of having such a machine for the entertainment of the inmates, who thus are enabled to listen to the music of the countries from which they lately came.



No. 1.



No. 2.

BALANCE
SOUND BOXES

with the "metalloy" diaphragm reproduce tenor voices in the TRUE TENOR quality of tone.

For Samples send to any Jobber of Edison Disc Machines.

No. 1
RETAIL PRICES:
N. P. - - - - - - - $3.00
OX - - - - - - - $3.00
24K Gold Plate - - $3.50

No. 2
RETAIL PRICES:
N. P. - - - - - - - $4.00
OX - - - - - - - $4.00
24K Gold Plate - - $4.50

GREENFIELD DEALER HAS THE EDISON

(Special to The Talking Machine World.)

GREENFIELD, MASS., June 10.—E. B. Snow, of this place, has just added the Edison disc to his already large line of Edison cylinder and Victor goods. Mr. Snow is a young man of progressive ideas and is interesting a great many people in the talking machine proposition.

F. L. Stetson has found his business increasing at such a rate that he has been obliged to make a change, and has moved into new quarters on Main street. He carries the Victor, the Columbia and the Edison disc lines.

MAY HAVE TO POSTPONE TRIP.

(Special to The Talking Machine World.)

BOSTON, MASS., June 10.—Manager Royer, of the Arch street Victor department of M. Steinert & Sons, is going to the Coast but hasn't just made up his mind when. He had planned to attend the San Francisco talking machine men's convention in July, but there are reasons why it may be advisable to postpone his trip until September. Mr. Royer was over at the Victor factory at Camden a fortnight ago, and more recently he has been up in New Hampshire.

Congratulations are in order for Charles M. Urlass, the outside man for the talking machine department of Chickering & Sons on Tremont street, Boston. Urlass is now the proud father of an eight-pound boy, which was born a few days ago. Manager Currier, of this department, makes a good report of Edison and Victor business.

WHY IS A GOOD TALKING MACHINE?

¶ The selling appeal of a talking machine depends on its tone. From the outside, one mahogany box looks very like another.

¶ The tone depends on the diaphragm. No good tone without a good diaphragm. No good diaphragm unless it is a mica diaphragm.

¶ Machines of the Victor and Columbia class have mica diaphragms. They cost somewhat more than any other kind of diaphragm. But are so vital to a GOOD machine that the extra cost is gladly borne.

¶ Our diaphragms have the true, exquisitely pure sound-reproducing qualities that lift a talking machine into the "best-seller" class.

ADDITIONAL INFORMATION GLADLY SENT

Meirowsky Brothers
106-108 Broadway
Jersey City New Jersey

Two things that y rapidly fi

Once more we are reminding the millions of this week's Saturday Evening Post readers of two facts you already know:

That the tone of Columbia Grafonolas is a feature we are well content to back up by comparison any time the customer desires.

That at 65 cents—the standard price of Columbia Double-Disc Records—the customer gets an unequalled variety of music and entertainment at a lower price, and at the same time gets a guarantee of perfection in recording and long-wearing qualities.

If you are a Columbia dealer there is no more to be said. But if you do not carry the Columbia line this advertisement gives you at least two good reasons why you should.

Columbia Grapho

Woolworth Build

Creators of the talking machine industry. Pioneers and leaders in the talking machine art

r customers are
ing out

VENING POST THE SATURDAY EVENING POST

GRAFONOLA—PERFECT TONE

BRILLIANT, vivid and clear, yet unmistakably natural, round and "big" in its tone-quality; capable of every gradation of tone-volume, the Columbia Grafonola is well named "the one incomparable musical instrument."

Those who take the trouble to make comparisons find that in sheer tonal beauty the Columbia Grafonola is supreme—whether it is playing the lilting measures of the modern dance, or the arias of grand opera, or the superb instrumentalism of such masters as Hofmann and Ysaye and Casals.

"No one thing will give so much pleasure to so many people for so long a time at so little cost as the Columbia Grafonola."

A DOUBLE-DISC RECORDS 65¢

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Record,
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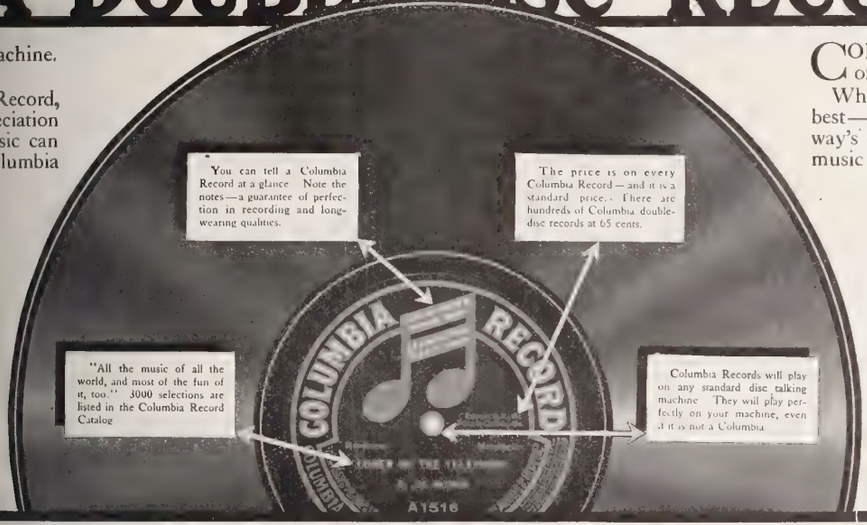
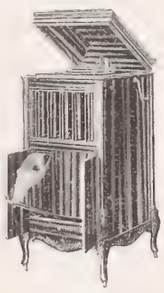


COLUMBIA Records bring to you "all the music of all the world, and most of the fun of it, too."

Whatever kind of music or entertainment you like best—you get it best on Columbia Records. Broadway's newest hits while they are hits; the latest dance music specially recorded, which means right in tempo and rhythm. And bands, and orchestras, ballads and comedy monologues; the latest recordings of the greatest instrumental masters and vocalists—every kind and every class of music. Go to the nearest Columbia dealer and have him play, say, those wonderful chorus selections from Maritana and Trovatore, No. A5667.



Columbia Graphophone Company
Box 637, Woolworth Bldg., New York
365 Sorauren Ave., Toronto (Prices in Canada plus duty.)
Dealers wanted where we are not actively represented

Columbia "De Luxe," $200
Other Columbia Grafonolas
from $17.50 to $500

one Company

ew York

he fundamental patents. *Dealers wanted where we are not now actively represented.*

Columbia Columbia Records Note the Notes

HAS VERY ATTRACTIVE QUARTERS.

New Store Opened by B. H. Roth at 581 Bergenline Avenue, West New York, N. J., Is Proving to Be Quite a Trade Center.

As was reported in The World recently, B. H. Roth, formerly connected with Landay Bros., New York, has opened a handsomely furnished and well-stocked talking machine store at 581 Bergenline avenue, West New York, in one of the greatest growing centers along the New Jersey shore of the Hudson. The accompanying illustration affords an excellent idea of Mr. Roth's attractive quarters with the machine stock prominently displayed in the front of the store, and the demonstration booths and record racks in the rear. Mr. Roth is seen standing in the center of the picture.

View of the Warerooms of B. H. Roth at West New York, N. J.

The great success that has attended Mr. Roth's new venture since the formal opening of the store on March 6, has been due largely to a thorough understanding of the arguments that prove most effective when displaying and demonstrating it. In other words, first-class salesmanship. Another and an important factor has been a full understanding of the value of persistent, convincing and attractive advertising. The elaborate Victrola recital held in connection with the opening of the store was announced in large advertisements in the local newspapers, and since the opening the advertising campaign has been continued regularly.

MEETING OF BUFFALO DEALERS.

Local Association Plans to Hold an Outing Early in August—Pittsburgh Association Seeks Co-operation and Information.

(Special to The Talking Machine World.)

BUFFALO, N. Y., June 10.—The Talking Machine Dealers' Association of Buffalo, in special meeting at the Hotel Statler on Tuesday evening, June 2, went unanimously on record as in favor of holding an outing early in August, at which all dealers in record machines for a radius of 100 miles of Buffalo will be the guests.

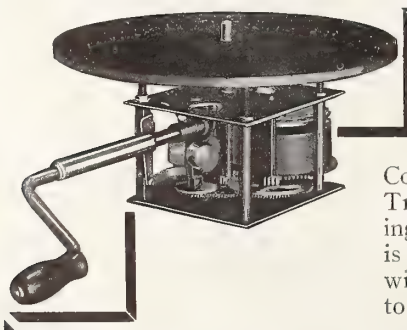
The association is an extraordinarily healthy condition for a new organization, having enrolled every local dealer and practically all those of western New York towns, but is still desirous of extending the ranks on all sides of the city in the suburban towns. Although the picnic is to be in no way a membership campaign, an effort will be made to show those not members just how much co-operative spirit exists in the association.

Considerable enthusiasm was expressed at the meeting over the prospect of the outing, and a committee was appointed at once by President Wade H. Poling, of the J. N. Adam Co., to formulate preliminary plans for the affair. He designated Charles H. Heinike, of Denton, Cottier & Daniels; W. J. Bruehl, of Neal, Clark & Neal, and G. A. Goold, of Goold Bros., to arrange for the outing.

Although nothing definite was decided as to the locale of the outing, it is expected a boat will be chartered for a trip to Lake Erie and Niagara River summer resorts with attendant athletic events, shore dinner, ball games, etc.

The meetings of the association for the summer ended with the regular May session, but the picnic issue called for another get-together in the Dutch grill at the Statler Hotel. After a luncheon the seventy-five in attendance got right down to business, with President Wade H. Poling in the chair.

A communication from the Pittsburgh Talking Machine Dealers' Association was submitted and read. This is a newly organized body desirous of branching out upon the same lines of the Buffalo association, and the president of the body sought the co-operation of the Buffalo association. The Pittsburgh association tendered an invitation to President Poling to address the body on Tuesday next, taking as his subject the activities of the association of which he is the head. It was unanimously voted to recommend that President Poling accept the invitation if convenient.



Two improvements of exceptional merit have been incorporated in the construction of Triton Motors—relating to the governor gears and to the spring.

Considering the combination of quality and price, Triton motors are the best "buy" on the market, being perfectly made in every detail. The construction is simple and any 12″ record can be played with one winding. Made on order, only, and sold in quantities to manufacturers and jobbers. Ask for details.

TRITON Motors

Triton Phonograph Co.
41 Union Square, New York

Manufacturers of The Triton $10 Phonograph, Triton Sound Boxes, Triton Tone Arms and Triton Motors.

THE WORLD "LOST" DEPARTMENT

Talking Machines Lost, Strayed or Stolen Should Be Listed Here.

[Advertisements of three lines are inserted in this department at a cost of 25 cents; three additional lines increases cost to 50 cents. Cash, either in postage stamps or coin, should accompany the order, as no accounts are opened for this department.]

MISSING—VICTROLA XI No. 115,396. Reward. Address "CLINTON," 33 Church St., New Haven, Conn.

IMPORTANT STAFF CHANGES.

Mervin Lyle Appointed Manager of Cabinet Manufacture, and Succeeded by G. L. Funnell as Manager of the Columbia Graphophone Co.'s Factories at Bridgeport, Conn.

Mervin Lyle, who has been manager of the Columbia Graphophone Co.'s factory at Bridgeport, Conn., for the past year, has been appointed to the new and important post of manager of cabinet manufacture with headquarters in the company's executive offices in the Woolworth building, New York. Mr. Lyle is thoroughly versed in all details pertaining to talking-machine manufacture, and in his new post will have an excellent opportunity to utilize his detailed knowledge of cabinet manufacture.

George L. Funnell, one of the oldest employes connected with the Columbia Graphophone Co. in point of service, and who for the past several years has been manager of the company's London manufacturing division, succeeds Mr. Lyle as manager of the Bridgeport factories. Mr. Funnell is well equipped to occupy his new position, as he possesses an intimate understanding of every phase of the business which will aid him in the direction of the Columbia Co.'s mammoth manufacturing plant. His appointment is a popular one, as he has a host of friends in the talking-machine trade, both here and abroad.

DENVER CONCERN TO MOVE.

Hext Music Co. to Occupy Handsome Quarters at 1626 California Street, That City—Special Plans for Display—Large Recital Hall.

(Special to The Talking Machine World.)

DENVER, Col., May 29.—The handsome new quarters of the Hext Music Co., at 1626 California street, are now practically completed and ready for occupancy and the company is now busy preparing for the work of removal, after twelve years in its present location. The company handles the Chickering, Vose, Emerson, R. S. Howard and other makes of pianos as well as Victor and Edison talking machines, small goods, etc., and special demonstrating and display rooms will be arranged for the different lines of instruments. The finish throughout the building will be in mahogany with the exception of the private display rooms, in which the decorative scheme will vary. The Chickering room, for instance, will be finished in white and gold and the other rooms are equally attractive. One of the features of the new quarters will be a large recital hall.

The Hext Music Co. was established in 1899 by Thomas Hext and was incorporated last year, the stockholders being Thomas Hext, Miss Effie Hext and D. Z. Phillips, the manager. In addition to the main store in this city the company maintains branches in Fort Collins, Trinidad, Pueblo and Greeley, Col.

It's a well-trained conscience that can be made to speak only when it is spoken to.

TALKER ROUTE THE SHORTEST ROAD TO OPTIMISM.

As a Safe and Sane Antidote for the Blues, Lonesomeness, and All Forms of Mental Depression Arising from a Disposition to Solitude, the Talking Machine Is Kind—A True Case in Point in Which the Practical Side of This Suggestion is Evident.

I chanced upon a former acquaintance the other day—a fellow I had not seen for years—and I could but notice the great difference in his manner. In fact, his whole demeanor spoke eloquently of a wonderful change for the better so far as disposition and a general outlook upon life was concerned. I had known him in the days that are gone as a chronic grouch—a chap who was always looking for the dark dungeons of existence and not satisfied with himself until he found them and hid quite out of sight therein.

As I talked with him and listened spellbound to his cheery laugh and witty quips I marveled at the thing, whatever it might be, that had worked this miracle upon my friend. Finally, taking my courage in both hands, I inquired of him, with as much of diplomacy as can be mustered extemporaneously, the source of this transformation.

"Of course, I'll tell you, old man, why shouldn't I?" he answered jovially. "In fact, you're just the one to hear my confession and publish it too if you wish, for I should like the world to know how a man, even though he be accustomed to skulking in the shadows, can be brought permanently into the sunlight. If there is a more confirmed optimist in town to-day than your humble servant I should like to meet him. Sometimes when I gaze back into the past and realize what a poor fool I was to meander through life as a crabbed bachelor, living alone, not even belonging to a single decent club, and repulsing every offer toward friendship from my fellowmen, I feel inclined to stroll up an alley and kick myself. However, as I am avoiding the dark places these days I imagine the chastisement will have to be postponed indefinitely."

"You spoke of your bachelor days. Am I to take it for granted that you are married now and that a successful matrimonial conquest is responsible for your rehabilitation?" I suggested.

"Uh huh, I'm married—very much so, and when you meet her, which you will do at dinner to-night if you allow me to have my way with you you'll agree with me that she is the finest girl on earth. But what you are the most anxious to hear, I reckon," he continued, grinning, "pertains to the circumstance that turned a grouch into a man. Am I right?"

"Get it off your chest, brother," I urged with what patience I could assume. "This suspense is wearing."

"A talking machine!" he remarked with feeling. Then sighting a cafe near at hand he grabbed me by the arm and escorted me thither in quickstep time. "I'm taking you where we can talk without interruption in order that you may get this narrative straight," he explained, as we seated ourselves at a corner table behind the palms. When our cigars were glowing and something cold that phizzed stood at our right hand he began:

"As you very well know, my one aim in life, as you understood me in the olden days, was to be alone and to grope in the gloom surrounding a life of lonesomeness and isolation. If it had not been for a talking machine I should still be in that unenviable state to-day."

He paused and puffed at his weed reminiscently.

I waited silently for him to continue, scenting a good tale in the making.

"One evening, while keeping myself company as usual," he went on, laying his cigar in the ash tray, the better to concentrate upon the story, "a delivery van backed up at the entrance to the apartments where I live and unloaded a huge case which the youthful driver insisted was for me. I took exception to this statement, not having ordered anything resembling the aforesaid case.

"'It's fer you, mister; sign this.'

"Delivery youths have a way with them, you know, and before I realized it the receipt was signed and its bearer cranking his motor in the street below to the whistled air of 'Dixie Lee.' I discovered in a moment that the boy had erred. The object filling the space between my divan and dressing table rightly belonged to the other Jones in our block. However, before I could reach the 'phone to rectify the blunder, Fate, in the form of my motherly landlady, bless her heart, stepped in, as was her habit, to see how I fared, and bade me pause and consider. For some occult reason, which I do not even yet understand, I found myself ere long opening that box and discovering beneath the wrappings of excelsior and flannel an extremely ornamental talking machine. Being a grouch as well as recluse up to this moment I had never even imagined that a person could really derive pleasure from a silly box with canned tunes inside. However, I was to learn better soon.

"I had no more than accomplished the unpacking of the thing that belonged to the other Jones when a discreet knock sounded upon the panel of my door and the landlady's daughter, fresh from a movie parlor performance of the 'Diamond from the Sky' entered, remarking upon the atrocious music she had heard there—and then she glimpsed the talking machine. Of all things in heaven and upon the earth she most of all adored a 'talker'; she simply raved over it. She loved it with her meals and upon all occasions where it was possible to listen and enjoy. Would I not be so awfully kind as to play just one record?

"I would and I did.

"At the completion of the selection I made a discovery, viz.: the young lady was perfectly right; the talking machine was a wonderful instrument.

"I put on another record, 'The Meadowbrook Fox Trot,' and this brought to light the fact that the young lady had pretty eyes and captivating dimples; also that back in my boyhood days, before I became a grouch, I went to dancing school. I found myself confessing as much. Then I was gliding over the floor with this divine creature and being made over into an optimist. Fatigued at last, we paused while 'Love Me and the World Is Mine' turned my heart from ice to something very warm and comforting. It was then that I discovered that my pessimism, lonesomeness and desire for solitude had vanished in thin air to the strains of the talking machine.

"I wired the phonograph people of their mistake and told them I was keeping the machine, anyway, and for them to send the other Jones his instrument at their early convenience. Incidentally I ordered a bunch of records, and right now I have one of the largest collections in the city, and it's getting bigger every minute. Yes, I married the landlady's daughter. You'll come up to-night and meet her, won't you? We'll have a concert, too, you know; I'm sure you can't resist that."

I accepted and spent a most charming evening. The girl, the host, the flat, the dinner and the music were all delightful.

This story would not amount to much if it were not for the fact that it is absolutely authentic. That gives it a value, for it shows that a talking machine can completely revolutionize a man's life, and that means that it is a miracle worker.

Perhaps you have a grouch this very minute among your prospects, Mr. Dealer; better show him the light.

HOWARD TAYLOR MIDDLETON.

WOULD LIKE EDISON PRESTIGE.

West Orange Wants to Be Known as Home of the Inventor's Industries.

(Special to The Talking Machine World.)

WEST ORANGE, N. J., June 6.—For twenty-seven years Thomas A. Edison has lived quietly and worked at his laboratory here undisturbed. Within the past few days he has been the cause of a jealous controversy between Orange and West Orange, and the latter is contending that Edison belongs to that town alone. His laboratory is in West Orange and his home is near by in Llewellyn Park. All the advertising matter published by the Edison companies gives Orange, N. J., as the home address, making that city known the world over. As a major portion of the works are in West Orange, Mayor Yardley has asked Miller Reese Hutchison, personal representative of Mr. Edison, to ask Mr. Edison to have his address changed to West Orange.

"The cost of the change would cause considerable inconvenience," declared one of the Edison officials to-day. "Mr. Edison has always had Orange as his address. We use more than 100,000,000 labels, signs, pieces of stationery, etc., and to add the one word 'West' would mean that much more, without resulting in any material advantage to Mr. Edison or his companies."

The "Perfection" Record Holder in Use.

BEE CROFT

TRADE MARK

The "PERFECTION" RECORD HOLDER

Need not be taken from Victrola or Cabinet when being used. Is better than Albums. **50c retail.**

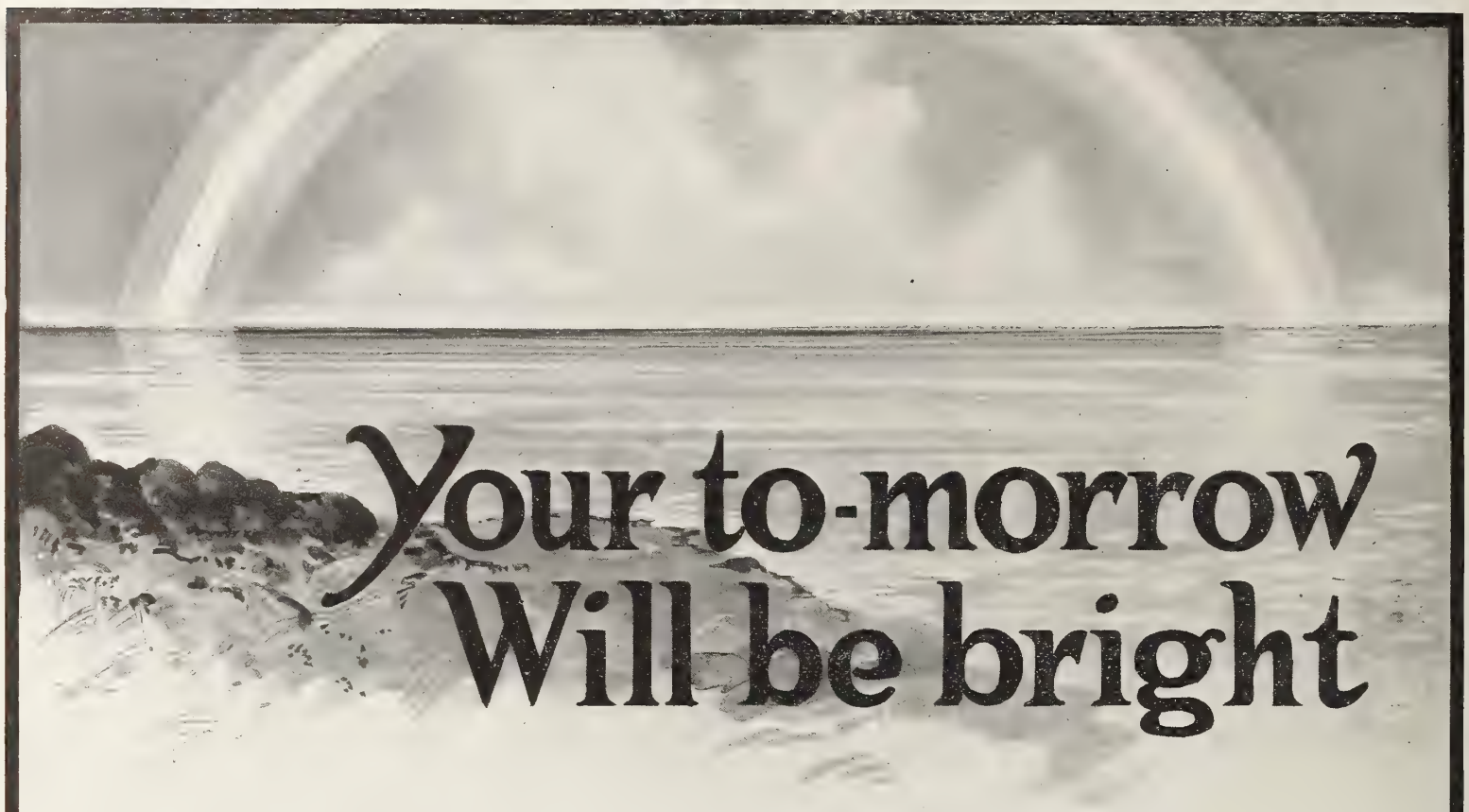
Record Envelopes for all Purposes

Talking Machine Needles

Peerless Locking Plate for Victor Sound Boxes

Long Cabinets

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA



Your to-morrow Will be bright

Mr. Victor Dealer

Provided you have thrown the responsibility of being prepared upon us.

That's your principal concern

—to be prepared to give the best possible Victor Service.

Ours—

to see that you are prepared.

You will be, if you let us take care of you. You'll be interested in our new Standard List of Specially Selected Victor Records — Our Summer Folder and Our Summer Sales Ideas.

THE TALKING MACHINE CO.

Victor Distributors

12 No. Michigan Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—May proved to be a decidedly good month considering all conditions, and the jobbers and also the large downtown retailers report that it scored a fair increase over May of last year. With one accord jobbers state that the record situation has cleared up and that they are now able to offer the dealers very complete stocks. While there is still a shortage in machines, shipments are coming along better than formerly and a large measure of relief seems to be in sight.

The Victor Co. has had a man in Chicago for over a month visiting the dealers and investigating conditions. As a result of his labors about twenty-five dealers who have not been carrying sufficient stock or making ample displays or in other ways violating the license agreement have been cut off. This is simply in accord with the company's policy to protect the trade in every possible way and to give the enterprising merchant the best of it.

Important litigation has been instituted in Chicago this week, as will be seen by the reports presented elsewhere in this issue of the cases of the American Graphophone Co. against the Cheney Talking Machine Co. and the same plaintiff against the Boston store.

Will Be Guests of Lyon & Healy.

The Eastern and Southern talking machine delegates who arrive in Chicago the morning of July 13 to make the special train leaving that evening for the Talking Machine Jobbers' Association Convention at San Francisco, will be the guests for the day of Lyon & Healy. They will meet at the store in the morning and will be taken to luncheon. In the afternoon they will be given an automobile ride over the famous park boulevard system encircling the city, which will wind up about 5 o'clock at one of the high-class outlying resorts, where they will have supper and will then be taken by automobile to the train.

L. C. Wiswell states that the prospects for an excellent attendance at the convention are very good. While a number have notified him that they are going, but are not definitely decided as to route, the following have reserved births and staterooms on the special train leaving Chicago the evening of June 13. Mr. and Mrs. H. F. Winkelman, Boston, Mass.; Mr. and Mrs. J. F. Bowers, Mr. and Mrs. L. C. Wiswell and family, Mr. and Mrs. F. Siemon and daughter, Chicago, Ill.; Mr. and Mrs. C. F. Buescher, Mr. and Mrs. W. H. Buescher, Cleveland, O.; Mr. and Mrs. P. B. Whitsit, Columbus, O.; L. Burchfield, Dallas, Tex.; W. G. Walz, El Paso, Tex.; F. X. Ryan, Galveston, Tex.; B. J. Pierce and R. Trostler, Kansas City, Mo.; S. Goldsmith, Milwaukee, Wis.; P. Werlein, New Orleans, La.; Mr. and Mrs. L. J. Gerson and mother, New York, N. Y.; G. E. Mickel and A. Hospe, Omaha, Neb.; H. F. Miller, Philadelphia, Pa.; Mr. and Mrs. J. C. Roush, Pittsburgh, Pa.; R. W. Daynes, Salt Lake City, Utah; E. C. Rauth, St. Louis, Mo.; Mr. and Mrs. W. H. Parmenter, Toledo, O.; Mr. and Mrs. G. D. Ornstein, Camden, N. J.; E. P. Bliss, Jr., H. R. Smith, Miss Helen M. Jefferson, Mr. and Mrs. S. O. Wade, Chicago, Ill.; Edward Lyman Bill, New York, N. Y.; T. B. Stone and A. R. Stone, Chicago, Ill.

Reports Record Stock Complete.

At the Talking Machine Co. it was stated that the company had had a good substantial business during May and that the record stock is now practically complete. It has been for some time the company's system to place record orders on file and fill orders in rotation as rapidly as shipments from the factory permitted. Now, however, it states that it has this file all cleaned up and is prepared to fill orders promptly. The shortage is still experienced on Victrolas 10, 11, 14 and 16, the shortage being especially noticeable on the $150 and $200 machines. In a few days the company will have its new standard list of good selling records. It will be published in book form, the selections being arranged and indexed according to the class: vocal, band, orchestra, etc. The company's list of 500 staple sellers has long been a valuable factor in business to dealers purchasing from it, and in its new form it will be more welcome than ever. It is also furnishing its trade with specially designed envelopes for mailing the monthly bulletin. A different envelope is furnished each month and in each instance there is an illustration interpreting one of the numbers and a listing on the envelope of several of the leaders in the monthly issue. The company is also furnishing its trade with a "Summer Sales Idea" pamphlet, presenting novel ideas for making the dull season a busy one.

Dan Creed and R. J. Keith went to Milwaukee last week and attended the opening of the "sunlight" addition to Gimbel Bros.' store, which contains on the third floor the new quarters for the talking machine department, which are described as among the finest in the Middle West. They also called on other Victor dealers in Milwaukee and were delighted with the new first floor department of the Edmund Gram Piano Co.

To Make Attachments.

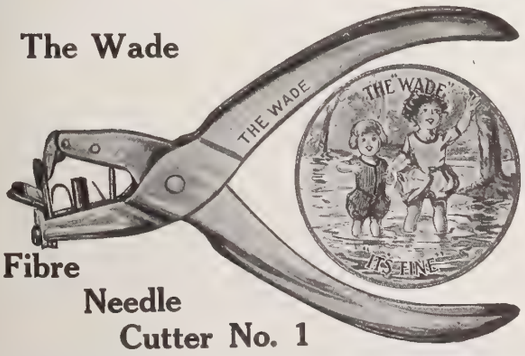
The Combination Attachment Co., of this city, has been incorporated to "make attachments and specialties for talking machines." The officers will be H. P. Brace, president and general manager; William Tures, vice-president and secretary; Peter Nees, treasurer. The company will make several attachments, principal among which is a device for playing hill and dale disc records on Victor and Columbia machines. This attachment is quite unique, as it uses the original soundbox without changing its form from its natural position on the machine. It can be attached and detached in a few seconds. The vibrations are conveyed through special violin wood which improves with age, and from a demonstration given the Chicago office of The World, certainly gets excellent results. By means of a special cushion, or what the inventors term as the "soft pedal," on certain records, a very beautiful soft tone is secured. The company will furnish this attachment with either diamond jewel point or sapphire. The company will also be able to furnish when desired a balance weight which makes it possible to adjust the amount of pressure on the record. The patent on the hill and dale reproducing attachment has been granted and patents have been applied for on the balance weight and also on a soundbox of special design.

A Notable May.

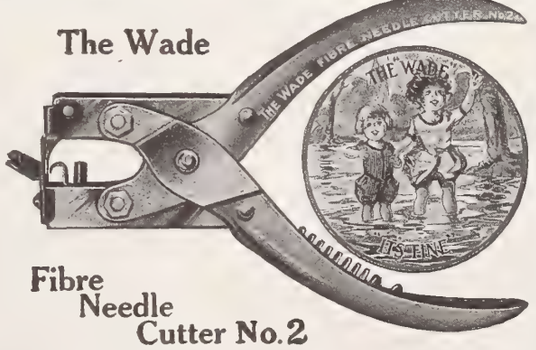
Lyon & Healy's fiscal year closed on April 30, and Department H, the talking machine end of the business, in May, the first month of the new year, showed a very material increase over the corresponding month of last year and was, according to L. C. Wiswell, the largest May in the history of the department. In speaking of business conditions in the talking machine trade from their viewpoint, Mr. Wiswell said, "The record situation is rapidly clarifying. Our stocks are now practically complete. Not only this, but we are able to make satisfactory shipments on re-orders of new records. There is, of course, still a machine shortage, but the situation is bettering even in this respect and shipments are coming forward

(Continued on page 39.)

THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade


Fibre Needle Cutter No. 1

The Wade


Fibre Needle Cutter No. 2

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO

MR. DEALER:

Don't stand on the outside looking in.

Join our circle of Victor dealers and enjoy the benefits of our superior facilities.

You are assured of an up-to-the-minute service when you send your orders to us. We have no old-time methods here, but a rapid-fire system of order-filling that will be a revelation to you.

Lyon & Healy

(*Victor Distributors*)

CHICAGO

in very much better shape than for some time."

Oak Park Edison Shop.

The Oak Park Edison Shop has been opened by Abel Burman at 1025 Lake street, that suburb. Mr. Burman will handle a complete line of Edison goods, and has heralded his interests into that field with some effective local advertising. Mr. Burman conducts a talking machine store at Mt. Pulaski, Ill., where he has been established for some time.

Salter Company Issues Catalogs.

The Salter Manufacturing Co. has issued individual catalogs, each one of which shows in full the different styles of record cabinets manufactured by that concern for use with Columbia, Edison or Victor machines. This matter is very attractively compiled and gives the exclusive Victor, Columbia or Edison dealer handy information on anything he wants to know in connection with the Salter goods. Each of the styles is illustrated and described in detail and shows in addition to those cabinets made especially for use with certain machines a number of cabinets used for storage. President John F. Mortensen reports a remarkable continuation of the big business the company has been doing for the past year and a half, and says that every indication points out a satisfactory summer and a prosperous fall.

Ryde Gets Promotion.

J. B. L. Ryde, for some time in charge of the office of the wholesale talking machine department of Lyon & Healy, has been made manager of the retail record department of the house, one of the most important positions of the kind in the country. Miss Anna L. Woods, who has been in the record department for several years, has been made assistant manager.

Tresch, Fearn & Co. Change.

One of the most important retail changes that the trade has seen in some time occurred this month in the purchase of the business of Tresch, Fearn & Co. by Geo. W. Macauley and Edward Nevers, Jr., and the announcement of E. A. Fearn that he had acquired the premium talking machine business of Robert Johns, who died last February.

Messrs. Macauley and Nevers are new to the trade in a business way, but both of them have been admirers and owners of talkers for so long a time that their knowledge of the goods they are to sell is not less than that of many dealers. They will incorporate the business under a partnership arrangement and will continue under the old name and at the present location at 116 North Fifth avenue.

Mr. Fearn says that he will incorporate his new business under the name of the Consolidated Talking Machine Co. and in addition to handling the present lines of the Robert Johns Co., which are, namely, Harmony, Standard and United, will put out a line of goods under the name of Consolidated. The offices of the new concern will be located in the Cambridge building at 160 North Fifth avenue, where the old office force of the Johns Co. will be associated with the new concern. Mr. Fearn announces that his company will remove the warehouse and stocks now located in the East to Chicago, thus facilitating matters and making shipments possible on the same day as orders are received.

Another Lyon & Healy Poster.

Lyon & Healy will soon have another of the Victor posters, for which they have become famous, ready for distribution. It will be an eight-sheet poster exploiting Victor machines and records for summer use, and will not only be used by Lyon & Healy on billboards in Chicago, but will be supplied to dealers and jobbers everywhere.

Story & Clark Take on Columbia.

The latest house along Piano Row to take on the Columbia line is the Story & Clark Piano Co. This concern now handles the Edison, Pathé and Columbia, and Manager Love is being kept busy by the rapidly growing demands of this department. The Story & Clark Co. also has installed the line in its Milwaukee, Pittsburgh, Detroit and Cleveland stores. C. R. Ely, special Columbia representative, who put the deal over, is receiving the congratulations of his friends.

Columbia Men Play Ball.

The unmarried men of the local Columbia office proved that cares of a family interfere with athletic ability by beating the married men in one of the most spectacular games that the prairies around Chicago have seen in some time. That the Benedicts made a good effort, however, is shown by the score, which was 12 to 9 in favor of the Bachelors. Mr. Brooks captained the winning aggregation, while Radix lead the married men. When the game commenced it was evident that the Bachelors had the better outfield, but Allen, who pitched, and Butterfield, who caught for the married men, made up a battery that showed class. One of the features of the game was the umpiring of Ed. Blimke, who couldn't be bluffed by either side when any decision was in dispute. Williams also showed he could umpire a major league game. The married men's team was made up of Radix, second base; Eberle, third base; Ingalls, right field; W. Smith, first base; Ellingson, short stop; Proul, center field; Butterfield, catcher; Cohn, left field; Allen, pitcher. The single men's team consisted of Tatner, left field; Barry, right field; Smith, catcher; Brooks, first base; Lessard, third base; John, center field; Behrman, second base; Joe, short stop; Nyquist, pitcher. Umpires: Blimke and Williams. Rooters: Winter, Mortensen, girls, etc.

New Columbia Dealers.

Some new Columbia dealers in the Middle West are: Milnes Supply Co., Coldwater, Mich.; Louis Russ, Middleton, Wis.; Hammond Murphy Co., Peru, Ind.; M. H. Read, Allerton, Ia; Wisconsin Talking Machine Co., Milwaukee, Wis.; R. K. Fox, Northwood, Ia.

Gives Another Edison Recital.

C. E. Goodwin, manager of the Phonograph Co., repeated his triumphs of last month when he succeeded in inducing Antonia Sala, the famous Spanish cellist, to appear in the Edison recital hall and display his artistry in conjunction with the Edison to an admiring crowd that filled the recital half and salesrooms. Last month Mr. Goodwin had two prominent singers appear with the Edison, and big crowds at the time expressed their delight with the wonderful reproduction secured by the Edison record. Mr. Sala appeared June 4 and 5, and since that time many requests have been made by the general public for similar treats. First the phonograph was used in playing one of Mr. Sala's numbers, then the artist himself repeated the same selection, and third, the two were played in duet. This procedure demonstrated not only the wonderful reproductive qualities of the Edison machine but also showed what confidence the Edison people have in their product.

This demonstration work presents manifold possibilities, and in this connection it is interesting to note that Hubert del Valle has arrived in Chicago and will be permanently connected with the Edison Shop, where he will have complete charge of all demonstration work. Mr. del Valle comes direct from the Thomas A. Edison laboratories and is the manager of a force of ten men, who work under his direction and who confine their attention to the actual demonstration of the Edison product. Mr. del Valle and his corps of men do many interesting things in the way of demonstration, and in suiting their methods to different situations manage to arouse great interest among every class of people.

Personals and Visitors.

Miss Louise Willis Rintelman, daughter of Mr. and Mrs. A. H. Rintelman, was married to William Lang Hochschild on Wednesday, June 9. Mr. Rintelman is known to many in the trade as the manufacturer of the Rintelman six-point noiseless needle.

E. J. Dingley, connected with the Victor Talking Machine Co., was a visitor to Chicago for three or four days. Mr. Dingley is a brother-in-law of Louis Erb, who is well known to the local retail trade.

An eight-pound baby girl was recently born to Mr. and Mrs. Walter McKillip. Many of the trade will remember Mrs. McKillip, who was formerly Miss Ella McClelland, and connected with the talking machine departments of Lyon & Healy, and the Aeolian Co., and until her marriage with the Bissel-Weisert Piano Co.

Among the visiting dealers the past month were: J. H. Goldberg, Detroit, Mich.; Dan Nolan, manager of the May Co., Cleveland, O.; B. H. Anderson, Fond du Lac, Wis., and Mr. Lange, of the Lange Piano Co., Burlington, Ia.

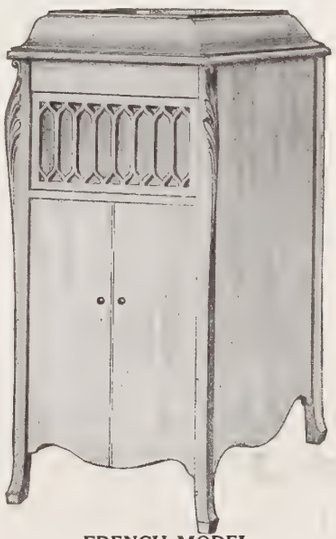
Mr. Johnson has just assumed the management of the talking machine department of "Wheelocks," Des Moines, Ia.

H. G. Ray, of Ray Bros., Louisville, Ky., was a recent visitor. Mr. Ray is now the sole proprietor of the business, his brother having withdrawn to go into the ministry.

A. M. Lockridge, Wisconsin traveler for the Talking Machine Co., was in a wreck near Winona, Minn., last Saturday. Although his suit case and sample case were lost Mr. Lockridge luckily escaped. Three of the cars on the train went into

(*Continued on page 40.*)

BIG PROFITS TO DEALERS



FRENCH MODEL

Style No. 150 Vitanola List Price: $150.

Mahogany. Size, 49 in. high, 21½ in wide, 23½ in. deep.
12-inch turntable, nickel-plated sound box, tone-arm, brake, speed regulator and indicator, tone regulator.
Extra heavy double spring worm gear motor (can be wound while playing).

THE WONDERFULLY VERSATILE

VITANOLA

Plays all disc records—Edison, Victor, Columbia or Pathe. No change of equipment. Our tone modifier regulates the volume of sound without change of needle.

Vitanolas are selling fast. Send for a sample and get your share of the business.

Send for Our New Catalog.

VITANOLA TALKING MACHINE CO.

17 N. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

the river. The car containing the talking machine man retained its equilibrium and Mr. Lockridge emerged physically intact.

R. J. Keith, of the Talking Machine Co., called on the St. Louis trade this week.

E. H. Scripps, of the Des Moines Talking Machine Co., Des Moines, Ia., was a recent visitor.

Ira Swisher, vice-president and general manager of the Jones Hardware Co., Richmond, Ind., accompanied by Mrs. Swisher, were visitors at the Talking Machine Co.'s offices this month. Mr. Swisher reports that their talking machine department is now located on the main floor with three sound-proof booths, and their business has grown so rapidly that about a week ago he found it necessary to put in a motor truck for the exclusive use of the Victrola department. Their business has more than doubled during the past year and he looks for a very much larger business the coming year.

J. B. Johnston, Villa Grove, Ill., and Louis Russ, of Middleton, Wis., were recent visitors to the local trade.

Herbert Gibbs, traveling in the Northwest for the Wurlitzer Co., writes that while business in the iron country is decidedly quiescent, conditions in the copper country are improving very rapidly and the latter is doubtless due to the big demand for copper used in part by the European war.

To Manufacture Automatic Stop.

W. R. Wittek and Joseph Jiran, the latter being a well-known music dealer at Eighteenth and Blue Island avenues, are together working upon an automatic stop. In all probability they will organize a company to manufacture the device upon a large scale.

COLUMBIA CO. BRINGS SUIT

Against the Cheney Talking Machine Co., Claiming Infringement of a Number of Their Patents—Asks Injunction and Accounting.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—Suit was filed in the United States District Court yesterday by the American Graphophone Co., charging the Cheney Talking Machine Co., of this city, with infringement of patents and asking for an injunction and restraining defendant from further use of the devices in question and asking for an accounting of profits and for damages and costs. The questions at issue relate to the McDonald patents on speed regulator improvements and stop mechanism; on McDonald sound reproducer improvement, and the Kraemer and Sheble patents and Phillips cabinet patents. E. L. Howe, president of the Cheney Talking Machine Co., said: "The American Graphophone Co.'s suit will have no bearing on continuation of production of Cheney talking machines at present."

GRANTS PRELIMINARY INJUNCTION.

Boston Store, Chicago, Restrained from Selling Columbia Records at Less Than Current List Prices—Another Columbia Victory on Prices.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 11.—Suit was filed on Tuesday last in the United States District Court by the American Graphophone Co. and the Columbia Graphophone Co. against the Boston Store, Chicago, in which a preliminary and permanent injunction was asked to restrain the latter from selling Columbia records at less than current list prices. Judge Carpenter granted the preliminary injunction and set the hearing for June 18.

O'NEILL-JAMES CO. IN BANKRUPTCY.

Talking Machine Jobbers of Chicago File Petition—Assets Are Said to Be Approximately $36,418 and Liabilities $73,959.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 12.—The O'Neil-James Co., talking machine jobbers, has filed a voluntary petition in bankruptcy in the United States District Court. The official schedule of assets and liabilities has not yet been filed, but the assets are said to total approximately $36,418 and the liabilities $73,959. The assets consist of general personal accounts amounting to $28,156; bills receivable, $4,362; Boston Talking Machine Co., $1,400, and other accounts, $2,500. Frank Crozier is the attorney who filed the petition. The difficulties of the company are said to date from trouble in 1906 and 1907, when patent litigation caused the company a loss on stock and business amounting to $125,000. Counsel fees at this time amounted to $15,000. It is said at the time of the trouble the concern had eighty-five salesmen on the road selling the company's lines. The failure of the Boston Talking Machine Co. last year also added to the difficulties, the loss in this matter being $59,000. The officers of the company are S. M. Bisbee, president and treasurer; C. W. O'Neill, secretary, and A. J. O'Neill, general manager.

FAST BECOMING UNIVERSAL

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

The company also had recently the Pathé jobbing agency, but this was transferred about thirty days ago to the Pathé-Pathéphone Shop, of Chicago.

ISSUES ANNUAL RECORD LIST.

The Columbia Co. has just issued its semi-annual record catalog, listing all the records in the Columbia library which have been produced to date. The general scheme of make-up and arrangement of this catalog follows that of the issues of last year which were approved in all details by Columbia dealers. The new publication is chiefly noteworthy because of the many new artists which are represented in its pages, whose recordings were announced in the past six months. The records are listed alphabetically and also by classification, the indexes being perfected to such an extent that any desired record may be readily located.

INTRODUCING THE MULTIPHONE.

The Multiphone Co., 286 Fifth avenue, New York, has just introduced to the trade a new attachment designated as the "Multiphone" attachment, to play Edison and Pathé records on Victrolas and Victor talking machines. This attachment, although it has been on the market but a short while, has been praised by many dealers in local territory, who are particularly impressed with its simplicity, ease of operation, and satisfactory reproducing qualities The company has prepared some timely literature relative to the "Multiphone," in which it points out that the attachment is of value both to Edison and Victor dealers, not only directly, but as an aid in building up machine and record business.

HAROLD W. LYLE MARRIED.

Harold W. Lyle, of the Columbia foreign record department, was married on Tuesday to Miss Frances Ogden at the home of George W. Lyle, Hackensack, N. J. The wedding was private, only relatives and a few intimate friends being present. The ushers included Lester Leverich, of the Columbia advertising department. Mr. and Mrs. Lyle are now spending their honeymoon at Muskosska Lake, Canada, prior to visiting the leading Canadian cities before returning to New York.

WINS POPULAR FAVOR.

The Peerless locking plate to protect Victor sound-boxes, made by the Peerless Specialty Co. and sold by Clement Beecroft, of Philadelphia, has proven "a long-felt want." Orders are being received from coast to coast, showing that the stealing of Victor sound-boxes in talking machine stores throughout the country is a common practise, which this device successfully prevents.

COLUMBIA WITH GOV. WHITMAN.

A Columbia "Mignonette" is furnishing the music for Governor Whitman of New York and his family on the special car which is taking them to the Coast and other Western points. This machine and a large number of Columbia records were ordered for the Governor's car before he left New York.

SOME ATTRACTIVE LITERATURE.

Following out its general educational plans, the new personal record department of the Columbia Co. has just issued an attractive folder addressed to congregations of churches throughout the country. It is suggested that the church members will welcome the idea of perpetuating the thoughts and actual voice of their spiritual leader through the medium of Columbia records.

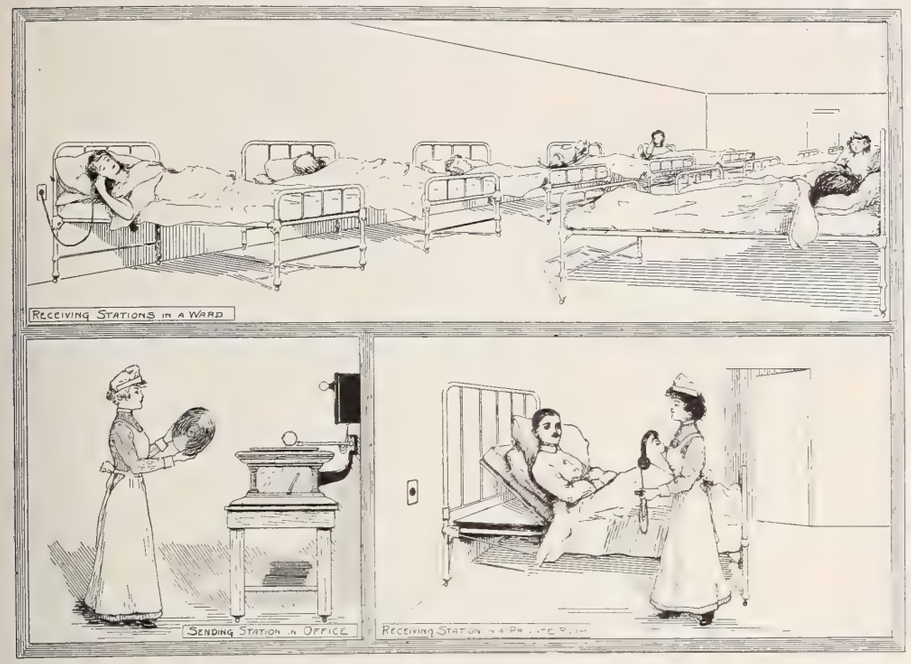
The Columbia Co. is continuing the forceful campaign in the local newspaper, using a T-shaped advertisement which permits the advertisements to individual Columbia dealers in local territory to be placed alongside. One of the recent series was devoted to the new records by Pablo Casals, the world-famous 'cellist.

THE TALKING MACHINE AS AN AID IN CONVALESCENCE.

Used in a Novel and Highly Successful Way in the Presbyterian Hospital in Chicago—The Installation Was Made by Winkler & Reichmann.

(Special to The Talking Machine World.)

CHICAGO, ILL., June 10.—The latest development in the field of talking machines to be witnessed by Chicagoans is the unique application of the talking machine to the needs of hospital patients. By means of this new method the convalescent can enjoy welcome relief from the tedium of the sick room and more than that benefit from the results that music has upon the physique. This new invention consists of a music cabinet on which is located a revolving metal plate to accommodate disc records. In connection with the music cabinet there is operated a specially constructed electrical music transmitter. Throughout wards and private rooms of hospitals and institutions are located electrical outlets connected to the music transmitter with telephone wires, which will accommodate an attachment plug on which is connected, with a few feet of flexible cord, a specially designed head receiver, such as is used by a telephone operator. In a ward in which there are, for instance, twenty patients, some of these patients may be too ill to care to listen to music or entertainment of any kind, but there are always some who are convalescent and who will highly appreciate entertainment, such as is provided by this new invention. Music or entertainment can be furnished to those patients desiring same without disturbing in the least other patients in the ward.



How the Talking Machine Is Used in Hospital Service.

The volume of the music in the head set is very low, but when placed to the ear is very pleasant, and reminds one of music coming across the water on a beautiful moonlit night, and is a great source of comfort to patients who must necessarily lie in bed for several days or several weeks until they are discharged. When the head set or receiver is not held to the ear the music cannot be heard by the patient in the next bed as the music can only be heard when the head set or receiver is held to the ear.

Medical authorities have been seeking some pleasing form of music or entertainment for use in hospitals, sanitariums and asylums, and the consensus of opinion is that the playing of music, recitations and other entertainment from records to patients, such as above outlined, will be the means of making the patients stay pleasant and comfortable.

The system has been successfully worked out in the case of the Presbyterian Hospital of Chicago, and the installation made without annoyance to the patients by Winkler & Reichmann, of Chicago.

FULL TIME DISADVANTAGE.

What It Costs a Retailer Not to Get Cash Discounts Set Forth Illuminatingly.

In order to show dealers the high price they pay for the privilege of taking full time on their invoices, H. M. Cary, of the Theodore Boehler Mercantile Co., Emporia, Kans., has drawn up a table of interest equivalents of a few cash discounts. It is presented in the May bulletin of the National Association of Credit Men.

According to Mr. Cary's table, 1 per cent. in ten days in a thirty-day bill means 18 per cent. per annum. He gives this example: Invoice, $1,000, thirty days net, 1 per cent. for cash in ten days. If the merchant pays in ten days he receives $10 cash discount which, in effect, is the interest the wholesale house pays him for the use of $1,000 for the twenty days unexpired time. This is at the rate of 18 per cent. per annum, for the interest on $1,000 for twenty days at 18 per cent. is $10. Other examples are given as follows:

Invoice $1,000, terms sixty days net, 2 per cent. for cash in ten days; discount $20, unexpired time 50 days, interest equivalent, 14⅖ per cent. per annum.

Invoice $1,000, terms six months net, 6 per cent. for cash, in thirty days; discount $60, unexpired time five months, interest equivalent, 14⅖ per cent. per annum.

Invoice $1,000, terms four months net, 4 per cent. for cash in thirty days; discount $40, unexpired time three months, interest equivalent, 16 per cent. per annum.

Invoice $1,000, terms six months net, 6 per cent. for cash in sixty days; discount $60, unexpired time four months net, 6 per cent. for cash in sixty days; discount $60, unexpired time four months, interest equivalent, 18 per cent. per annum.

Commenting on the table the bulletin says: "The above few examples will show what a heavy disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 per cent. to 10 per cent. on the transaction, besides keeping his business in hand better than he possibly can when he owes a large number of houses.

The harder it is to grin, the less time you have to think about your troubles while you're making the smile stick.

INTERNATIONAL TALKING MACHINES

are being turned out as rapidly as day and night work in the factory makes possible.

We are accumulating a large stock of samples and will endeavor to distribute these as rapidly as possible and without discrimination to all dealers who have filed orders with us.

We make machine cabinets according to your own individual design and also record cabinets that cover a wide variety of styles and prices.

For full information on all lines address the

STYLE D INTERNATIONAL
41 ins. High, 18 ins. Wide, 22 ins. Deep.
Furnished in Mahogany or Oak. RETAIL PRICE, $65.

INTERNATIONAL TALKING MACHINE COMPANY
1426 Harrison Street (Not Incorporated) CHICAGO

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

We are especially well fitted to take care of the interests of Middle Western dealers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

AN EDUCATIONAL CONCERT.

The Electric Victrola, Kimball Pipe Organ and Knabe Grand Piano Used in a Performance at the Plaza, Waterloo, Ia.

(Special to The Review.)

WATERLOO, IA., June 5.—P. G. Spitz, of Black's Victrola department, and James Bryant, manager of the Plaza Theater, got off a most interesting stunt recently by using an electric Victrola, Kimball pipe organ and the Knabe grand piano in a performance at the Plaza, in which such records as "The Rosary," by Schumann-Heink; "I Hear You Calling Me," by McCormack; the "Lucia Sextette," by the Red Seal artists, and a popular number, "There's a Little Spark of Love Still Burning," were interpreted in a manner that aroused the greatest enthusiasm of those present.

Waterloo is indeed fortunate in having such a man as Mr. Bryant, who is financially able to own and operate a motion picture house costing $75,000 and so completely equipped as is the Plaza, with its $6,000 Kimball organ with echo attachment, a Knabe grand piano, on which Godowsky gave his last public performance in Baltimore, and an electric Victrola, which on occasion is used with the pipe organ and piano to excellent purpose. Ralph Mason Hix, who presides at the organ, is an artist in his line. He has accompanied famous artists in their concerts and is a thorough musician.

Some people are so quarrelsome that even their own statements conflict.

CONDUCTS THRIVING TALKING MACHINE DEPARTMENT.

Piano houses of high reputation handling reliable lines have proved splendid outlets for talking machines, and in this connection Hunt's Leading Music House, Inc., of White Plains, N. Y., reports a very excellent business in Victor, Columbia and Edison machines which they handle. In fact this department of the business has grown to such proportions that Mr. Hunt is compelled to enlarge his force to handle it. Westchester County is a great talking machine center, and when further exploited, as it will be under Mr. Hunt's direction, a greater business than heretofore is certain to accrue. An idea of the extent of Mr. Hunt's establishment may be gleaned from the photograph of the front of the store, showing J. E. Hunt in the doorway (the second from the right). In addition to talking machines, Hunt's Leading Music House handles pianos, sheet music and other musical specialties.

View of the Store Front of Hunt's Leading Music House, Incor., White Plains, N. Y.

GREAT COLUMBIA BUSINESS IN MAY.

Interesting Facts Related by Assistant General Manager Willson—Columbia Continues Campaign in Local Papers—Personal Record Department Proving a Great Success.

"May business was phenomenal," said H. L. Willson, assistant general manager of the Columbia Graphophone Co., in a chat with The Review this week. "Our gain over last May was even greater than we had anticipated and the actual figures are indicative of the remarkable growth and progress of our trade during the past few months. The prosperity of our machine business is shown by the fact that our machine orders during the five days from May 20 to May 25 were greater than the orders received for the entire month of January this year, and the latter month was the best January in our history. Our record business is reaching high-water marks week after week, and we are exercising every possible effort to rush work on our new buildings and additions at our Bridgeport factories in order to relieve the strain on our record production division."

IMPROVEMENTS IN CONSTRUCTION.

In the exploitation of Triton talking machine motors the Triton Phonograph Co., 41 Union square, New York, calls especial attention to several recent improvements in motor construction, two of these being on the governor gears and the spring. J. A. Kraus, general manager, reports an excellent volume of business on Triton motors, particularly since these two constructional features have been incorporated in the finished motors. "Our present problem," added Mr. Kraus, "is to make deliveries rather than to sell our motors, for we are exercising every care in their manufacture and under no circumstances are we attempting to 'rush' the work."

About the hardest work in the world is to get along without any.

WILL BUY BROKEN RECORDS

Cash paid for broken cylinder records in any quantity. Also will buy refuse master wax. Give quantity and price. "Buyer," care Talking Machine World, 373 Fourth avenue, New York.

A BLACKMAN TIP

"SATISFACTION AT BLACKMAN'S COSTS NO MORE THAN DISSATISFACTION ELSEWHERE"
(BLACKMAN)

If you are PARTICULAR about service and MUST HAVE THE GOODS on time—there is ONE SAFE PLAN

MAKE BLACKMAN YOUR JOBBER

THE BLACK MAN WHITE

Blackman Talking Machine Co.
97 Chambers St. Near Church St. New York
VICTOR DISTRIBUTORS

Victor — His Master's Voice

It's safe to say because it's easy to prove —that the dance product of the Columbia Record Laboratory maintains an unparalleled high average.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AUGMENTS ITS "TALKER" LINE.

The Carl Hoffman Music Co., of Kansas City, Mo., Adds the Columbia to Its Talking Machine Line—James A. Mullen in Charge.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., June 7.—Among the recent accounts closed by the local headquarters of the Columbia Graphophone Co. was that of the Carl Hoffman Music Co., which will handle the complete Columbia line.

James A. Mullen.

The Carl Hoffman Music Co. is one of the most successful piano concerns in the Southwest and its talking machine department, which is under the able management of James A. Mullen, has achieved a pleasing success with the Victor line, which it has handled for several years. The store's talking machine clientele has steadily increased, and with the acquisition of the Columbia line the department is being materially enlarged.

Mr. Mullen is one of the recognized high class talking machine men of the West and possesses a selling ability which is reflected in his success.

TO EXPAND ITS ACTIVITIES.

Standard Gramophone Appliance Co. Plans to Manufacture Additional Accessories.

Thomas W. Kirkman, general manager of the Standard Gramaphone Appliance Co., 173 Lafayette street, New York, stated this week that the company is preparing to enlarge its activities by the manufacture of additional phonograph supplies, which will be announced later.

Mr. Kirkman reports a very pleasing activity with all the lines the company is now manufacturing, including the Standard fibre needle cutter, the various models of automatic stops and the Standard record cleaners. The latter product in particular is receiving special praise because of its large cleaning surface.

The newly created personal record department of the Columbia Graphophone Co., New York City, under the management of Henry D. King has been very active since its inception, and requests for laboratory appointments have been received from all sections, notwithstanding that the new department has not yet been the subject of any general publicity. Mr. King has just sent out an interesting folder to the faculty of schools, which is intended to be placed in the hands of the president of the graduating class. This folder emphasizes the unusual opportunity afforded students at the end of the school year to make records of addresses, speeches, vocal or instrumental music, or in fact anything of the kind which may be considered worthy of perpetuation.

TRADE NEWS FROM TWIN CITIES.

Beckwith-O'Neill Co., Victor Jobbers, Have Very Attractive Quarters at 422-430 First Avenue N., Minneapolis—Minnesota Phonograph Co. Removes Its Wholesale Department to Larger Quarters—Matheis' Auto Trip.

(Special to The Talking Machine World.)

MINNEAPOLIS and ST. PAUL, MINN., June 7.—The Beckwith-O'Neill Co., jobber of Victor products at 422-430 First avenue N., Minneapolis, is now nicely established and has proven that a well stocked jobbing house is a great convenience to the retail dealers of the Twin Cities, who previously were compelled to deal direct with the home company.

The new concern has commodious quarters on the fifth floor of a large wholesale building with 6,000 square feet for its warerooms and that much more for storage. For the "quick order" trade long lines of racks with a capacity of 150,000 records have been installed.

After a rather moderate May the trade in June picked up quite wonderfully among the retail dealers in the Twin Cities, of whom fourteen handle Victor machines. The records are in constant demand and this part of the business is highly satisfactory.

The Minnesota Phonograph Co. has removed its wholesale department from 515 Marquette avenue to the French building at Marquette and Eighth streets, where it will have 12,000 square feet of floor space. The move was made compulsory by the insistent demand for more room. Two carloads of Edison goods arrived the first week in June with more on the way. President L. H. Lucker reports that additional salesmen have been placed on the road and with the establishment of additional agencies the house expects a large increase in custom. For the past week twelve demonstrators have been used in the St. Paul and Minneapolis stores and the move has been a result producer.

Archie Matheis is still arranging the details of his automobile trip to Denver, and if he gets half the enjoyment he is planning the trip will be memorable at least.

This

A.F. Meisselbach & Bro. Newark, N.J.

On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

TRADE IN SOUTHERN CALIFORNIA.

Depression of Last Month Has Vanished—Outlook Now Excellent—Sonora Line with Broadway Department Store—Southern California Music Co. Has Agency for Ragtime Rastus—News of the Month Worth Noting.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 5.—The little business depression of last month seems to have vanished and trade has resumed its accustomed activity again. A great many vacation, or small model, machines are being sold and the sales of the larger machines are increasing. There is still a shortage among the jobbers in machines as well as records, but as this seems to be the usual state of affairs in southern California most of the dealers are becoming accustomed to it by now.

Thousands of people are coming to the city to see the great school pageant which is to be held in Los Angeles the latter part of this week. This is bound to stimulate trade, especially in the record line, as nearly all out-of-town owners of talking machines will take advantage of being where they can obtain a supply of records that they are unable to obtain from their local dealers.

Sigmund W. Meyerfeld, of San Francisco, Western representative of the "Mastrola" talking machine, is spending several days in the city. Mr. Meyerfeld is very enthusiastic about his little talking machine and expects to establish several agencies here and in other southern California cities before leaving for the North.

S. J. Umbrite, Victor dealer at Omak, Wash., is making a short visit in our city before leaving for San Diego.

Miss Mabel Brousseau, teacher of piano, has been giving a series of musical evenings at the Hotel Ingraham, in which she has been featuring the Edison Diamond disc. Miss Brousseau is a pupil of Moszkowski and a great admirer of the talking machine as an asset in teaching music.

James M. Bretton, assistant superintendent of the Montgomery Fair, Victor dealers at Montgomery, Ala., stopped off here for a week on his way to the San Francisco Fair. Mr. Bretton is very much taken with southern California and expects to make this his home in the near future.

Frank M. Steers, president of the Sonora Phonograph Co., is stopping in Los Angeles at present. While here Mr. Steers has made the Broadway Department Store his sole agent for the Sonora in this city. This makes its third line, as it now carries the Columbia Grafonola and Edison Diamond disc.

H. H. Blish, of Harger & Blish, Des Moines, Ia., Iowa distributers for Thos. A. Edison, Inc., is making a short stop in Los Angeles. Mr. Blish intends to take in the Panama-Pacific Exposition before returning to his home.

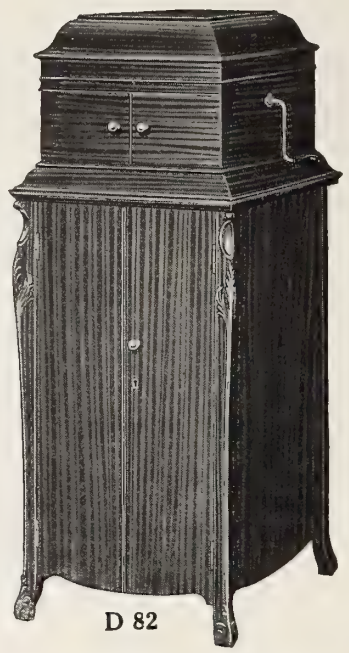
William H. Nolan, representing the educational department of the Victor Talking Machine Co., made us a flying visit while on his way to San Francisco and the fair. Mr. Nolan expects to return to Los Angeles about June 15, and while here will give demonstrations of his work in the various schools of this city.

Ross Douglas, president of the National Toy Co., Boston, Mass., has been in the city during the last two weeks. The National Toy Co. is manufacturing "Ragtime Rastus," the new automatic dancing doll for disc talking machines. The Southern California Music Co. has taken the jobbing agency for southern California.

The Broadway Department Store has its new auditorium completed and will begin next Friday giving weekly concerts.

The Southern California Music Co. has been giving daily concerts during the last two weeks. Miss Norma Gould, one of southern California's best known exponents of the modern dances, has also been giving weekly dancing exhibitions with her partner, Mr. Boles, at the Southern California Music Co. It reports a great demand for dance records since Miss Gould's appearance.

LONG CABINETS



D 82

Mohogany, Golden Oak, W. O. and F. O.
With or without this special moulding.
(Pat. applied for)

An Elegant Pattern for
New VICTROLA IX

Write for Literature of the New Patterns

The George A. Long Cabinet Co.
Hanover, Pa.

CLEMENT BEECROFT
309 W. Susquehanna Avenue, Philadelphia

ENTER THE "TALKER" FIELD.

Tindale Cabinet Co. Wins Compliments for the Distinctive Character of Its Talking Machine Cabinets — Handled by Prominent Concerns Throughout the Country.

The Tindale Cabinet Co., 1 West Thirty-fourth street, New York, which has manufactured sheet music cabinets for many years, is meeting with signal success in the merchandising of its latest products, a complete line of talking machine record cabinets. These products have already won praise for their many distinctive features, which include a separate numbered container for each and every record, quickly found by convenient index. The designs are attractive and the cabinets hold ten and twelve-inch records, which may be placed anywhere, as the containers are built to hold records of either size.

In a chat with The World, R. T. Tindale, president of the company, said: "The best indication of the success of our record cabinets is the fact that they are being displayed by many well-known houses along Fifth avenue, such as Hardman, Peck & Co., Lord & Taylor and others. Our cabinets are especially designed to meet the demand for a high-grade cabinet at a moderate price, and our success to date with this line has been most pleasing."

VISIT THE EDISON PLANT.

The Honorary Commercial Commissioners of the Republic of China were guests last week of Thomas A. Edison at his plant at Orange, N. J. The honorable secretary of this commission is David Z T Yui. The guests were shown throughout the entire plant, and it is needless to add that they were amazed at the marvels of Mr. Edison's inventions, the phonograph and telescribe arousing especial interest and enthusiasm.

The man who lacks principle can't hope to attract much interest.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE NEEDLES

CALL FOR HIGH-PRICED PRODUCTS.

This Tendency Now Being Met by Production of Talking Machines Running from $250 to $300—Latest $300 Model Put on the Market by Sonora Phonograph Corporation.

The talking machine industry is undergoing two very important developments; one is the demand for very low-priced machines and the other is the extreme in the reverse direction, the latter being confined principally to the production of machines retailing in the vicinity of $300. The concerns bringing out high-priced goods are really catering to a demand that seems to be of tremendous power, as evidenced by those willing to pay $250, $300, $350 and more for phonographs of value. Of course, the standard sales are to people willing to pay from $50 to $200, and the bulk of the business is upon types retailing at these figures.

In connection with the progressive moves to produce a phonograph at $300, the Sonora Phonograph Corporation, 57 Reade street, New York, announces its new model, an illustration of which appears herewith. In the literature issued by this concern are the following details:

Sonora Invincible Model, $300.

"The introduction of the new $300 Sonora model brings with it many innovations. The tone quality of it is liked by music lovers throughout the country because it is not a phonograph tone but is as near a natural tone as has been possible thus far to obtain from a phonograph. It requires no expert musician to determine this. The cabinet is a work of art, being of bulge design, and it shows unusual value. The proportions are very well carried out, and the veneers on the cabinet are of handsome design and beautifully matched. The motor used in this new Sonora is a further proof of the superior construction of the Sonora mechanisms, as it runs forty-five minutes with one winding, almost twice as long as any other machine.

"There are also some very attractive and valuable mechanical features, one of which is the motor meter, showing at all times, automatically, just how much spring power is left in the motor. It is unnecessary to give the machine a few turns every time it is played, as a mere glance at the indicator tells, when putting on the record, whether it should be rewound or not.

"There is also a spring control which prevents the machine from running if there is not sufficient power in the motor to run a 12-inch record. Thus it is not possible to start a record and then have to jump up in the middle of the tune to rewind it because there was not enough strength left to carry it through a 12-inch record. There are other attractive features connected with this machine, and there is every indication that it will be the most popular model introduced by the Sonora Co. It is indicative of its policy to give the talking machine industry the dignity it deserves."

CONDITIONS IN CINCINNATI.

Improved Weather Conditions Have Made the Trade Optimistic—Declining Dance Craze Is Helping the Demand for Artistic Records—Manager Whelen on Columbia Business.

(Special to The Talking Machine World.)

CINCINNATI, O., June 6.—Old Sol was on the job yesterday and part of to-day. This announcement is rather important from a local standpoint since there was no sun in the meantime dating back to May 1. Plenty of rain fell during the month, setting new precedents for May, and with all these difficulties the talking machine folks came forth with the report that the latter part of the month was like old times.

Generally speaking, business is again somewhat satisfactory. The trend of affairs leads the jobbers and retailers to believe big things await them and as a rule preparations are being made to take advantage of the situation. All of the houses are doing good record business. The smaller merchants, outside of the business district proper, are getting to be real live-wires and their automobiles are becoming familiar figures about town.

The situation seemingly is best described by Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co. In a statement this morning he said:

"The month of May was good. The beginning was a little slack, but the business picked up as the month advanced and the latter part was really splendid. Contrary to expectations, dancing music was in slight demand, and the heavy record business was done on the entire gamut of records. This is a very desirable situation. It is not very good for the trade as a whole to have the demand run to specialties like dance records, as this demand is always artificial and temporary. While we like to see the Victrola fit in with great national fads like the dance craze, still the fact remains that the great features of the instrument are lost sight of for the instant and we are glad to see our customers fall back on a more solid diet of high grade art records.

"We never had a May supplement to draw like the present one. We attribute this partly to the excellence of the selections and partly to the natural demand for new records. Business is fundamentally good. We have many complaints from salesmen and dealers that thousands of customers are waiting for developments before buying, but with all this uncertainty a good many sales are being closed and the timid prospects are being carded for attention later on and will undoubtedly come in handy to swell the summer sales."

Local Manager R. J. Whelen, of the Columbia Graphophone Co., when asked about conditions said: "I believe that the hoodoo has been scared away, as the first part of the month was bad, but toward the middle of the month business seemed to pick up and by the end of the month we were able to report a considerable increase over the same period of last year."

S. H. Nichols, district manager of the Columbia Graphophone Co., spent a few days at the local store to make definite arrangements for remodeling the store, and the alterations will be well under way in a few days.

Mr. Byars, of the Aeolian Co., reports a splendid volume of business in the Vocalion department. He has recently added to his sales force K. E. Bartlett, formerly with the talking machine department of the Cable Piano Co., of this city.

The Denton Co., a new department store, is about to open at Columbus. It most likely will carry a talking machine line.

TO DEVELOP SUMMER BUSINESS.

Columbia dealers received from the company's advertising department last week two attractive circulars designed to aid in the development of summer machine and record business. One of these circulars is intended for distribution to every customer on the dealer's mailing list, and the other for mailing to summer hotels, boarding houses and clubs in the different localities. A letter accompanying these circulars comments upon the fact that there is every indication of the dance craze reaching high-water levels in popularity this summer.

Williams Victor Service

¶ Victor dealers who believe in anticipating their fall business by placing advance orders during the summer months will find it to their advantage to drop us a line in connection with supplying their wants now and in the future.

¶ Victor service with the Williams organization does not signify the mere filling of orders at the earliest possible moment, but means the extension of a sales co-operation which will give a quicker turn-over in numerous instances.

¶ The many years' experience in the Victor field behind each and every member of our sales force enhances the practicability of our suggestions, and we shall be very glad to outline our ideas as to what constitutes real Victor service.

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

THE TRADE IN NEW YORK CITY AND VICINITY

The month just closed in local talking machine circles has been characterized by a general feeling of optimism which is well substantiated by the reports of the leading and representative jobbers and dealers. As a whole, May business with the local trade showed a nice gain over last year, and although here and there the reports were not as rosy as in the previous months, the general consensus of opinion seemed to affirm the closing of a generally good business in both machines and records.

There has not been any material improvement in general retail trade circles in this territory for the past few weeks, and as a rule the different lines of mercantile endeavor are not as healthy as they were at this time last year. When this depression is considered, the remarkable prosperity of the talking machine industry is more apparent, and, as this prosperity has continued for some time to come, the dealers have every reason to feel optimistic and in good humor, notwithstanding the advent of the hot weather months.

"Buy It Now" Campaign During Summer.

The most impressive feature of the activities of New York talking machine dealers since the first of May has been the evident intention on their part to forego the old-time privilege of taking a complete business rest during the months of May, June, July and August, and to promulgate instead the doctrine of "buy it now," and the "now" being duly emphasized as any time during the summer season. When the subject is even casually discussed there is no good cause to be advanced why talking machines and records should not be sold with the same regularity during the summer season as in the cold weather periods.

As a matter of fact the trade is becoming imbued with the idea that opportunities exist for sales during the summer months which are not available in any other season of the year, and it is in pursuance of this essentially modern and wide-awake idea that there is a concerted campaign now being carried on to increase business in the former dull months which will make the industry a permanent twelve-month one, and not by any means a cold weather one. The daily newspapers contain many advertisements relative to the advisability of purchasing a small machine and an appropriate number of records for use during the vacation outing. It is urged that it is impracticable to move a large and costly machine to the seashore or mountains for a few weeks or months when a small machine will satisfy all necessary requirements. The educational phase of the campaign is well taken care of, and the familiar sales talks regarding the absence of any real enjoyment without a talking machine are more in evidence this season than at any period in the past.

Best May Business the Report.

"Our May business was almost double that of last May," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "It was by far the best May in our history, and even exceeded the sales totals of some of the other 1915 months, which is decidedly unusual. We have been able to secure some little stock of the higher-priced machines, enabling us to fill the orders of our dealers more promptly than heretofore. There is still a shortage of stock, but it is not quite so serious as it was. The record situation has improved considerably, and we are in a position to give our trade much better service. We have already received a number of substantial orders for fall delivery, and we are urging our dealers to anticipate their requirements, wherever possible, for the rest of the year. During July and August we are going to have an extra supply of stock so that we can take care of those fall orders which are placed early. Any Columbia dealer who is short of stock next fall because he did not place his order in advance will have nobody to blame but himself."

New Style Victrola Arouses Interest.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, discussing the general situation, remarked: "Our representative dealers are very enthusiastic regarding the new style Victrola XVIII, which was announced a few weeks ago to retail at $300, and believe that it will be a signal success. Some of those dealers with a very high-class trade even go so far as to say that they are certain it will supplant the Style XVI Victrola, which for so many years has been the standard and the instrument par excellence in the talking machine industry. Our general business is excellent, May showing a nice gain over last year, which made it the best May in our history. The record stock situation is good, but there is still a crying need for many types of Vistrolas, particularly 9s, 10s, 11, 14s and 16s. These are all coming through in quantities which only enable us to keep our heads above water, but not in sufficient quantities to permit the accumulation of any reserve stock whatsoever. Our summer literature which we prepared for the use of our dealers is meeting with a very favorable reception and is producing noteworthy results."

Reports Gain of 30 Per Cent.

A gain of 30 per cent. in both wholesale and retail trade is reported by L. S. McCormick, manager of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York, Edison disc product distributer. Mr. McCormick said: "We are receiving more records from the Edison factory than at any time in the past, and the situation in both phonographs and records is better than ever. We expect that the Edison plant will double its capacity by September 1, which will permit our filling all orders with maximum promptness and efficiency. We have closed recent deals with quite a number of dealers in New Jersey and have increased our sales staff materially during the past few weeks, this force now consisting of F. W. Ritchie, A. W. Toennies, Jr., W. C. Barrett and Douglas Langford."

Campaign Produces Results.

The campaign being carried on by the Columbia Graphophone Co. in local territory is producing many sales for the company's various dealers. At the present time summer outfits are being featured through the medium of "T" shaped advertisements in the daily newspapers, and the dealers are taking cognizance of the value of this publicity by using good-sized space alongside the main display.

Incrceases Motor Truck Equipment.

Landay Bros., 563 Fifth avenue, New York, Victor distributers, have just received from the factory of the Hurlburt Motor Truck Co. a new motor truck which is one of the finest trucks to be found in New York City. The sides consist of a mahogany Victrola XVI, the design of which is faithfully carried out in every detail. The truck is striking and artistic to a degree, and the presence of the Victrola, coupled with the far-famed Victor dog trade-mark and the Landay name plate, comprise a design which is attracting the attention of all passers-by on the city's streets.

Charles Edison in the Retail Field.

Charles Edison, a son of Thomas A. Edison, head of Thomas A. Edison, Inc., has opened attractive warerooms at 10 Fifth avenue, New York, where he is meeting with pleasing success in the retail selling of Edison disc phonographs and records.

Working Tirelessly and Getting Results.

The G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributer, is placing its sales and stock organization on a basis which is meeting with the hearty approval of its dealers. G. T. and S. W. Williams are working tirelessly in the interests of their clientele, and the steady growth of the business is a tribute to their energy and progressiveness.

TALKER AS MUSIC COACH.

Ingenious Use of Special Records for the Instruction of Music Pupils by Jules Louis-Elson—How the Lessons Are Prepared.

A new use for the talking machine is its application to giving music lessons of a most ingenious sort. Young students may thank Jules Louis-Elson for the invention of what the Scientific American calls an automatic coach that "will hold no terrors of scoldings or rapped knuckles, but will be found to be of infinite patience and ever ready to repeat the count or an example of instruction."

Mr. Louis-Elson makes on a single record a condensation into one lesson of all the musical counting or time-recording, or he extends this into twelve lessons, on six double-faced records. In the former case the 1, 2 count runs in one endless groove or circle; the 1, 2, 3 count runs on an inner groove and so on, until the counting is complete with six separate circles on one record.

In the case of a record giving a single lesson, on one side are examples cited by the instructor orally, on the other side is the oral count of beats; 1, 2; 1, 2, 3; 1, 2, 3, 4, etc. A specimen of the oral text is as follows:

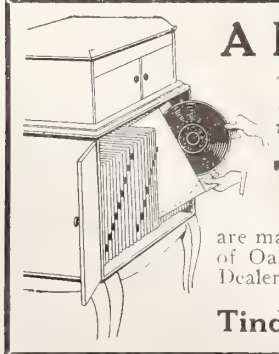
"For example, let us take the Presto form (the record plays twelve bars). Now, when you consult the printed music you will notice that the quarter, or C (as it is printed), is barred. This serves to indicate that one should count in two. The record now sings as a teacher does the previously played bars of the Presto, emphasizing the count: 1, 2; 1, 2. Thank you."

SERIES OF OPERA READINGS

Arranged for by the M. Doyle Marks Co., Elmira, N. Y., for Featuring the Victrola.

(Special to The Talking Machine World.)

ELMIRA, N. Y., June 3.—The first of a series of opera readings was held yesterday morning in Victrola Hall at M. Doyle Marks Co.'s piano and music store, 309 East Water street. The audience was an appreciative one. "Masked Ball" was chosen for the first reading and the opera was delightfully illustrated. The Victrola was used for the first reading, and Caruso, Amato, Tetrazzini, Gadski and Hempel, noted opera artists, were used in featuring the "Masked Ball." Plans are being formed to secure the assistance of local artists at the future readings to interpret the vocal and instrumental numbers. All lovers of fine music who are interested can get invitations to the series by application at the M. Doyle Marks Co.'s store, 309 East Water street. These readings are highly instructive as well as entertaining.



A More Convenient Record Cabinet!

This cabinet has a simple, indexed filing device enabling you to find or return any disc record instantly; prevents scratching and keeps records dustless. Perfectly efficient—nothing to get out of order.

TINDALE Record Cabinets

are made in suitable styles for record libraries of all sizes and in all finishes of Oak and Mahogany. Special Cabinets for Edison and Pathé Records. Dealers should write for our complete set of catalogues, No. 98.

Tindale Cabinet Company, 1 West 34th St., New York

NEW LOCATION

OF

THE LARGEST EXCLUSIVE VICTOR WHOLESALER

Your convenience considered in this New Home.
Centrally located—within five minutes of all Railway Stations.
You can reach us readily—we can serve you that much better.

LIGHT, AIR AND MODERN EQUIPMENT

make for the last word in efficiency.
You will appreciate this New Establishment.

COME IN AND SEE US!

NEW YORK TALKING MACHINE COMPANY

119 WEST 40th STREET, NEW YORK CITY

TELEPHONE BRYANT 6850

The Columbia increase is due to the soundest kind of good business. The instruments are right, the records are right, the sales policy is fair and square and the advertising is effective.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

PROTEST "ARTISTIC COSTS" IN DUTIABLE RECORD VALUE.

Interesting Point Brought Up by Victor Co. in Appeal Alleging Error in the Decision of the Reappraisement Board Affecting Duty on Master Records Imported from South America.

The development and perfection of the talking machine record is responsible for one of the most unique customs controversies in the history of the American tariff. It seems that for some years concerns manufacturing talking machines and discs have been accustomed to send abroad wax discs for the purpose of having human voices and musical instruments recorded. In this way records have been obtained of noted singers and musical organizations in all parts of the world.

There appears to have been considerable variance at the different ports as to the valuation put on the discs when returned to this country to be further manipulated and made into articles of commercial value. At Philadelphia, for instance, such discs were generally admitted for dutiable purposes as having a foreign market value of $3, while at this port the general practice has been to pass them at $5. Recently, however, the Treasury officials reached the conclusion that higher values should be exacted.

The customs men were ordered to include in the market value of the wax discs the compensation paid the artists or organizations singing or playing into the records. One of the first concerns to be affected by the new order was the Victor Talking Machine Co., which imported records secured in Colombia, South America. The Victor Co. appealed from the Custom House action, and was sustained by a single general appraiser. A full Board of Reappraisement, however, reversed the finding of the single official and upheld the Government. The importer has now appealed to the Board of Classification, alleging error in the finding of the Reappraisement Board. The indications are, it was said this week, that the test case will go to the Customs Court ultimately.

Albert H. Washburn, of Comstock & Washburn, who has been retained in behalf of the Victor concern, said last week that it will be maintained before the Board of Classification that the so-called artistic costs or compensation talent are no part of the actual market value within the meaning of section 3, paragraph L, of the present tariff law.

In defining the position of the Victor Co. in its fight against the inclusion of "artistic costs" in the foreign market and dutiable value of the wax records Mr. Washburn said:

"To summarize, we contend that the provisions of paragraph L include only such expenses and costs as are tangible and have to do with some physical or mechanical manipulation entering into and forming the articles imported. We contend it does not include the cost of setting light vibrations into motion, but has to do only with the cost of the operation of the machine by the needles making the visible impression or track upon the wax disc. Assume that the recording apparatus in the machine was set in motion and caught the sound vibration of a nightingale song. Could it be said that there should be an element of costs for the sound vibrations in such a case?

"Is the situation any different because the sound vibrations are set in motion by the human voice for a consideration? There is a definite expense for the operation of the machine making these physical impressions upon the wax disc and for the supervision of the work. These are tangible elements capable of ascertainment. Appraising officers might tell upon the inspection that the article had been manipulated, but they could not tell whether the sound vibrations were produced by natural agencies or whether the tracings as such had any real value, or whether they had been paid for or not. If a dried plate in a camera were subjected to a snapshot exposure could the action of the light on the sensitized film be properly said to be a 'fabrication?' Similarly, can the recording of sound vibrations as opposed to light vibrations be any more properly characterized as 'fabrications?'"

TELLS STORY OF EXPANSION.

Remarkable Development of the Prominent House of Carl Lindstrom Which from a Small Capital Has Become an International Institution with a Capital of $1,250,000 and a Surplus of a Million—Interesting Data.

In a recent chat with The Talking Machine World Otto Heinemann, managing director of the prominent house of Carl Lindström, with headquarters at 45 Broadway, New York, gave an interesting account of the growth of this concern in the past few years and the prestige which its products have achieved in this short space of time. Mr. Heinemann is well equipped to discuss the progress of the house of Carl Lindström, as in company with Max Strauss, he founded the company some thirteen years ago. It is due in a considerable measure to Mr. Heinemann's keen foresight and indefatigable efforts that the name of Lindström is so popular to-day, not only in Europe but in this country.

Referring briefly to the history of the house of Lindström, Mr. Heinemann said: "The Carl Lindström organization was started in 1902 with a capital of only $15,000, which during the past thirteen years has steadily increased until to-day the capital is $1,250,000, with a surplus of $1,000,000, all realized in the manufacture of talking machines, records, motors and accessories. The company is a holding company which controls nearly all the factories which are manufacturing records in Germany, and the output in the past year was about 500,000 machines and 13,000,000 records. These records include all classes and types of music in all the different languages, including the recordings of the Indian, Turkish and Arabian natives, etc. The machines vary in prices, including all models from the very cheap to the highest priced. Our house was the first European manufacturer to introduce a cheap machine within the reach of all purchasers, and this machine, named the "Record," was a material factor in increasing the popularity of talking machines in Germany and the Continent. We control the trade names of the following well-known brands of records: Odeon, Fonotipia, Favorite, Beka, Lyrophon and Dacapo.

"Some time ago we decided to enter the American market with our talking machine motors, which have been in use for many years in all parts of the world. We are well pleased with the reception accorded our products in America and, judging from the demand for our motors, the name of "Lindström" will soon be as well known here as it is abroad."

PHONOGRAPHS AND JEWELRY.

President Brightson of the Sonora Phonograph Corporation Tells the Owner of a Jewelry Concern Why Phonographs Are Preferable to Jewelry These Days.

The story is told at the Sonora headquarters by President Brightson of a large jewelry concern planning to put in phonographs but was undecided. It did not take long on the part of the Sonora representatives to summarize the reasons for handling phonographs as evidenced by this: "People are not buying jewelry. People are buying phonographs."

And it is true, for the people of this country are interested in phonographs. Interest means quick sales, according to all laws of salesmanship, and it is hardly necessary to add that this concern placed a large order for Sonora machines and are one of the most enthusiastic Sonora boosters.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE Phone-Main 4156 DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. Ltd. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES-PROSPECT 140-CENT 1406 CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

EDISON PERFECTS TELESCRIBE.

Great Inventor Announces Perfection of Device, a Combination of the Telephone and the Phonograph, Whereby Telephone Conversation May Be Recorded on Wax Record.

Thomas A. Edison, at sixty-eight, announces the perfection of the telescribe, a combination of telephone and phonograph, by which the telephonic conversation of persons 3,000 miles apart can be perfectly recorded on a wax record. Its completion gives Mr. Edison the credit for more than 1,500 inventions and more patents than ever have been issued to any other individual.

The telescribe consists of a sensitive telephone for desk use, with controlling buttons to operate a recording machine near by. It is so sensitive and so adjusted that the slightest vibration is recorded.

When he invented the carbon telephone transmitter and the phonograph, thirty-eight years ago, Mr. Edison conceived the idea of the telescribe. More than a generation of invention and scientific development is centered in the new apparatus, which Mr. Edison says "the world will soon recognize as a great commercial asset. It makes the telephone more useful, the phonograph more valuable, and both more necessary."

After the words of the telephoning persons are recorded on the wax record it, if important enough, may be preserved, or it may be used 100 times if the intelligence on it is taken by a typist and the record "shaved." What is known as a "telescript," a patented form somewhat similar to a telegram, is signed and mailed to one of the parties that has talked, should he desire an exact copy of the entire conversation.

When it comes to a long distance telephone call, which involves considerable expense, in the absence of the person desired, one in the office need only to press a button and the person at the other end may speak what he has to say into the phonograph, to be listened to later by the person for whom it was intended.

The popular idea of being contented is simply to have more than you can possibly use.

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
12th Ave., 31st and 32nd Street
Paterson, N. J.

NEW MODEL OF VICTROLA

To Retail at $300 Just Introduced—Design and Finish of Exceptional Beauty.

The Victor Talking Machine Co. announced last week the addition to its line of a new model Victrola which is designated as Victrola XVIII and which will retail at $300. This new model is particularly noteworthy because of the exceptional beauty of its cabinet design and the detailed perfection of its construction. It furnishes a worthy addition to the Victrola line, and those Victrola dealers who have seen early samples of the new machine are enthusiastic in predicting its instantaneous success. It was placed on sale June 1, although the company suggests that its distributers and dealers refrain from exploiting the new model to any extent for the time being owing to the very small supply available.

New Victrola XVIII.

The Victrola XVIII has a matched mahogany cabinet with paneled moulding, swell front and sides, and contains twenty Victor record albums for 200 records. It is 48½ inches high, 23¼ inches wide and 25¼ inches deep. It has a 12-inch gold plated turntable, gold plated exhibition sound box, Victor tapering tone arm and goose-neck sound box tube, brake, speed regulator and indicator. Nickel-plated, extra heavy, triple spring, spiral drive motor (can be operated while playing) and all metal parts are 24 karat gold plated.

Referring to the cabinet of the new Victrola XVIII the Victor Co. in its announcement said: "This cabinet was designed and is manufactured in its entirety by our own cabinet factory. No expense has been spared in making this instrument representative of the very highest type of construction known to the art of cabinet making, and our dealers may announce it to their customers with a degree of pride that is unanswerable from a quality standpoint from any other source. Only the finest figured mahogany veneers (matched V-shaped) are used on its front and two sides, and the completed doors, sides and back are of 7-ply veneers, properly cross banded, which is the strongest and most costly construction known."

MUSIC AS HELP TO MUSCLE.

Sailors at the capstan, as well as soldiers on the route march, know the value of music as a help to muscle. They look for the swing in the ear, the brain, which goes into the hands, the arms, the legs, the feet. And when there is a big task to do it must be done with a trumpet, the pipes, the band, the whistle—anything that will give the swing.

TO RECORD ALASKAN INDIAN SONGS.

Expedition Sent to Alaska by Pennsylvania Museum for That Purpose.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 10.—The folksongs and lore of an almost extinct tribe of Alaskan Indians will be brought back here on phonographic records by an expedition that left the University of Pennsylvania Museum recently. The party is led by Chief Louis Shotridge, a member of the Chilkat Indian tribe, who has been studying anthropology at the university for some time.

With Chief Shotridge, who is highly educated, is his wife, also a member of the Chilkat Tribe. Much of the work of the expedition will be among this tribe, and so Chief Shotridge will be able to get unusual information. The expedition will remain in Alaska until autumn, and some remarkable results are expected.

TALKING MACHINE MEN MEET.

Devote Most of Monthly Meeting to a Discussion of the Ten Cent Record.

The regular monthly meeting of the Talking Machine Men, the organization composed of those engaged in the talking machine business in New York, New Jersey and Connecticut, was held on Wednesday evening, May 26, in the rooms of the Merchants' Association, in the Woolworth building. The greater part of the meeting was devoted to a discussion of the ten-cent record question; the inroads the cheap record has made into the sale of the standard priced records, and methods for combating the new development. No definite action was decided upon, but a letter was drafted to be sent to the talking machine dealers in general, asking for an opinion on the ten-cent record question.

Lots of men are slaves to money, but then the world is full of emancipators.

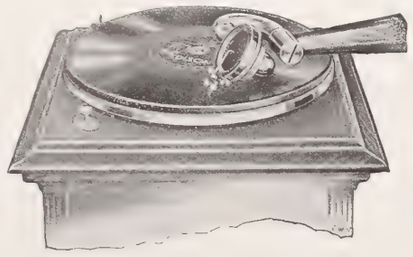
Make Your Machine of Double Value! Use The

TONE-O-PHONE-

ATTACHMENT

It enables owners of Victor and Columbia Machines to play **Edison Diamond Disc, Pathe, Rex, Crescent,** and all up and down cut Records on their Machine with a Permanent Sapphire Point or Diamond.

Better than others because it is easy to attach and works perfect.



TONE-O-PHONE Attachments Retail at $1.00 each. Sapphire Points for Playing Edison and Pathé, $1.00 each. Diamond Points for Edison Disc only, $5.00 each. Dealers' samples 50% discount, state kind of attachment and jewel wanted.

TONE-O-PHONE CO.

218 So. 12th Street, Philadelphia, Pa.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Conditions More or Less in Conformity with Expectations—One or Two New Revues Which May Stimulate Demand for Records—Everybody Helping in the Effort to Continue Business "As Usual"—Interest in Recent British Industrial Fair—Death of E. D. Easton Regretted—John Coates Leaves the Opera Stage for the Trenches and Has Obtained a Commission in the Army—Little Damage Caused by Fire at Barnett, Samuel & Sons Premises—W. H. Reynolds' Busy Plant—Hunting with Pathé Frères—News of Month.

(Special to The Talking Machine World.)

LONDON, E. C., June 4.—A recent run round the trade in London brings to light the pleasing fact that conditions are generally regarded as being more or less in conformity with expectations. And since expectations do not soar to meteoric heights these days, there are few traders to be found who can truthfully express disappointment with the course of things in general, and their own trade in particular. That, by the way of preliminary, paves the way of disclosure that gramophone trade circles find no great difficulty in keeping abreast of the demand. In short, as our friend Micawber would say, we are waiting for something to turn up. There is the stand-by of one or two new Revues of which the various record manufacturers are making the most in the way of quick issues, and in consequence fairly good sales, but beyond this a much needed stimulant is required to offset the noticeable descent into more or less indifference on the part of retail houses. The feeling doubtless exists that with the advent of fine weather business is rapidly declining in bulk and it is useless to continue active operations. That is unfortunately the case with a growing circle of dealers, who apparently fail to realize that luxury trade to-day depends not on what people come to buy so much as on that real effort of salesmanship which has kept sales a hundred per cent. above expectations since the fateful day when war broke out. Some good persons describe the slogan, "Business as usual," as a parrot cry devoid of all sound intelligence. In my peregrination of the musical instrument trade these eventful months I have concluded that without that slogan trade would have seriously suffered. By reason of that stimulating tonic, for I can call it nothing else, many a faint-hearted individual has been brought to a realization of the necessity to make a real effort to maintain active operations "as usual." It is solely due to individual effort that we are able to-day to look back upon a really satisfactory season. From such a foundation the well-spring of optimism arises in an atmosphere of encouragement and hope, which we need in full measure to carry us on through the trying and difficult time ahead. Let all those who would "ease up" take good heart and persevere, not alone from selfish motives, but in the knowledge that our resources, financial and otherwise, are thereby strengthened to carry this terrible world war to a successful and more speedy conclusion. Rout the common enemy, laugh at the pessimists, and continue a real effort to conduct business "as usual!"

The British Industries Fair, 1915.

Under the auspices of the Board of Trade, the above trade fair was held May 10-21 at the Royal Agricultural Hall, London. The exhibits were solely confined to goods of British manufacture, or mainly so, enemy products in any shape or form being, of course, entirely excluded, and consisted of toys, glassware, stationery, printing and advertisement designs, etc. It was a remarkable example of what British houses can do, and buyers from neutral Continental countries familiar with the Leipsic Messe said the comparison was highly creditable to Great Britain. As a matter of fact, the exhibition proved an eye-opener to most visitors, who turned up in their thousands, despite the fact that the general public was excluded. Of musical houses, the only representation consisted of three gramophone firms, whose exhibits attracted much attention. Messrs. J. E. Hough, Ltd., of "Edison-Bell" and "Winner" record fame, occupied a large booth, where was prominently and attractively displayed examples of their popular records and instruments. Alex. Hesse, in charge, informed me that many new accounts had been opened up, substantial orders having been booked from trade buyers all over the country. A part of a further consignment of records for the British forces was displayed and naturally aroused considerable interest on the part of visitors.

Much Regret at E. D. Easton's Death.

Throughout British gramophone trade circles the news of Edward D. Easton's passing caused profound regret, and personal grief to many of his more intimate friends in this country. On all sides sympathetic expressions were voiced, the general feeling being one of great respect for the kindly personality and gifted commercial accomplishments of the deceased, whose name goes down to posterity not alone as the founder of the Columbia Co., but as one to whom is due in great measure the credit of lifting the merely mechanical within the realms of musical art. The loss of his administrative influence and valuable advice will be felt.

Lack of Skilled Labor.

In common with most industries, the gramophone trade, in many departments, has been much affected by the lack of unskilled as well as skilled labor. Men and youths have enlisted in unprecedented numbers; in fact, employers unselfishly encouraged their staff to consider the needs of the country first, last and all the time. In this connection a London suburban council recently had under discussion the question of giving further encouragement to the council employes, such as dustmen, etc., to join the army. Objection was raised by one councillor on the ground that these men were performing a useful and very necessary work and rightly suggesting that pressure should rather be exercised on employes of luxury trades, as, for instance, the musical industry!

Columbia-Reynolds Case Postponed.

In the courts a pending action by the Columbia Graphophone Co. against W. H. Reynolds, Ltd., was mentioned to Justice Sargant. Defendant's counsel applied for leave of postponement until after the war on the ground that several important witnesses were not available. Opposing for plaintiff, counsel denied that the witnesses mentioned were essential. It was a passing-off action and his clients were claiming an injunction to restrain the defendants from manufacturing and selling records under the name of Reno. His Lordship granted a postponement until July 1, and said plaintiff could apply for an interlocutory injunction if they found the records were being sold in the interim.

John Coates Off to the Front.

Sacrificing his musical career, John Coates, the eminent singer, applied for and has now obtained a commission in H. M. army. He is gazetted as lieutenant with the 5th West Yorkshire Regiment. When in Bayreuth on August 1, at the last performance of "Parsifal," the spectacle of every German singer being mobilized made such an impression on Lieutenant Coates that he immediately returned home and went into training with a view

JUST A WORD TO YOU
ARE YOU STOCKING
COLISEUM RECORDS
IF NOT, WHY NOT

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Write for Complete Lists

WM. COOPER BROS., LTD.
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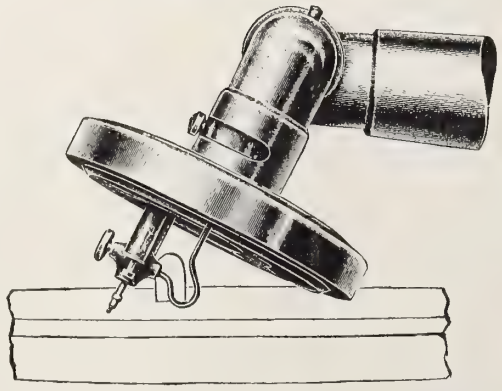
"RENO"

Parts and accessories for any machine ever made from the year Dot to 1915.

The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64 PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

FROM OUR LONDON HEADQUARTERS— (Continued from page 50).

to serving his country in the same way. All honor to him!

Offering Records of New Revues.

Not content with securing the services of the original artists for the making of "The Passing Show of 1915" records, the "His Master's Voice" directorate now announce another fine issue of popular items from the latest Revue, "5064 Gerrard," in which fox trot music figures prominently. These fine discs are spoken of by dealers in words of high praise and special satisfaction is evinced in the prompt issue of this merry Revue on records made by such high artistic talent as is laid under contribution by The Gramophone Co., Ltd.

The Palace Theater orchestra, conducted by Herman Finck, contributes in the form of a potpourri additional "hits" from "The Passing Show of 1915," and it may be said right here that no finer records of this attractive Revue are obtainable.

This brief note would be incomplete without reference to another "H. M. V." special issue, that of two new records by the one and only Harry Lauder, described as the highest-paid entertainer in the world. These records are twelve-inch and carry two tuneful numbers—"The British Bulldog's Watching at the Door" and "Jean," both of which are down to Lauder's own composition.

Of the ordinary supplementary lists which reach me too late for detailed mention, it remains to be said that "H. M. V." quality speaks on every line in respect to tone, volume and artistic talent.

Fire Causes but Little Damage.

Messrs. Barnett Samuel & Sons, Ltd., musical instrument manufacturers of 32-36 Worship street, London, advise me that the recent outbreak of fire on their premises caused but a temporary inconvenience and that business is now being conducted as usual. On the top floor, where the fire originated, a representative stock of gramophones and parts was entirely destroyed and smoke and water seriously damaged a big stock of small musical instrument goods on the floor below. The loss, however, is fortunately not so great as was at first believed, though for that matter the destruction of valuable stocks just now, when supplies are not abundant, is to be deplored. Nevertheless, the company reminds us that it is in a position to promptly fill all orders.

W. H. Reynolds' New Factory Ready.

Further expansion is the order of the day with W. H. Reynolds, the man of many parts. A new factory at Craven street, London, acquired but a few weeks since, is now equipped with an up-to-date plant, which, in full operation at the time of my visit, was merrily turning out motor parts, tone arms, sound boxes, wheel cutting and a hundred and one other items necessary to the maintenance of Mr. Reynolds' reputation as the supplier of any part of any talking machine ever made. Upon a future occasion I shall have more to say apropos the real enterprise shown by this house.

"Guardsman" Repertory Increasing.

For the average dealer at home and abroad it would be difficult to recommend a more suitable batch of records than that issued this month by Invicta Co., whose "Guardsman" repertory is increasing each month by the regular addition of known selling titles. The full catalog contains popular items by most well-known composers, sung or played, as the case may be, by artists of proved ability in public estimation.

A well-varied selection of "Guardsman" records (ten-inch double-sided) is issued this month, and among the items to be specially noted are: (467) "Wedding March" (Mendelssohn) and "Preciosa March," delivered in fine style by the Guardsman Military Band; (468) "Caro Nome," from Rigolotto, and "Your Tiny Hand Is Frozen," from La Boheme, both sweetly rendered by violin, flute and harp trio; (469) "An Emblem" and "My Violet," sung by Eric Morgan, baritone; (474) "All Aboard for Dixieland" and "Honeymoon Train," duets by Messrs. Fanning and Fortune; while on (476) Alf. Weston treats us to a couple of good numbers—"My Old Iron Cross" and "The End of My Old Cigar." Also included in the list are several other good selling titles, which are popular this side. Notwithstanding the high standard of quality maintained, the "Guardsman" disc is sold at a competitive price, leaving a very fair margin of trading profit. Those interested should refer to the company's announcement elsewhere in this issue.

Mechanical Rights Society to Continue.

Originally formed for a provisional term of three years, the Copyright Protection Society (mechanical rights), Ltd., at an extraordinary general meeting of the members has resolved to continue its operations owing to the satisfactory results achieved during the period named. The society was established in April, 1912, to collect and distribute royalties and to exercise and enforce all rights on behalf of its members, who are composers, authors and publishers of musical works, in respect of reproductions of such works by mechanical contrivances. By courtesy of Messrs. Chappell the meeting was held at 50 New Bond street, London, W., and was presided over by Lionel Monckton.

New Zonophone Records for June.

For June the Zonophone Co. issues another choice selection of records, well calculated to enjoy the approval of the great gramophone public. Last month the Zono musical director announced a special issue of the Italian national anthem, and now that Italy is embroiled in the European conflict the company is reaping the benefit of its far-seeing policy, there having set in a huge demand for this record. Other records in keeping with the times figure on the latest supplement, which I can but commend all wise dealers the world over to investigate. It is a business suggestion pregnant with great possibilities.

June List of Coliseum Records.

The June Coliseum Record program is one of exceptional comprehensiveness and bespeaks a careful choice of numbers pertinent to the present de-

(Continued on page 52.)

"His Master's Voice" Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

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TRADE MARK

TO OVERSEA'S BUYERS

We manufacture Records and Gramophones of the highest quality and can quote prices to compete in any market in the world. Send for lists of records containing over 700 titles, and our 1915 catalogue of 26 new models of Gramophones and Cabinets. All the latest English and American Songs are on our List.

Address inquiries to:

Export Manager, INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

YOU ARE PAYING TOO MUCH FOR GRAMOPHONES AND RECORDS.

A GLANCE AT OUR CATALOGUES WILL CONVINCE YOU.

FROM OUR LONDON HEADQUARTERS—(Continued from page 51).

mand. Of the latest musical phase, fox-trots, there are several selections contributed by the Royal Military Band in sparkling fashion. On record 758 the Gaby fox-trot is said to be the first issue of the "Rosy Rapture" series on eighteen-penny discs. Handel's "Largo" and "Melody in F" (No. 761) as violin, flute and harp solos must be spoken of in terms of high praise; it is a fine record. "Tip Top Tipperary Mary," "Which Switch Is the Switch, Miss, for Ipswich," "I Saw Six Short Soldiers" and many other up-to-daters may be backed as fine sellers. In addition to the pick of the fox-trots from the Rosy Rapture Revue, the best from "5064 Gerrard" are also to be found on the Coliseum list.

Russell Hunting in Charge at Pathé Frères.

An important managerial change has recently occurred at the London branch of Messrs. Pathé Frères, Ltd. No less a person than Russell Hunting is now in charge, and under his able direction the business of this great house is bound to progress even more satisfactorily than heretofore.

Smallest Portable Gramophone.

Commercially, the gramophone trade has been outflanked by the enemy; its lines of supply cut. There is no desire to restore the line on its original track, for we have been able to tap new sources altogether. In one direction, however, the trade has not yet achieved complete success. I refer to the supply of metal trumpets, in which, despite certain British efforts of a praiseworthy character, there is a lamentable shortage. It has produced an increased demand for so-called hornless instruments, and every house now features this type. One of the newest in design is the Compactophone, to which I make special reference partly because of its unique features and partly from a feeling of pride that England has given a lead to the whole world in this department of gramophone development. Even America, progressive though she is in most walks of commerce, is very much behind the times in the production of portable gramophones. On this side of the water the latter type is growing in popularity and we no longer regard it as a summer line only. To-day the portable gramophone is a very strong competitor of the exterior-horn machine, and occupies a place in the stock of every dealer. On the market only a few months, the Compactophone now enjoys a leading position as the smallest and most complete portable gramophone extant. In a word, it has won the approval of trade and public alike both in home and oversea markets. Put up in a highly polished, solid oak cabinet with leather handle, it is equipped with good mechanism throughout and has a carrying capacity for twelve double-sided records. When closed the whole outfit is within the measurements of 14 x 11½ x 7 inches! A marvel of compactness, which notwithstanding allows for a sound chamber of average length. The toal delivery falls little short in volume to that of a much larger instrument and in point of all-round quality the Compactophone reproduction is a veritable surprise. This wonderful little machine is instantly ready for use, requires no dismantling of any kind and is therefore without question the ideal for outdoor use, or, for that matter, home use also. No wonder the whole trade has taken it up with avidity! The makers in consequence are about as busy as they well can be.

Record Made by Browning.

Joseph King, M. P., is reported to have presented to the Browning Institute, Walworth road, London, a record made by the famous poet in commemoration of whose name the settlement was founded many years ago. It is said that the record was made by Browning in 1889, the year of his death, which fact once again brings into prominence the wisdom of encouraging our modern writers, leading actors, men of science and of all the arts to hand down for posterity's sake representative vocal examples of their distinguished accomplishments. In this connection it is pleasing to recall that James E. Hough possesses an historic collection of many a voice that is still; W. E. Gladstone and Florence Nightingale among others of happy remembrance. Time and age has unfortunately seriously impaired the delicate sound waves of these records, but complete sentences may still be heard with satisfactory distinctness.

Fair Attendance at Music Trades' Convention.

Notwithstanding present circumstances, a very fair attendance was put in at the recent music trades convention held at Blackpool, but, as on former occasions, the gramophone trade was very poorly represented. It would be well next time to organize an intelligent and impartial representation of so important an industry in contradistinction to the expression of personal opinion satiated with confusion, as was unfortunately the case this year.

Records of Lauder Piper Band.

Not long ago Harry Lauder, the famous comedian, added greatly to his popularity through his organization of the Lauder Piper Band to aid in the work of recruiting and making himself responsible for its management and upkeep. The Columbia Co. was quick to realize the opportunity presented for making records of the Lauder Piper Band and secured exclusive permission from Mr. Lauder to make recordings of the band's playing, sending their recording experts to Glasgow for that purpose. Three of the records have already been listed, two of the full band and one of a solo by Piper Charles Smith.

Issue Brochure on the Fox-Trot.

The Columbia Co. has just issued an attractive eight-page illustrated brochure on "How to Dance the Fox-Trot," which was written by Miss Joan Sawyer, who first introduced the dance in public in New York. The brochure contains a list of the fox-trot records issued by the Columbia Co.

New Columbia Artists.

Two recent additions to the Columbia list of artists are Fraser Gange, the young Scotch baritone, who has met with much success in ballad concerts and has appeared before H. M. the King and H. M. the Queen, and Gerald O. Brien, the new Irish tenor, who created much enthusiasm at the Chappell Ballad Concerts last season. Pablo Casals, the world-famous 'cellist, has also made his first records for Columbia this month.

THE HOUSE OF MANY PARTS

We are the oldest established house in the trade who have seriously catered for all kinds of replacement parts necessary for repairs. Without doubt we have the largest and most varied stock of all classes of wheels and pinions, of all the popular machines that have been on the market and also are on the market at the present day.

We can therefore supply almost any part you require from stock, but, on the other hand, we have a special plant for cutting odd-sized wheels and pinions, which can be made in your patterns in a few hours.

We also hold large stocks of needles, motors, of Swiss manufacture, sound boxes, springs, tonearms, horns and all other small sundries suitable for the talking machine world.

We should advise you to get into touch with us immediately by applying for one of our accessory catalogues, which will give you full particulars.

WM. COOPER BROS., Ltd.

1735-37-41-43 Clerkenwell Rd., London, E. C.

Also at Manchester and Cardiff

DEATH OF R. V. GRAHAM.

The many friends of Jake Graham, the widely known talking machine man of Liverpool, will sympathize with him deeply in the loss which he has suffered through the death of his only son, R. V. Graham, a soldier in the English army. He was killed in action on May 15, and in a personal communication the commander of his company praised the bravery of the young soldier.

TALKING MACHINE EXPORTS.

The Figures for March Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., May 31.—In the summary of the exports and imports of the commerce of the United States for the month of March, 1915 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for March, 1915, amounted in value to $47,334, while records and supplies for March, 1915, amounted in value to $55,576.

A man who had received a jury notice pleaded deafness as his excuse for not attending.

"I really am deaf," he said to the clerk who was enrolling the names.

"Prove it," said the clerk.

The man hesitated, then his face brightened as an organ commenced to play in the street outside

"Can you hear that organ?" he said.

"Yes," replied the clerk.

"Well, I can't," replied the man triumphantly.

Sequel: The judge excused him for stupidity.

The best piece of record-selling literature is just off the press—the new Summer edition of the Columbia Double-Disc Record Catalogue. It lists hundreds of selections that your customers want right now. Ask for a copy and see for yourself.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

GENERAL ACTIVITY THE RULE IN CANADIAN TRADE.

Columbia Graphophone Co., of Toronto, Reports Big Increase Over 1914 Business—Vanaphone Co., Ltd., Latest Entrant in Toronto Trade—Prize Offered for "Tipperary" Window Cards—New Type of Machine—Doherty Piano Co., Winnipeg, Has Sonora Line.

(Special to The Talking Machine World.)

MONTREAL, CAN., June 6.—Business for the first four months of this year with the Columbia Graphophone Co., of Toronto, has made a showing which totals more than the eleven months of 1914. And if it could have supplied the demand the increase would have been even greater.

Under the title of Vanaphone Co., Ltd., a Dominion charter has been taken out by a number of law students and a bookkeeper whose employers, according to the Toronto directory, are the law firm of Day, Ferguson & O'Sullivan, "to manufacture and deal in talking machines, gramophones, phonographs, musical instruments and supplies to be used in any way in connection with the same." The company, whose headquarters are to be at Toronto, is capitalized at $200,000. The charter is a comprehensive one, embracing a wide range of activities.

In connection with the special Columbia record giving David Bispham's rendition of "It's a Long Way to Tipperary" the Music Supply Co., of Toronto, inaugurated a prize contest. It offered cash prizes, running from $5 to $10 in cash, for the best window cards featuring this record.

Mr. Fitch, Western manager for Babson Bros., Edison phonograph dealers, is at present on an extended visit to Portland, Ore., combining business and pleasure.

The Music Supply Co., Toronto, Ontario, distributer for the Columbia, has just started on its fifth year better equipped than ever with clean stock, complete lines and rapid dispatch facilities to give the efficient service, which, combined with Columbia quality, has made this firm what it is. April, 1915, just doubled last April, which shows the popularity of Columbia products in the territory represented.

The Columbia Graphophone Co.'s Winnipeg, Man., manager, Robert Shaw, has no complaints to make in regard to Columbia business, as he finds it is keeping up to the mark. Goods are now being received steadily from the factory.

The Canadian Phonograph & Sapphire Disc Co., Western distributers for the Pathé Frères Pathephone, with headquarters in Winnipeg, Man., is handling a goodly number of these machines and considers prospects for the immediate future as very good.

The Doherty Piano Co., of Winnipeg, Man., is now handling the Sonora disc machine, and has so far met with good success in the introduction of these goods. A new type is being added to the Phonola family of disc talking machines by the Pollock Manufacturing Co., Ltd., of Berlin, Ont., which is quite a radical departure from anything on the market. This is the invention of A. H. Walker, secretary-treasurer of the company, and the principle is strongly endorsed by experts in Canada and the United States who have seen a model. Skilled musicians have pronounced on the wonderful tone improvement that is gained by means of a series of resonant chambers. These are scientifically arranged sizes and have the effect of clarifying and amplifying the tone.

M. S. Phelps, president and general manager of the Brantford Piano Case Co., Ltd., of Brantford, Ont., reports very pleasing business in talking machine cabinets. Mr. Phelps recently visited Montreal.

W. Depocas, of the Canadian Graphophone Co., Montreal, distributers of Columbia lines, visited the firm's Canadian factory in Toronto recently. This company is planning for even greater business than it has yet handled.

Geo. H. Rife, Brandon, Man., is opening up a retail store and will feature along with pianos the Columbia line.

J. A. Sabine, of the Music Supply Co., Toronto, considers that his recent treatment at Battle Creek was wonderfully efficacious. He returned in good time and good shape to see April sales of Columbia products by his firm just double those of the same month last year.

The Berliner Gramophone Co., Ltd., Montreal, was among the heaviest subscribers to the recent campaign in aid of the funds of the Red Cross.

A recent artistic window display of Heintzman & Co.'s Hamilton, Ont., branch showed a background representing a drawing room containing a Model XI Victrola. The first prize at the Country Store Nite at the Francois Theater, Ottawa, was a model IX Victrola.

The Dominion House Furnishing Co., Ottawa, Ont., in conjunction with its business, has opened a talking machine department and will feature the Columbia.

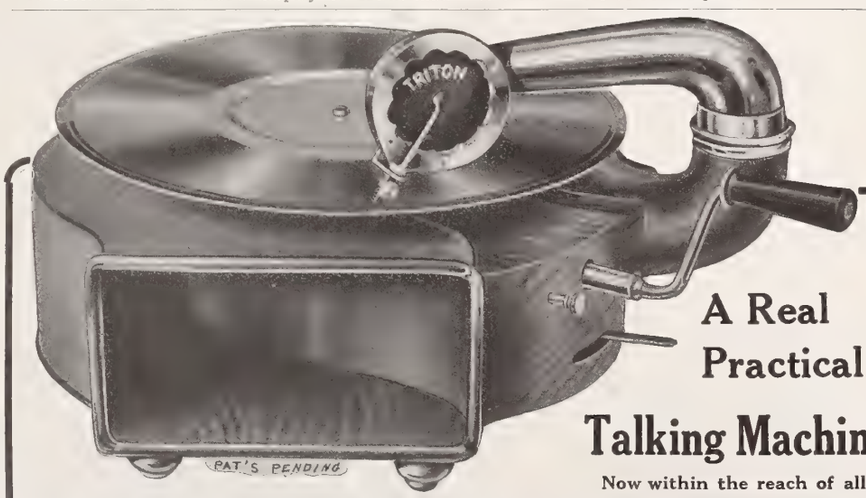
The T. Eaton Co., Ltd., Winnipeg, Man., branch in its daily newspaper announcements is exploiting the Mastrola, which it advertises to retail at $10.

Professor George W. Shefler, of Montreal, who is demonstrating every evening the latest and most modern dances at C. W. Lindsay's, Ltd., Kingston, Ont., branch, with the aid of the Victrola and Victor records, is drawing capacity houses, the S. R. O. sign being conspicuous every night. The admission is through complimentary tickets distributed by the house of "Lindsay."

"Victrola dance to-morrow night at Metropole Hall" is the way the proprietor of the hall in Sherbrooke, Que., advertises his weekly dances.

The Guardsman Record Agency, 210 Board of Trade building, Montreal, operated by the Urban & Suburban Publicity Agency, is handling in Canada Guardsman records and machines manufactured in England.

The directors of the American Graphophone Co. met at the company's executive offices last week and declared the regular quarterly dividend of 1¾ per cent. on the preferred stock, payable on July 1 to stockholders of record June 15.



A Real Practical Talking Machine

Now within the reach of all.

THE TRITON PHONOGRAPH

Guaranteed to play all makes of needle disc records as perfectly as the highest priced machine. Sturdily made, compact, easily portable. Fine for summer use—camping, picnics, outings, summer cottage, etc.—for entertainment and dancing. Can supply a fine carrying case at low figures. The "Triton" is a $10.00 retail value. Big discount on quantities. Write for particulars.

THE TRITON PHONOGRAPH CO., 41 Union Square, New York

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., June 9.—It is the writing of the same story over again so far as the talking machine business was concerned the past month. It was merely a repetition of every other month of the year. Not a dealer in Philadelphia but finds that his business was substantially ahead of last year, with a promise that this month was going to be another record breaker.

It is a little less than marvelous the way business is keeping up. There are less complaints than at any time during the year of a shortage of goods, especially as to the most popular of the records. The firms seem to be in excellent shape with machines and records, with a promise of a continuation of this condition, which is undoubtedly most gratifying.

It has been a long time since we were able to record a new Victor store in Philadelphia. This firm has pulled the reins so tightly that it looked as though Philadelphia was to have no further dealers.

This is not the case, however, for in May a new Victor store was established at 228 Market street

The Attractive Showrooms of the Brown Talking Machine Co. in Philadelphia.

by the Brown Talking Machine Co., which handles the Victor goods exclusively. The store, which is being managed by H. C. Brown, Jr., who is a son of the advertising manager of the Victor Co., is most attractively furnished and equipped. A full line of Victor products is carried. The handsome soundproof booths were erected by Geo. W. Smith & Co., Inc., Philadelphia.

Louis Buehn, of the Louis Buehn Talking Machine Co., reports that the business of his firm in May was very good and considerably ahead of last year, and with apparently no prospect of falling off in June as the first week has been very good in spite of the unseasonable weather. Mr. Buehn says the situation on records has improved considerably, and that they are now filling stock orders from 85 per cent. to complete, which is a remarkable situation. The machine situation has not improved as much, and there is considerable of a shortage on the $75 machine.

Lit Bros. have been enjoying a fine business in their talking machine department, and have just given a contract for some new booths to be added to their department.

Manager McCarthy, of the piano department of Gimbel Bros., who took over the talking machines on the first of May, reports that the month showed a good gain. F. G. Wurtele has been placed permanently in charge, and Mr. McCarthy has removed the sheet music department, which was adjoining, to the basement of the store.

The Pennsylvania Talking Machine Co., Walter L. Eckhardt in charge, has had a most satisfactory May. An increase over last year of 100 per cent. is reported in every department. The past week Mr. Eckhardt has been both in New York and Baltimore.

The Dictaphone business of the company has

"Pen your orders to Penn"

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies.

We specialize upon Victor machines and records, offering a quick service in both.

Penn Phonograph Co.
17 South 9th Street
Philadelphia

A Record Record

90% of all orders for Victor records are filled completely. Think of this when you need records.

And remember that all orders are filled on the day received.

Buehn Record Service practically guarantees your getting ALL records desired. If you want some special numbers, tell us and test Buehn Service.

Louis Buehn Co.
Philadelphia

VICTOR EXCLUSIVELY

The *long wear* of Columbia Double-Disc records, and the *standard price*—65 cents—are features that printed words hardly convey. But in practice there is no mistaking them. They are features that are peculiarly Columbia.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

been exceptional in May. It has supplied the following firms, some of them with a great many of these instruments: The R. M. Hollingshead Co., the Standard Underground Cable Co., the Link Belt Co., of Nicetown (fifteen machines); the Fairbanks Scales Co., Charles L. Clauder Co., Jones & Baker Co., brokers; Henry K. Mulford Co., drugs (twenty machines); the Electric Service Supply Co. (twenty-five machines); E. Sutro

H. C. Brown, Jr., the Latest Victor Dealer.

& Co., W. J. Grandfield, William Sellers & Co., Pyrene Manufacturing Co. The Atlantic City representative, Joseph Piacentini, has closed sales with Lee Washington and Godfrey Gideings Read, eminent Atlantic City attorneys; the Scranton agent, R. E. Prendergast, sold the United States Lumber Co., and the S. M. Lee Coal Co.,

Messrs. Blake & Burkart, the biggest handlers in this city of the Edison, are gratified with their business for May. Regarding their disc business Mr. Blake says: "The Edison disc is making friends in this city rapidly and every day the campaign by the force from New York is telling among the local dealers. Two men still remain here to conduct this campaign, while the rest of the force is now working in Atlantic City. They expect shortly to open warerooms there along the boardwalk. They have already reached in Philadelphia more than 250,000 people. They report that machines and records are coming through promptly on order, and they are sending out a great deal of literature preparatory to a vigorous fall campaign. All the other Philadelphia handlers of the Edison disc are well satisfied with the business they did in May.

Connected with the Penn Phonograph Co., Victor distributer, 19 South Ninth street, Philadelphia, are three active business builders who are doing considerable work in spreading the gospel of Penn service. These are: L. P. Brown, T. R. Clark and Morris Fitzpatrick. All three gentlemen specialize not so much in seeking business for their house by the direct work, but rather assist dealers in distributing Victor merchandise by helping in retail sales and general management. T. W. Barnhill, manager, reports business in excellent shape, for this season of the year.

TO HOLD ITS FIRST ANNUAL OUTING.

The New York Talking Machine Co., on June 19, Will Have a Great Reunion of Its Forces at Whitestone Landing, L. I.—An Excellent Program Prepared for the Occasion.

The New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, will hold its first annual outing and games Saturday, June 19, at Duer's Estate, Whitestone Landing, L. I., N. Y. A feature of the day's outing will be the annual game between the baseball teams representing the married men and the single men. The rivalry between these two nines is keen and spirited, last year's contest being decided in favor of the Benedicts after an exciting ninth inning rally. The married men are confident of repeating their victory this year, as they have a reversible battery in Arthur D. Geissler and Blaine Damon, both of whom were college players of signal ability and who can pitch or catch with equal proficiency. V. W. Moody has promised to again perform in the role of "pinch hitter," although he is being urged to play the whole game instead of wielding the bat at critical moments.

There will be prizes for every game on the program, the plans calling for a 100-yard dash, shot put, relay race, ladies' race, junior race, swimming race, etc. There will also be dancing and bathing, and a gala day is assured.

The man who lacks principle can't hope to attract much interest.

SONORA EXHIBIT IN GRAND RAPIDS.

Interesting Display Will Be Made at the Grand Rapids Furniture Exchange During the Great Exposition of Manufactured Products to Be Made in That City During July.

The Sonora Phonograph will be exhibited at the Grand Rapids Furniture Exchange during July when the buyers of this country convene in Grand Rapids, Mich., for the purpose of seeing the industrial developments of the furniture and allied lines. The exhibition will be in charge of C. L. Marshall, Middle Western traveler for the Sonora Phonograph Corporation, Inc., 57 Reade street, New York, who, as a result of his travels, already has a large number of prospects planning to visit Grand Rapids to see the exhibition.

VICTOR-MACY CASE ARGUED.

The appeal in the case of the Victor Talking Machine Co. vs. R. H. Macy & Co. was argued recently in the United States Circuit Court of Appeals, New York. As is customary in this court, decision was reserved, but there is every reason to believe that an opinion will be handed down in the next few weeks. The original case was decided in favor of R. H. Macy & Co. in the lower court, this decision dismissing the complaint of the Victor Talking Machine Co. asking for an injunction to restrain R. H. Macy & Co. from cutting prices on Victor Talking Machines and records.

EDISON 80 is the style that looks best with this style No. 429 Udell cabinet. Notice the harmony in design, making an ideal combination. 120 Edison disc records can be filed in it. Height is 34 inches; width 18¾ inches; depth 24⅞ inches.

This is only one of the many Guaranteed Udell cabinets; it represents true quality and sells the easiest to people *who know cabinet-value.*

Feel safe in ordering several of these direct from the ad, and when you get the price, its lowness will surprise you.

The UDELL WORKS
1205 WEST 28th STREET
INDIANAPOLIS IND.

UDELL

The Oldest Victor Distributors in the Southwest

Our constant endeavor has been to furnish a Victor Distributing Service which matches up in efficiency with the service of the Victor Company as manufacturers. The remarkable growth of our business shows that we have succeeded. If this is the sort of Victor distributing service you wish, get in touch with us.

Emergency and Rush Orders Promptly Filled

Schmelzer Arms Co.

1214-16-18 Grand Ave. Kansas City, Mo.

MAY ONE OF THE BIGGEST MONTHS IN KANSAS CITY

Business in Machine and Record Field Satisfactory—Dealers Optimistic About Summer Trade—Arthur Trostler Booms Talking Machine on Prosperity Special of Commercial Club—How Retail Manager Ivey Interests Merchants in Columbia Line—Month's News

(Special to The Talking Machine World.)

KANSAS CITY, Mo., June 8.—The talking machine dealers in this city and territory ended one of the best business months that they have ever had. Not only was the business good at the stores that sell for cash, but at the others the collections came in in fine shape. The only complaint of the business that the dealers have had to make during the month is the same old one of not being able to secure enough machines for the trade. The factories have only been shipping the smaller machines in the large numbers that are needed to meet the demand, and the dealers are always more anxious to sell the larger ones than the smaller ones.

One of the foremost dealers says that if it were possible for him to unload a carload of talking machines every two days he would sell every one of them. But as it is not possible for him to do this he has to book orders on machines of the quality that cost more than $100 at least two months in advance and in some cases earlier.

Most all of the dealers believe that the big business in the talking machines will continue during the summer.

The record department has shown a remarkable increase in the last month, although it has experienced the same difficulty as the talking machine department inasmuch as the supply is limited and not enough of the best records can be had quick enough for the trade. The camping parties and vacation seekers have helped greatly to cause the increase in the record department.

Arthur Trostler, manager of the Victrola department at the Schmelzer Arms Co., recently returned to the city after a nice, long trip in quest of better business with members of the Commercial Club of Kansas City. The special train, known as the "Prosperity Special," that carried representatives of nearly every line of business in the city, was routed through four States, Texas, Oklahoma, Kansas and Missouri. When Mr. Trostler arrived in Kansas City he said that the conditions that he found in the talking machine business throughout this territory were of the best owing to the prospects of this year's crops. He says that it did not take much talking to convince the people at the various stops that now was the time to buy and the thing for them to buy was talking machines. Mr. Trostler is confident that more Victor machines will be sold as a direct effect of this trip than would have been sold had not the Commercial Club started this sort of trade boosting proposition. On returning to the store he says he found the business progressing in nice shape regardless of the fact that it had been raining for nearly two weeks steady. The sales amounted to nearly as much as they do in good weather. Mr. Trostler says that he is a trade booster first, last and all the time and he likes the optimistic view of the situation that the other business men took on the trip which almost exactly coincided with his own.

M. M. Blackman, manager at the Edison Shop, reports an excellent increase in business for the month despite the inclement weather. Larger machines are having the call, while records show a nice increase.

E. A. McMurty, manager of the Columbia Graphophone Co., says that business has been increasing nicely for the past month and a limited number of new dealers have been added to the distributing branch each week.

H. J. Ivey, retail manager of the Columbia Graphophone Co., has been making a special effort during the past month, and successfully, in securing foreign-born merchants as dealers in its machines—such as Italian, Greek, Croatian and others. He says: "Although the merchants of this class are usually the best educated of their nationality in the city, and the men of most influence among their countrymen, they are suspicious of the promises and methods of the American business man. The best way to gain their confidence is to be always equipped with one of the Columbia catalogs printed in their native tongue and to carry a demonstrator with you with several of their native records. Even then they will stand in one corner and listen with open eyes and mouth at the first few selections before they attempt to pass any criticism on it. They will listen to the contracts that I have to draw up with them, and often cannot see that it is a wise move to invest several hundred dollars in the talking machines and receive merely the goods and the dealer's promise that they can sell the goods and get the money back. After using all the persuasive powers possible a man will usually take a few machines to try out. Then he plays them for nearly every customer that comes into the store. After a week of a thorough tryout he succeeds in selling several machines. And this class of merchants become some of the best dealers in the city, for they can sell the talking machines to people that the American shop and store could never reach. They also have another advantage over the talking machine shops operated by the Americans in the fact that nearly all their customers, no matter in what condition they are living, are prosperous enough to buy a talking machine and some records." Mr. Ivey has lost hardly a prospect in this line of his work, which he has made a very careful study.

The Means & Pearson Music Co., handling the Victor, the Columbia and the Edison machines, reports that its sales have been much better for the month. Attractive window display has helped its business wonderfully.

George Nowlin, of the Nowlin Music Co., keeps plugging away after the business and the advertising feature devised by his assistant, A. P. Child, has helped. Playing the Columbia machine out of the window has sold an enormous amount of records.

The sales at Wunderlich's Music Co. have been very heavy for the month in the Columbia and the Victor machines, according to Harry Wunderlich.

The talking machines have been running full blast in the shoe shining parlors of Kansas City, which are mostly conducted by the Greeks. Most of the high class soda fountains and confectionery stores in the city are using them with profit.

C. P. Bennett, representing the Victor Co., was recently in the city and spent several days visiting the local dealers here, including Mr. Hall, of the Hall Music Co. The latter says that the month was one of the best that he has ever had, and right in the midst of the rainy weather he sold one of the electric talking machines. Mr. Hall says he has had considerable trouble in getting enough of the larger machines to supply his demand.

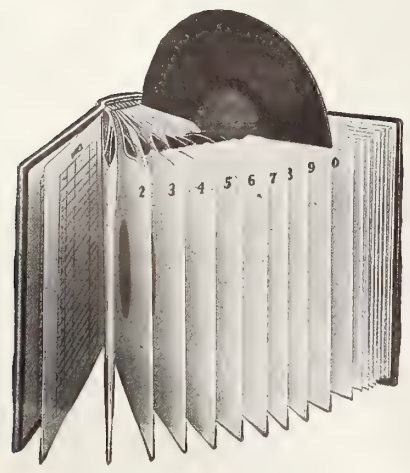
The Mooney Music Co., which is the only music store in the city conducted by a woman, reports a good Columbia business.

The Carl Hoffman Music Co. also makes a satisfactory report for the month.

News has just been received in Kansas City of the new model machine, the Victrola XVIII, that will be ready for shipment in very limited numbers this month.

The George B. Peck Dry Goods Co. has installed a new selling method in its Victrola department. It has been sending the machines to the prospects' homes over Sunday with any records that they care to select. The prospects, of course, must ask to have the machine sent to the home free of charge for approval. The customers do not obligate themselves in any way in this matter and the department says a sale is usually made.

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

EXPANSION IN CLEVELAND.

Demand for Certain Machines and Records Still Exceeds Supply—Lively Edison Campaign—Good Grafonola Report—Fischer Doing Well with Pathé—Columbia with Story & Clark—Interesting Victor Letter.

(Special to The Talking Machine World.)

CLEVELAND, O., June 8.—Although many business men have complained of rather unsatisfactory conditions prevailing, the talking machine men, on the contrary, are pleased with the present outlook. The fact that the demand for certain machines and records far exceeds the supply signifies that the laboring man as well as the society man is enjoying the talking machine.

The Phonograph Co., Edison distributer, under Mr. Brophy's managership, reports a very good month. The company is now receiving plenty of machines and records to supply the eight local dealers. The campaign which was started some time ago in northern Ohio by twenty trained men from the Edison laboratory has been completed. The campaign covered a period of two months and 900 demonstrations were made in schools, churches, factories and various organizations. Although the expense was enormous, the company feels amply repaid owing to the fact that it brought the machine so closely to so many people. Mr. Brophy says that business was 30 per cent. better than for the same month last year.

Mr. Davis, manager of the Grafonola and Victrola department of Wm. Taylor Son & Co., states that he has had many sales for the Grafonola Leader, $85, and the $100 Victrola. There has been a good demand for the higher class records.

The Fischer Piano Co., distributer of the Pathé talking machine, says that business is fine and many sales of the $200 machine are being made. Mr. Caldwell, manager of the company, reports that many people are trading their old machines for this newer instrument. There are two agencies for this talking machine in the city.

During the past month the Grafonola Co. had an increased business due to the fact that the outside men were very successful. C. A. Routh, the manager of the store, is of the belief that if every salesman would faithfully use the telephone during the hours when business is slow the results would be surprising.

The following telegram was received by C. H. Denslow, manager of the Eclipse Musical Co.: "In reply to how the first Victrola purchased from you is working will say that it has passed five times over the Rocky Mountains and through the desert from freezing temperature to extreme heat without a single mishap of any description. It is one of the best entertainers on the train, and will say that the Victrola is king of them all. We again thank you for all your courtesies and help in the selection of the machine and records." This was signed by the World's Fair Co., which makes the tours described above. Mr. Denslow had several unique window displays during the month illustrating scenes applicable to the month of May.

H. L. Tinker, manager of the talking machine department of the Story & Clark Piano Co., has returned to his duties after a serious sickness of six weeks. This company has taken on a new line, namely, the Columbia, in connection with the Edison and Pathé which will be handled in all their stores.

Mr. Morton, manager of the Grafonola department of the H. M. Brainard Piano Co., reports business good, with an increase over last year's business. Neat window signs have been the medium for much business during the past month.

The Victrola department of the Caldwell Piano Co. seemed pleased over the results of the month and the manager, R. W. Schirring, said that the sales of the month exceeded those of last year by 25 per cent., with call for higher priced machines.

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

No. 3 Strap

Heavily Padded and Quilted

(Made in two grades)

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

HEADS COLUMBIA GRAPHOPHONE CO.

Philip T. Dodge Elected to This Office at Meeting of Directors Held on May 19.

Philip T. Dodge, who has been a director of the Columbia Graphophone Co. for many years, was elected president of the company at a meeting of the board of directors held in the executive offices on May 19. Mr. Dodge will fill the unexpired term of E. D. Easton, deceased.

Mr. Dodge was elected president of the American Graphophone Co. last week, and in assuming the presidency of the Columbia Graphophone Co. he now heads both the manufacturing and sales ends of this vast enterprise. Mr. Dodge is also president of the Mergenthaler Linotype Co. and the International Paper Co., two of the largest industrial enterprices in the country, and is recognized in business and financial circles as possessing signal ability in the handling of the big affairs of great industries.

No man realizes how poor his judgment is till he bets on it.

To secure those Victor machines and records for your summer business you need the Pearsall Service.

MOST of the summer business is "quick" business; people make up their minds to buy on the spur of the moment, and profits are made only if you have the goods in stock. They won't wait for you "to get them." Look over your stock now and test Pearsall Service with an order for both machines—all types—and records. Let us show you that Pearsall service means more profits for you.

Silas E. Pearsall Company

16 West 46th Street, near Fifth Avenue

NEW YORK

PROGRESS KEYNOTE OF DETROIT'S "TALKER" TRADE

Business Advances Despite Rainy Weather—Detroit Music Co. Takes on Columbia Line—Magnificent Talking Machine Department in New J. L. Hudson Store—Max Strasburg Reports 38 Per Cent. Increase in May—Active Edison Campaign—Month's News.

(Special to The Talking Machine World.)

DETROIT, MICH., June 9.—What made me feel awful chesty during the past week was a statement made by a talking machine dealer to the effect that "I am always glad to talk to anyone from The Talking Machine World. It is certainly a great publication. It not only gives the news, but it gives so much matter each issue that is of value to the dealer. Really, I can hardly wait for the months to come around." All correspondents are supposed to be the personification of the paper they represent, and anything nice said of the paper naturally reflects on those affiliated with it.

Regarding May business, it was as good as could be expected. The weather was most unfavorable; in fact, it rained sixteen days during the month, was cold on at least a half dozen others, leaving very few days when it was pleasant. There was a street car strike for two days, May 13 and 14, and this also had its disadvantages. Nevertheless, despite all these adverse conditions, it is surprising how optimistic dealers feel, some of them even reporting gains as compared with 1914.

Last month we said that it was only a question of time when nearly every piano concern would also be selling talking machines. The latest to "fall in" and add talking machines is the Detroit Music Co., 288 Woodward avenue. Manager Trebilcock has felt for some time that he should add talking machines, but kept putting the matter off. Finally he placed an order with the Columbia Co. through the Detroit branch and received a part of his goods on May 27. He was unpacking them and getting ready to put some of the machines in the window when a man came in to make a payment on a grand piano purchased months ago. "Since when do you handle talking machines?" he said to Mr. Trebilcock. "Just putting them in," came the answer. The man picked out a $150 machine and it was sent to his home that afternoon.

S. H. Nichols, district manager for the Columbia Co., making his headquarters in Pittsburgh, was in Detroit the middle of May.

Grinnell Bros. had a novel window display in the main Woodward avenue store the early part of May. It represented a camping scene, showing the tent, the grass, cooking utensils and a man sitting on a camp stool, supposedly listening to a Victrola. A card was placed in front of the machine saying, "With a dozen records for $29.50." Grinnell Bros. do a big business in popular priced machines each year among people who go camping.

The new J. L. Hudson music store at 188-190 Woodward avenue, which opened for business May 24, is without doubt one of the most beautiful and best arranged stores of its kind in the United States. There are some stores more handsome, more luxuriously furnished, more beautiful and larger, but none that could be more ideal for size and the amount of money expended for decorations, etc. Dozens of traveling men who have visited the Hudson music store since it opened May 24 say it could not be improved upon. The company plans to hold a "formal opening" next fall, at which time the entire force will take on a "gala week" for the purpose of introducing the music and other departments to the general public. The new structure is five stories high, about thirty feet wide and 150 deep. There are two large windows for display purposes, the store entrance being in the center. The first floor contains ten booths for selling Victor records; these booths, five on each side, are of glass and wood, the latter being painted in white. On the second floor are six large rooms for selling Victor talking machines, as well as a large open space for the display of Victor machines. These booths are finished like those on the first floor. There is a mezzanine balcony off the first floor which is used for the general offices, as well as the salesmen's desks. The basement, third and fourth floors are for the piano and player-piano departments. The fifth floor is a general stockroom. While E. P. Andrew is the general manager of the music department and deserves most of the credit for having given Detroit such an elegant store, his son, E. K. Andrew, the second, is in charge of the talking machine department.

George D. Ornstein, manager of the traveling sales department of the Victor Co., was in Detroit the last few days of May, where he met Mr. Price and Mr. Beach, both traveling representatives for this company. Mr. Ornstein made the rounds of Victor dealers and everywhere he received a royal welcome. They are always glad to receive a visit from him, as he invariably leaves behind much valuable information and pointers for increasing the business. He spent a few hours at the new Hudson music store and told General Manager Andrews that he didn't know where there was a more modern, up-to-date and better arranged emporium of its kind. In this connection it might be said that Mr. Ornstein took his first Victor order in Michigan from Max Strasburg some ten or twelve years ago, when the latter was manager of Grinnells talking machine department in this city.

George Cheatle, of the Talking Machine Co. of Chicago, was in Detroit June 4 and spent a few days here. He is seen in the photograph herewith standing alongside of Joseph Rogers, of the Hudson talking machine department and a member of the concern's baseball team.

Messrs. Cheatle and Rogers.

Max Strasburg reports that May was 38 per cent. ahead of May sales last year and that business for the first five months of this year is about 33 per cent. ahead of the same period in 1914. June business has started out so good that he says he thought Christmas was back again. Extensive remodeling will be done to the Strasburg shops during July. "We are selling mostly $75, $100 and $150 talking machines. Of the latter we sell eight $100 machines to every one of the more expensive machines. Record business is also fine. In needles we sell from 40,000 to 50,000 every day. Our needle sales run around $18 to $20 per day right along."

W. H. Buescher, of W. H. Buescher & Sons Co., Cleveland distributers for Victor talking machines, was in Detroit on June 3 in search of orders.

A very active advertising campaign is being conducted in Detroit in connection with Edison disc machines. A crew of four men have been in the city since February last in charge of W. B. Griffith. Wallace Brown, of the Wallace Brown's Edison Shop, is materially assisting in carrying out the publicity campaign. Each week recitals on the Edison disc machines are given at one of the leading moving picture theaters. The recital takes place either before the pictures are shown or between the shows. The expense of the recital is handled by the Edison Co., it supplying the services of the operator and the records. Mr. Brown furnishes the machine free. Recitals are also being given on the various passenger boats that ply between Detroit and Bois Blanc Park, St. Clair Flats, Buffalo, Cleveland and other near-by cities In each case the Edison supplies the demonstrator, who carries with him an assortment of about fifty records, sufficient to give a three-hour concert. As in the case of the theaters, the machines are fur-

NYOIL

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

Mr. Dealer—for your benefit we maintain two of the largest stocks of Victor and Edison Cylinder Machines, Records and Supplies. Our prompt shipments will convince you that we have both goods and service. With seventeen railroads, four express companies, and the boat service of the Great Lakes, our facilities for prompt service are perfect. Try us and be convinced.

Victor and Edison Cylinder Distributor

W. D. ANDREWS

BUFFALO, N. Y.

If you will make careful comparison, you will find that the range of Columbia prices will bring you closer to more varieties of profit than any other line on the market.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

nished by Wallace Brown. A card is displayed with each machine announcing the fact that "This machine loaned by Wallace Brown's Edison Shop, 3[illegible] Grand River avenue east." These recitals are to continue most of the summer. They are a part of the Edison advertising campaign. When the campaign is ended the Detroit public will certainly know that Wallace Brown is in business and that he sells Edison diamond disc phonographs.

The last meeting of the summer season of the Detroit Music Trades' Association was held at the Hotel Charlevoix Tuesday evening, June 8. The committee appointed to investigate the approval plan of selling records was given until September to work out some method of eliminating this method.

Story & Clark, of Detroit, have added Columbia talking machines, which makes four lines now carried in their store—Victor, Edison, Columbia and Pathé.

Wallace Brown and Grinnell Bros. sent beautiful floral gifts to the J. L. Hudson Co. on the opening of its new music store. Both bouquets were displayed for several days in the front windows of the Hudson store.

Manager Denison, of the Detroit branch of the Columbia Graphophone Co., says that business in May was three times as big as during the same month last year. When the writer dropped in to see him June 3 Mr. Denison said that he had just figured up that the factory had on hand $18,000 worth of orders from the Detroit branch which had not been filled yet and that none of the orders were very large ones. Mr. Denison said that usually June is an off month, but that judging from the way it has started out it will be as good as May. He has received assurances from the factory that deliveries will be much better during June.

The Detroit branch of the Columbia chain of stores stood first during April for actual moneys collected. The prize was $25. The Detroit branch also received first prize for March, and Manager Denison says it will be first again for May.

William Johnston, for several years with the talking machine department of the Grinnell Bros.' store in Detroit and for three years with the American Phonograph Co., has gone to Des Moines, Ia., where he has taken charge of the store known as Wheelock's Music Store.

June and July are big months in Detroit for machines selling at $25 and $35. They are used for camping, summer resorts, touring, etc.

All of the talking machine stores in Detroit are now operated on Eastern standard time, the same time as is used in New York City. Stores open an hour earlier and close an hour earlier, thus giving an hour of extra daylight after the day's work is done. Another good point about Eastern standard time is that it saves light bills.

Sidney J. Guest has opened a talking machine store at 541 Dix avenue, handling Columbia machines exclusively. He was formerly manager of the Lansing store of Grinnell Bros.

E. D. EASTON LEFT OVER A MILLION.

Estate of Columbia Graphophone Co. Founder Goes to His Family.

(Special to The Talking Machine World.)

HACKENSACK, N. J., June 7.—The will of Edward D. Easton, of Arcola, founder and president of the Columbia Graphophone Co., who died about four weeks ago, has been probated by Surrogate Robert A. Sibbald, at Hackensack. Though no inventory has been filed, it is believed the estate is worth over $1,000,000. He bequeaths to his wife, Helen M. Easton, all the household furniture, personal effects, and $5,000. The remaining portion of the estate is bequeathed to his executors in trust, the net income of which is to be paid Mrs. Easton during her life.

The real estate at Arcola is exempt from sale during Mrs. Easton's life, without her expressed consent. At the death of Mrs. Easton, one-fifth of the principal is to be paid to Mortimer D. Easton, a son, and the remainder of the trust fund to remain in the hands of trustees, the income to be paid in equal shares to the four daughters, Mrs. Hattie Easton Woddrop, Mrs. Mary Easton Godwin, Mrs. Florence Easton Bradburn, and Mrs. Helen E. Mumper, during their lives. Mortimer D. Easton and the Hackensack Trust Company are the executors.

NEW LINES FOR CLUETT & SONS.

Prominent New York State Piano Dealers to Handle Columbia and Vocalion Products.

(Special to The Talking Machine World.)

ALBANY, N. Y., June 8.—It is understood that Cluett & Sons, of this city, have closed arrangements whereby they will handle the Vocalion talking machine of the Aeolian Co., and the complete line of machines and records manufactured by the Columbia Graphophone Co. in their local store and in all their other establishments throughout the State. The consummation of this deal will afford Cluett & Sons an excellent opportunity to display their dual lines in the new building they are now erecting.

Cluett & Sons are one of the best-known piano houses in the country, handling a line of pianos which includes the celebrated Steinway and the Aeolian Co.'s complete line.

FRANKLIN MEDAL TO EDISON.

Philadelphia Institute Gave It to Him on Wednesday of This Week.

(Special to The Talking Machine World.)

PHILADELPHIA, May 30.—The first awards of the Franklin Medal, the highest prize of the Franklin Institute, was made at a meeting of the institution on Wednesday night. Thomas A. Edison and Prof. Heik Kamerlingh Onnes of the University of Leyde, Holland, received it "in recognition of the value of their inventions."

Mr. Edison, who is a member of the institute, was present in person, while Chevalier W. L. F. C. van Rappard, Minister of the Netherlands to the United States, received the medal on behalf of Prof. Onnes.

OPEN BRANCH STORE.

W. A. Brown & Sons, who handle the Edison diamond disc phonograph in Kewanee, Ill., have opened a branch store in Galva, Ill.

George P. Perry has installed a complete line of Edison diamond disc phonographs and records in his store in Sterling, Ill.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

11 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with
THE Heise SYSTEM
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - - NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

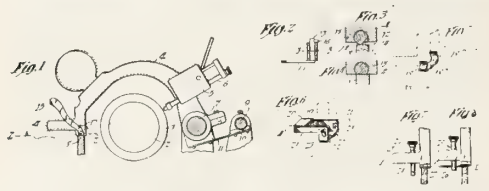
(Special to The Talking Machine World.)

WASHINGTON, D. C., June 10.—ATTACHMENT FOR SHAVING MACHINES.—Frank F. Latta, Wadena, Minn., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 1, 137,497.

This invention relates to machines for shaving sound records when it is desired to remove the record surface therefrom, in order that a new surface may be presented to be recorded upon, and more particularly to an attachment for such machines whereby a uniform depth for cuts taken by said machine may be secured by persons having little skill in the operation thereof.

This invention provides a simple attachment adapted to be readily applied to shaving machines whereby a second or finishing cut of a fixed and predetermined amount may be secured by a simple manipulation of the said attachment without stopping the machine.

Fig. 1 is a side view of the preferred form of the improved attachment applied to a well known type of shaving machine, the dotted lines showing the adjustment for a first, or roughing, cut and the



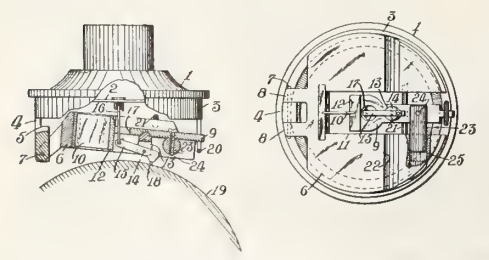
solid lines the adjustment for a second, or finishing cut. Fig. 2 is a horizontal section on the line 2—2 of Fig. 1 looking in the direction of the arrow; Fig. 3 is a vertical section taken on the line 3—3 of Fig. 2 and showing the improved attachment in position for a first or roughing cut; Fig. 4 is a similar view, but showing the improved attachment in position for a second or finishing cut. Figs. 5 and 6 are perspective views of modifications of the attachment showing in dotted lines the adjacent portions of a shaving machine; and Figs. 7 and 8 are side views of still another modification, the former view showing the attachment in position for a finishing and the latter view for a roughing cut.

PHONOGRAPH REPRODUCER.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,137,487.

The present invention relates to phonograph reproducers, and has for its principal object the provision of a reproducer capable of withstanding jarring without causing the stylus to skip from one thread of the record groove to another, thus insuring the exact tracking and reproduction of the record.

In an application of Alexander N. Pierman, Serial No. 685,836, filed March 23, 1912, and entitled

Fig. 1. *Fig. 2.*



phonograph reproducers, there is described a reproducer in which the stylus lever is carried by a laterally movable member of comparatively small inertia, whereby the stylus is permitted to follow the record groove regardless of the lateral irregularities therein. The present invention contemplates more particularly the improvement of reproducers of this general type. In the said application the stylus supporting member is connected to the floating weight by a flat spring which, while permitting lateral movement of the stylus lever and its supporting member, normally tends to maintain the stylus lever and the member supporting the same in central position and to prevent skipping of the stylus from one record groove to another.

In the present application improved means, preferably pneumatic, are provided for preventing the skipping of the stylus from one record groove to another.

In the drawings Fig. 1 is an elevation partly broken away and partly in section showing a reproducer constructed in accordance with the invention, and Fig. 2 is a bottom view thereof.

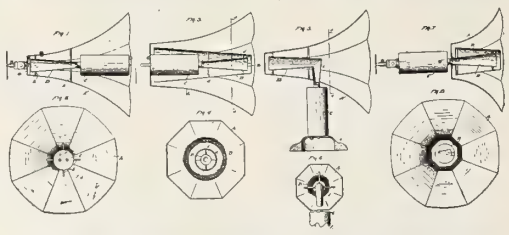
RESONATOR.—John J. Comer, Chicago, Ill., assignor to the Automatic Enunciator Co., same place. Patent No. 1,137,187.

This invention relates to resonators in general, such, for example, as those employed on talking machines, loud-speaking telephones, horns and megaphones, and other things of similar nature.

The principal object of the invention is to provide a construction whereby the length of the resonator may be reduced considerably without impairing the efficiency thereof. In other words, by this invention, a short resonator is capable of producing as good results as a much longer one of the old style.

It is also an object to provide a resonator adapted more especially for use on loud-speaking telephone receivers for conversational or musical or similar purposes requiring amplification of the sound to produce the desired effect.

In the accompanying drawings Fig. 1 is a longitudinal section of a resonator embodying the principles of the invention, showing a telephone receiver, of the loud-speaking type, disposed within the outer or larger end of the resonator, whereby the same may be used, for example, for transmitting music telephonically. Fig. 2 is a front eleva-



tion of the structure shown in Fig. 1. Figs. 3 and 4 are similar views showing a different form of the invention. Figs. 5 and 6 are similar views showing still another form of the invention. Figs. 7 and 8 are similar views showing still another form of the invention.

TALKING MACHINE.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,137,001.

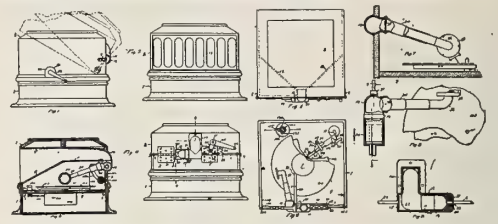
This improved talking machine has for its principal objects the reduction in the height of the motor case and the corresponding increase in the height of the cover or lid so that the sound-waves may be conducted up through the cover or lid, which is so formed as to make a perfect sound-amplifier which is adjustable in a vertical plane.

Another feature of the invention resides in the connection between the tone arm and the amplifier lid or cover, together with the means for softening or muffling the sound-waves as they emerge from the tone arm.

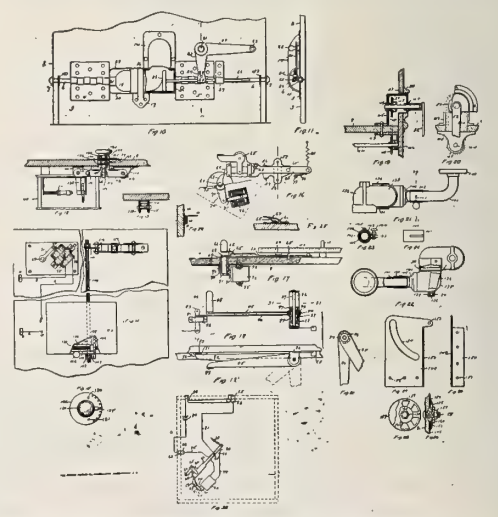
A still further feature of the invention resides in the adjustable automatic stop mechanism whereby, upon completion of the rendition of the record, the rotation of the turntable is automatically stopped.

Another and quite important feature of the invention resides in the means for varying the speed of the motor so as to render a record at the exact speed or tempo at which it was originally designed to be played. It is a well-known fact that each manufacturer of phonograph or talking machine records designs his own records to be played at a certain predetermined speed, thereby making it impracticable to play such records upon any phonograph or talking machine except that upon which they are specifically designed to be played. These various speeds range from sixty revolutions of the turntable or record support to the minute up to as high as ninety revolutions to the minute. By the mechanism of this improved talking machine it is possible to so vary the speed of the machine as to adapt it for all of the various records now on the market.

In the accompanying drawings forming part of this specification Fig. 1 is a side elevation of the talking machine case showing in dotted lines the cover amplifier in adjusted positions. Fig. 2 is a vertical section on line 2—2 of Fig. 4 showing location and vertical section of the amplifier and also showing in side elevation one form of tone arm. Fig. 3 is a front elevation of the talking machine showing the cover down and the lattice outlet of the amplifier. Fig. 4 is a rear elevation of the case showing the outside connection between the tone arm and the cover amplifier, also illustrating the mechanism for operating the muffler. Fig. 5 is a top plan view showing in dotted lines the contour of the amplifier within the cover. Fig. 6 is a top plan view of the case with the cover removed, with



a part of the record and its table broken away to show the location of the stop mechanism. Fig. 7 is a side elevation partly in section of the tone arm and the connection leading to the amplifier. Fig. 8 is a top plan view partly in section of the tone arm. Fig. 9 is a vertical section of the tone arm connection drawn on line 9—9 of Fig. 8 looking in the direction of the arrow. Fig. 10 is a rear view of the hinge connection showing the muffler mechanism which operates the stop mechanism. Fig. 18 for operating same. Fig. 11 is a vertical section on line 11-11 of Fig. 10. Fig. 12 is a vertical section on line 12—12 of Fig. 6. Fig. 13 is a vertical section through the supporting bracket. Fig. 14 is a bottom plan view of the motor supporting plate or table showing the relative location of the mechanism secured to said plate, but broken away and condensed to show the operating parts within the range of the drawing. Fig. 15 is a plan view of the motor regulator. Fig. 16 is a top plan view partly in section of the stop mechanism. Fig. 17 is a side elevation partly in section of the same. Fig. 18 is a front elevation of the contact mechanism which operates the stop mechanism. Fig 18 is a plan view of the same. Fig. 19 is a section



through the countershaft winding mechanism. Fig. 20 is a side elevation partly in section of the same. Fig. 21 is a plan view of a modified form of tone arm. Fig. 22 is a side elevation of the same. Fig. 23 is a cross section on line 23—23 of Fig. 21. Fig. 24 is a detached view of the end of one of the sections of the tone arm. Fig. 25 is a sectional view of the stop mechanism. Fig. 26 is a section on line 26—26 of Fig. 18. Fig. 27 is a side elevation of the friction hinge for the cover. Fig. 28 is an edge view of the same. Fig. 29 is a side view partly in section of the friction washers used in

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

connection with the friction hinge. Fig. 30 is a vertical section through the center of the friction washers. Fig. 31 is a plan view on line 31—31 of Fig. 18. Fig. 32 is a plan view of the circuit connection for operating the electric stop mechanism.

STYLES FOR SOUND-REPRODUCING MACHINES.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,138,354.

This invention relates to improvements in the mounting of the jeweled stylus points for sound-reproducing machines, and has for its object the utilization of diamonds, sapphires and other precious stones in the rough for reproducing-points of sound-boxes. In one of the well-known forms of styli the point is constructed of a diamond or a sapphire which is usually of minute cylindrical or prismatic shape having upon one end thereof a perfectly polished point, which when properly mounted is used to follow the record groove of a phonograph tablet. The cutting and grinding of these hard jeweled points is a slow and expensive process inasmuch as the point iself is almost microscopic in size, and in practice the operator is required to use high-powered glasses in order to accomplish the perfect grinding of the point. Moreover, in order to secure stylus points of the requisite size it is the practise to take the precious stones, either diamond or sapphire, and saw them up into comparatively long prismatic strips, which are afterward rounded and pointed. For this purpose diamonds and sapphires of considerable size and value are required. It has been discovered that it is not only possible, but practicable, to use small diamond or sapphire chips in the rough mounted in a suitable holder and having a working point ground thereon. The process of grinding the working point upon the stone results in locating the axis of such working point exactly in the axis of the holder and its shank so that the general direction and location of the point when the stylus is put in use is not left to guesswork.

The improvement further relates to a holder for the stylus needle, constructed substantially as above indicated, such holder being provided with means whereby the point of the needle may be made to bear upon the record surface at any requisite or desired angle for the proper reproduction of the record. This holder is provided with a shank by which it may be supported in the stylus lever of the sound-box with which it is to be used.

In the accompanying drawings forming a part of the improvement Fig. 1 illustrates a side view of one form of the improved stylus drawn to full size for actual use. Fig. 2 is a similar view very much enlarged. Fig. 3 illustrates the cup holder and the shank thereof detached. In this case the shank is shown square with round corners. Fig. 4 illustrates, partly in vertical section, a hexagonal shank with the cup holder and cementitious material.

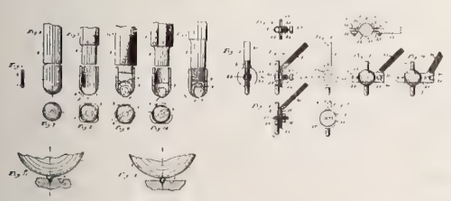


Fig. 5 illustrates a triangular shank with rounded corners about to be inserted in a cup holder, in which the rough stone is held in position by the cementitious material. Fig. 6 is a similar view partly in section of a stylus having a wooden shank screwed into the cup holder and holding the cementitious material and working point in position. Fig. 7 is a bottom plan view of Fig. 2. Fig. 8 is a similar bottom plan view of Fig. 3. Fig. 9 is a similar bottom plan view of Fig. 4. Fig. 10 is a similar bottom plan view of Fig. 5. Fig. 11 is a very much enlarged view of a finished stylus point designed for use in connection with a record groove which is V-shaped in cross-section. Fig. 12 is a similar enlarged view of a stylus point designed for use in connection with a record groove which is substantially semi-circular in cross-section. Fig. 13 is an enlarged front view of a stylus holder designed for securing the stylus to the sound-box lever. Fig. 14 is a side elevation partly in section of said stylus holder. Fig. 15 is a rear view of the same. Fig. 16 is a cross-section on line 16—16 of Fig. 14. Fig. 17 is a plan view. Fig. 18 is a side elevation of a modified form of stylus holder designed for permitting the universal adjustment of the stylus point. Fig. 19 is a side elevation of a still further modified form showing the securing shank adjustable. Fig. 20 is a side elevation partly in section, and Fig. 21 is a rear elevation of a still further modified form of stylus holder.

SOUND-BOX.— Annie W. Schmidt, Oakland, Cal. Patent No. 1,137,911.

This invention relates to certain improvements in sound-boxes; and an object of the invention is to provide a novel and improved device of this general character whereby the same may be assembled and applied with convenience and facility and wherein the possibility of metallic vibration is substantially entirely eliminated.

Furthermore, it is an object of the invention to provide a device of this general character including a jewel stylus and wherein such stylus may be applied to or removed from operative position with expediency and convenience.

The invention also has for its object to provide a device wherein the same is maintained substantially against movement relatively to the traveling surface with which it coacts and wherein the stylus is operatively connected with a movable non-metallic mass which is substantially free of contact with the remaining elements of the sound-box.

It is also an object of the invention to provide an external ring through the manipulation of which the stylus may be adjusted relatively to the traveling surface with which it coacts. It also provides a device whereby the diaphragm included therein is protected in such a manner as to reduce to a minimum the possibility of injury thereto.

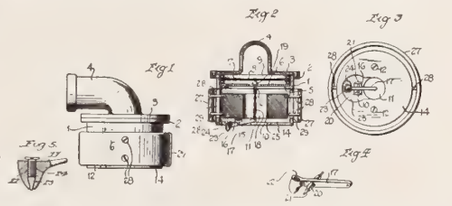


Fig. 1 is an elevation view of the sound-box constructed in accordance with an embodiment of the invention, certain of the interior parts being indicated by dotted lines for convenience of disclosure; Fig. 2 is a vertical sectional view taken through the device as illustrated in Fig. 1; Fig. 3 is a bottom plan view of the device as herein included; Fig. 4 is a view in perspective, detached, of the stylus arm herein included, and Fig. 5 is an enlarged vertical sectional view taken through the end of the stylus arm and illustrating in detail the mounting of the stylus therein.

TALKING MACHINE.—Theodore Metzeler, New York. Patent No. 1,137,883.

This invention relates to talking machines and has as its objects the production of such machines in a simple, compact and portable form; the production of such machines which may be used without an amplifying horn but will give an amplified sound in a manner pleasing to the ear, together with means for intermittently damping the sound so as to produce the effect of a swell in tone.

The preferred form of device is so constructed as to simulate a dress-suit case, with a smooth, unbroken outer surface, without unseemly or conspicuous projections or projecting apparatus of any kind extending through any portion of it. To arrange the talking machine apparatus and the necessary records, preferably in disc form, within such comparatively flat and thin space is also one of the objects of the invention.

In the drawings Fig. 1 is a perspective view of one form of the talking machine, with the casing open and the parts assembled ready for the closing of the casing and for transportation; Fig. 2 is a detail of one portion of the casing on the broken line 2—2 of Fig. 1, showing a means for supporting the producer arm, when not in use, in the cover or lid of the casing; Fig. 3 is a sectional view, parts being broken away, on the line 3—3 of Fig. 1, showing the relation of the disc records to the cover of the casing and the cushioning belt holding the records in place and preventing them from being damaged by the other parts of the machine;

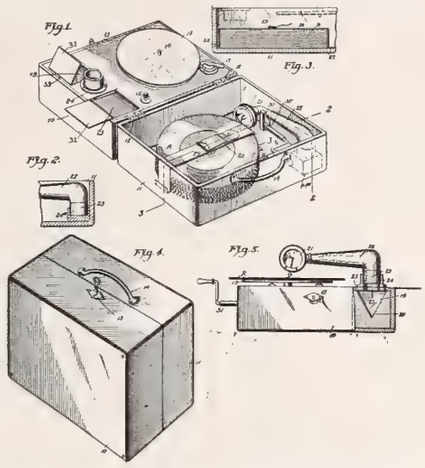


Fig. 4 is a perspective view of the casing closed, and Fig. 5 is a front elevation showing the talking machine proper in operative position, the resonance chamber or sound amplifying box being shown in transverse vertical section.

ACOUSTIC INSTRUMENT.—Harry W. Hess, New York. Patent No. 1,138,755.

The present invention has principal relation to improvements in tone-projecting devices wherein the acoustic vibrations are produced either mechanically, electrically or otherwise; and, in its particular application of the phonographic art, the invention comprises certain features whereby compactness, lightness and adaptability to various types of these machines are combined with great accuracy of tone reproduction. The invention includes, as well, a novel method of blending and reinforcing tone waves.

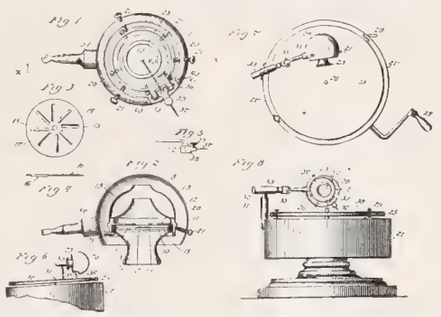


Fig. 1 is a front elevation of the tone-projecting element as embodied for phonographic purposes. Fig. 2 is a sectional view thereof on the line *x*—*x* in Fig. 1. Fig. 3 is a face view of the tone clarifier. Fig. 4 is an edge view of the same. Fig. 5 is a detailed partial side view of a preferred stylus. Fig. 6 is a side view of a portion of the tilted form of phonographic arrangement. Fig. 7 is a plan view of a disc record machine furnished with the improvement, and Fig. 8 is a side view of the same shown level.

F. G. SMITH CO.'S GREAT VICTOR AD.

(Special to The Talking Machine World.)

WASHINGTON, D. C., June 1.—The F. G. Smith Piano Co., 1217 F street, Northwest, carried a striking advertisement in the Sunday newspapers featuring the Victor Victrola, which attracted general attention and occasioned considerable favorable comment. This advertisement occupied practically an entire newspaper page, and was distinguished by a very large cut of the Style XVI Victrola, retailing at $200. The advertisement referred to the Victrola as "mighty as Caruso, brilliant as Tetrazzini, tender as Paderewski, sweet as Mischa Elman, droll as Harry Lauder and martial as Sousa." The advertisement was a credit to Manager W. P. Van Wickle.

RECORD BULLETINS FOR JULY, 1915.

COLUMBIA GRAPHOPHONE CO.

SYMPHONY DOUBLE-DISC RECORDS.

No. Size.

A5676 O Sun I Love (O Sole Mio) (Di Capua) Baritone Solo, orch. accomp. ..... Oscar Seagle 12
'Tis the Day (Mattinata) (Leoncavallo) Baritone Solo, orch. accomp. ..... Oscar Seagle 12

A5678 Old Black Joe (Foster) Soprano Solo, orch. accomp. ..... Alice Nielsen 12
Believe Me If All Those Endearing Young Charms (Moore) Soprano Solo, orch. accomp. ..... Alice Nielsen 12

A5679 Traumerei (Schumann) 'Cello Solo, orch. accomp. ..... Pablo Casals 12
Salut D'Amour (Elgar) 'Cello Solo, orch. accomp. ..... Pablo Casals 12

A5474 Ianthe (Halkett) Tenor Solo, orch. accomp.... Morgan Kingston 12
Kerry Dance (Molloy) Tenor Solo, orch. accomp. Morgan Kingston 12

A5476 Eleanore (Coleridge-Taylor) Tenor Solo, orch. accomp. ..... Morgan Kingston 12
Onaway, Awake Beloved (Cowen) Tenor Solo, orch. accomp. ..... Morgan Kingston 12

A5495 Evening Song (Blumenthal) Tenor Solo, orch. accomp. ..... Morgan Kingston 12
Songs My Mother Taught Me (Dvorak) Tenor Solo, orch. accomp. ..... Morgan Kingston 12

A5527 For You Alone (Geehl) Tenor Solo, orch. accomp. ..... Morgan Kingston 12
The Rosary (Nevin) Tenor Solo, orch. accomp. Morgan Kingston 12

A5539 Asthore (Trotere) Tenor Solo, orch. accomp.... Morgan Kingston 12
Where My Caravan Has Rested (Lohr) Tenor Solo, orch. accomp. ..... Morgan Kingston 12

A5551 My Message (D'Hardelot) Tenor Solo, orch. accomp. ..... Morgan Kingston 12
Nada (Mott) Tenor Solo, orch. accomp..... Morgan Kingston 12

A5604 Bohemian Girl (Balfe) Then You'll Remember Me, Tenor Solo in English, with orch. accomp. ..... Morgan Kingston 12
Lohengrin (Wagner) Lohengrin's Narrative Tenor Solo, in English with orch. accomp.... Morgan Kingston 12

A5624 Parted (Tosti) Tenor Solo, in English with orch. accomp. ..... Morgan Kingston 12
Come Into the Garden, Maud (Balfe) Tenor Solo, in English, with orch. accomp..... Morgan Kingston 12

A5652 Make New Friends, But Keep the Old (Parry) Tenor Solo in English with orch. accomp..... Morgan Kingston 12
When Shadows Gather (Marshall) Tenor Solo in English, with orch. accomp..... Morgan Kingston 12

A1575 Samson and Delilah (Saint-Saëns). Israel Burst Your Bonds. Tenor Solo in English with orch. accomp. ..... Morgan Kingston 12
Cavalleria Rusticana (Mascagni). Siciliana. (Oh, Lola, fair as the flowers) Tenor Solo in English, harp accomp. ..... Morgan Kingston 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1718 Drink to Me Only with Thine Eyes (Words by Ben Johnson) (Old English Melody) Tenor Solo, orch. accomp. ..... Walter Wheatley 10
All Through the Night (Old Welsh Air). Orch. accomp. ..... Columbia Stellar Quartet 10

A1765 No News, or, What Killed the Dog—Original. Comic monologue ..... Nat M. Wills 10
Two Darky Stories: (a) The Head Waiter, (b) The Colored Social Club—Original. Comic Monologue ..... Nat M. Wills 10

A1766 Highlanders, Fix Bayonets! (O'Hara) Baritone Solo, orch. accomp. ..... Albert Wiederhold 10
Belgium Forever! (Townsend) Baritone Solo, orch. accomp. ..... Albert Wiederhold 10

DOUBLE-DISC RECORDS.

A1719 Softly, Unawares! (Lincke) ..Prince's Orchestra 10
Liselotte (Adam) ..... Prince's Orchestra 10

A1720 Hungarian Rag (Lenzberg) Accordeon Solo.... Guido Deiro 10
Song of Naples (De Curtis) Accordeon Solo... Guido Deiro 10

A1729 I Wish It Was Sunday Night (Williams and Godfrey) Comic Song, orch. accomp..... Billy Williams 10
All the Silver from the Silvery Moon (Williams and Godfrey) Comic Song, orch. accomp..... Billy Williams 10

A1730 Jack Tar March (Sousa) ..... Prince's Band 10
Hail to the Spirit of Liberty March (Sousa).... Prince's Band 10

A1763 Hymns of the Old Church Choir (Solman) Orch. accomp. ..... Peerless Quartet 10
There is a Green Hill Far Away (Stebbins) Tenor Solo, orch. accomp. ..Harry McClaskey 10

A1713 Lift Up Your Heads (Ashford) Orch. accomp... Columbia Mixed Quartet 10
I'm a Pilgrim (Lorenz) Soprano Solo by Miriam Clark; orch. accomp. ..Columbia Mixed Quintet 10

A1764 Dixie (Emmett) Orch. accomp. ..Peerless Quartet 10
Maryland, My Maryland (Words by Randall) Baritone Solo, orch. accomp. ..Herbert Stuart 10

A5677 Espana Rhapsody (Chabrier) .Prince's Orchestra 12
Ballet Egyptien (Luigini) ..Prince's Orchestra 12

JULY DANCE RECORDS.

A5680 Shadowland Fox Trot (Gilbert)..Prince's Band 12
Roberts-Globe Fox Trot (Roberts)..... Prince's Orchestra 12

A5681 Cows May Come, Cows May Go, but the Bull Goes on Forever (H. Von Tilzer)—One-step. Prince's Band 12
Somebody Knows (H. Von Tilzer)—Medley One-step ..... Prince's Band 12

A5682 My Beautiful Chateau of Love (Doyle)—Hesitation Waltz ..... Prince's Orchestra 12
Joy Ride Lady (Gilbert)—Waltz..... Prince's Orchestra 12

A5683 Don't Take My Darling Boy Away (A. Van Tilzer)—One-step. Piano and violin duet... Albert and Monroe Jockers 12
My Tango Girl (Hirsh and Edwards)—Fox Trot Piano and Violin Duet..... Albert and Monroe Jockers 12

SONG HITS FOR JULY.

A1721 Alabama Jubilee (Yellen and Cobb) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan 10
Memphis Blues (Handy and Norton) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan 10

A1722 By Heck (Gilbert) Tenor Duet, orch. accomp... Byron G. Harlan and Will Robbins 10
Pigeon Walk (Monaco) Tenor Duet, orch. accomp. .....B. G. Harlan and Will Robbins 10

A1723 Love Me or Leave Me Alone (Gottler) Tenor Solo, orch. accomp. ..... Sam Ash 10
I'll Be Waiting 'Neath the Maple on the Hill (Harris-Bennett) Tenor and Baritone Duet, orch. accomp. ..... James Reed and James F. Harrison 10

A1770 Down Among the Sheltering Palms (Olman) Orch. accomp. ..... Columbia Male Quartet 10
If We Can't Be the Same Old Sweethearts (Monaco) Contralto and Tenor Duet, orch. accomp. ..... Rose Bryant and Henry Burr 10

A1726 There's a Little White Church in the Valley (Lange) Orch. accomp. ..... Peerless Quartet 10
In the Land of Love with the Song Birds (Rega) Tenor Duet, orch. accomp. ..... Albert Campbell and Henry Burr 10

A1727 When It's Moonlight in Mayo (Wenrich) Orch. accomp. ..... Peerless Quartet 10
She Lives Down in Our Alley (McCarren and Bayha) Tenor and Baritone Duet, orch. accomp. ..... Billy Burton and Herbert Stuart 10

A1724 I Want to Be There (Monaco) Tenor Solo, orch. accomp. ..... Will Robbins 10
My Little Girl (A. Von Tilzer) Soprano and Tenor Duet, orch. accomp. ..... Ada Jones and Will Robbins 10

A1725 In a Garden Down in Monterey (De Costa) Tenor Solo, orch. accomp. ..... Sam Ash 10
When I was a Dreamer and You were My Dream (Van Alstyne) Tenor Solo, orch. accomp. ..... Sam Ash 10

VICTOR TALKING MACHINE CO.

NEW DANCE RECORDS.

No. Size.

35457 Nobody Home—Melody One-step, hits of the musical comedy "Nobody Home" (Jerome Kern) ..... Victor Military Band 12
My Bird of Paradise—Medley Fox Trot..... Victor Military Band 12

35458 I'm on My Way to Dublin Bay—Medley One-step ..... Victor Military Band 12
The Harry von Tilzer Popular Medley—One-step. (Harry von Tilzer) ..... Victor Band 12

35460 Sprinx Waltz (Francis Popy) (Frank W. McKee, Conductor) ..... McKee's Orchestra 12
Tally-Ho Fox Trot (Chas. W. Bird) (Frank W. McKee, Conductor) ..... McKee's Orchestra 12

NEW POPULAR SONGS.

17778 Down Among the Sheltering Palms (Jas. Brockman-Abe Olman) ..... Lyric Quartet 10
When I Was a Dreamer (Lewis-Little-Van Alstyne) ..... Macdonough and Lyric Quartet 10

17779 Somebody Knows (Harry von Tilzer) ..... Peerless Quartet 10
Moonlight on the Rhine, from "One Girl in a Million" (Snyder) ..... Campbell and Burr 10

17783 Back to Dixieland (Jack Yellen) ..... American Quartet 10
Minstrel Parade from "Watch Your Step" (I. Berlin) ..... Collins and Harlan 10

17789 My Little Dream Girl (L. Wolfe Gilbert-Anatol Friedland)....James Reed and J. F. Harrison 10
Dear Love Days (Esrom-Morse)..... Campbell-Burr-Oakland 10

17790 Sprinkle Me with Kisses (Earl Carroll-Ernest R. Ball) ..... Edna Brown 10
The Magic Melody, from "Nobody Home" (Greene-Kern) ..... Billy Murray 10

17792 She Lives Down in Our Alley (Chas. McCarron-Chas. Bayha) ..... Irving Kaufman 10
I Wonder Who Wished Her on Me (Sterling-Von Tilzer) ..... Billy Murray 10

17780 Mother Machree, from "Barry of Ballymore" (Young-E. R. Ball) ..... Charles Harrison 10
A Little Bit of Heaven (Shure They Call it Ireland, from Olcott's "The Heart of Paddy Whack") (J. Keirn Brennan-E. R. Ball).... Charles Harrison 10

TWO FAIRY STORIES BY PAULINE POTTER.

35447 Cinderella (Fairy Tale) ..... Pauline Potter 12
Little Red Riding Hood (Fairy Tale). P. Potter 12

35455 Holy City—"Eye Hath Not Seen" (Alfred R. Gaul) ..... Elsie Baker 12
Holy City—"My Soul is Athirst for God" (Alfred R. Gaul) ..... Reed Miller 12

35452 Italian Symphony—Andante Con Moto (2d movement) (Mendelssohn). Victor Concert Orchestra 12
Italian Symphony—Con Moto Moderato (3d movement) (Mendelssohn) ..... Victor Concert Orchestra 12

35448 Die Walküre—Magic Fire Spell (Feuerzauber) (Wagner) Transcription by Brassin. (Pianoforte) ..... Julius L. Schendel 12
(a) Rustle of Spring (Frühlingsrauschen) (Christian Sinding, Op. 32, No. 3); (b) Papillon (Grieg) (Butterfly) (Op. 43, No. 1) (Pianoforte) ..... Julius L. Schendel 12

17773 Sweeter as the Years Go By—Revival Hymn (Mrs. C. H. Morris) .....Homer Rodeheaver 10
Since Jesus Came into My Heart (McDaniel-Gabriel) ..... Homer Rodeheaver 10

17787 O sole mio (My Sunshine) (Neapolitan Serenade) (Eduardo di Capua) Violin, flute and harp ..... Neapolitan Trio 10
Arrio a Napoli (Farewell to Naples) (Neapolitan Air) ..... Neapolitan Trio 10

35416 Gems from "The Merry Widow" (Leon-Lehár) Chorus, "Come Away"; Duet, "For I Am a Dutiful Wife"; Waltz Duet, "I Love You So"; Solo, "Maxims"; Solo and chorus, "Vilia"; Finale, "Women." ..... Victor Light Opera Company 12
Gems from "The Chocolate Soldier" (Stange-Straus) Chorus, "Fighting for Love"; Soprano and Tenor Duet, "That Would be Lovely"; Soprano and Tenor Duet, "Letter Duet"; Chorus, "Thank the Lord the War is Over"; Solo and Chorus, "My Hero"..... Victor Light Opera Company 12

FIRST OF THE KLINE-BAKER DUETS.

17782 Whispering Hope (Alice Hawthorne)..... Olive Kline-Elsie Baker 10
Abide With Me (Henry F. Lyte-Wm. H. Monk) Olive Kline-Elsie Baker 10

NEW EDUCATIONAL RECORDS.

17735 Songs and Calls of Our Native Birds—No. 3.... Charles Gorst 10
Songs and Calls of Our Native Birds—No. 4.... Charles Gorst 10

17777 Seven Jumps (Folk Dance) ("Dances of the People") (Burchenal)..... Victor Band 10
Östgötapolska (Folk Dance) ("Folk Dance Music") (Burchenal-Crampton)..Victor Band 10

BLUE LABEL RECORD.

45063 Le Coeur de ma mie (The Heart of My Love) (Jaques Dalcroze) (Pianoforte by Theo. Flint.) In French ..... Paul Reimers 10
Dimanche à l'aube (Sunday at Dawn) (Folk Song) ("Melodies Populaires Bretagne") (Bourgault-Ducourdray) In French..... Paul Reimers 10

NEW RED SEAL RECORDS.

88516 Il Duca D'Alba—Angelo casto e bel—Romanza (Beauteous Angel) (Donizetti) Tenor Solo, in Italian ..... Enrico Caruso 12

88519 Rusalka—Lieblicher Mond (Oh, Lovely Moon) (Dvorák) Soprano Solo in German..... Emmy Destinn 12

72203 Tambourin Chinois (Op. 3) (Kreisler) Violin Solo, pianoforte by Carl Lamson. Fritz Kreisler 12

74434 Come into the Garden, Maud. (A. Tennyson-M. W. Balfe) Tenor Solo, in English..... John McCormack 12

74431 Serenade (Ständchen) (Schubert) Contralto Solo, in German..... Julia Culp 12

74438 The Pipes of Pan (Adrian Ross-Edward Elgar) Baritone Solo in English. ..Emilio de Gogorza 12

74439 Trovatore—Ah, si ben mio (The Vows We Plighted) Act III, Scene 2. (Verdi) Tenor Solo in Italian..... Giovanni Martinelli 12

76031 Boris Godounow—Finale Atto 3—Garden Scene, Act III (Moussorgsky) Contralto and Tenor Duet in Italian. ..... Margarete Ober-Paul Althouse 12

88525 Contes d'Hoffmann—Romance—"Elle a fui" (Tales of Hoffman—The Dove Has Flown) Act IV (Offenbach) Soprano Solo in French. Lucrezia Bori, 12

88526 La Revoltosa—Por qué de mis ojos, from Spanish Operetta "La Revoltosa" (R. Chapi) Soprano and Bass Duet, in Spanish..... Lucrezio Bori and Andrea P. de Segurola 12

88527 I Due Granatieri (Two Grenadiers) Baritone Solo in Italian (Robt. Schumann)..Titta Ruffo 12

LATEST EDISON RECORD LIST.

CONCERT LIST.

28207 Bedouin Love Song, (Ciro Pinsuti) Bass Solo orch. accomp. ..... Arthur Middleton
28206 Island of Dreams (Stephen Adams) Tenor Solo, orch. accomp. ..... Redferne Hollinshead
28208 My Ain Countrie (Mrs. Ione T. Hanna) Contralto Solo, orch. accomp. ..... Christine Miller

REGULAR LIST.

2616 Alone in the Deep (Johann C. Schmid) Male voices..... Knickerbocker Quartet
2630 An Old Sweetheart of Mine (James Whitcomb Riley) Recitation..... Harry E. Humphrey
2615 At the Yiddish Wedding Jubilee (McCarthy-Glogau-Piantadosi) Comic song, orch. accomp. Maurice Burkhart
2621 Bid Me to Love (D'Auvergne Barnard) Tenor Solo, orch. accomp..... Emory B. Randolph
2622 Don't Take My Darling Boy Away (Albert von Tilzer) Baritone and Contralto Duet with Chorus, orch. accomp..... Joseph A. Phillips and Helen Clark
2614 Friend (Clara Novello Davies) Baritone Solo, orch. accomp. ..... Frederick J. Wheeler
2627 Hey! Wop (Irving Berlin) Italian Dialect Song, orch. accomp. ..... George L. Thompson
2612 Humoreske Song—Adapted from Dvorák's Melody (Gover M. Koockogey) Tenor Solo, orch. accomp. ..... Walter Van Brunt
2610 I'm On My Way to Dublin Bay (Stanley Murphy) Male Voices, orch. accomp. .. Premier Quartet
2623 In the Hills of Old Kentucky (Chas. L. Johnson) Baritone Solo with Chorus, orch. accomp..... Morton Harvey
2629 I Want to Go to Tokio (Fred Fischer) Soprano and Tenor Duet, orch. accomp..... Mabelle MacDonald and Walter Van Brunt
2624 La Furlana Italiana (Nicola Moleti) For dancing. National Promenade Band
2625 Liebesfreud (Fritz Kreisler) Violin Solo, piano accomp. by Robert Gaylor..... Richard Czerwonky
2619 My Bugler Boy (Darewski) Contralto Solo, orch. accomp. ..... Helen Clark
2617 My Old Kentucky Home (Foster) Baritone Solo, with Chorus, orch. accomp..... Thomas Chalmers
2611 Nightingale Song (You Remember Love) (C. Zeller) Cornet Solo, orch. accomp...Vincent Bach
2626 Pilgrim's Chorus from "Tannhäuser" (Wagner) Orch. accomp ..... Male Voices
2609 Sextet—Lucia di Lammermoor (Donizetti)..... Sodero's Band
2618 Through the Air (August Damm) Piccolo Solo, orch. accomp..... Weyert A. Moor
2620 Tickling Love Taps—Fox Trot For dancing..... Suzi Jaudas' Society Orchestra
2613 Violin My Great Grand-Daddy Made (Ernie Erdman) Tenor Solo, orch. accomp..... George Wilton Ballard
2628 What Is Love?—Watch Your Step (Irving Berlin) Soprano Solo, with Chorus, orch. accomp. Elizabeth Spencer

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Hecht Bros., 53 West Fourteenth street, New York, one of the best-known department stores in the city, are now handling the complete line of machines and records of the Columbia Graphophone Co. and are displaying the line extensively. Hecht Bros. have large establishments in Washington, D. C., and Baltimore, Md., where the Columbia line is handled, and their success with these products has been most gratifying.

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SONORA "INVINCIBLE"

Price $300.00

Ready for delivery about July 15th.

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A NEW STANDARD OF TONE QUALITY.

A MOTOR RUNNING 45 MINUTES WITH ONE WINDING.

A MOTOR METER WHICH REGISTERS AUTOMATICALLY AT ALL TIMES THE AMOUNT OF POWER LEFT IN THE MOTOR.

A SPRING CONTROL WHICH PREVENTS THE STARTING OF A RECORD WHEN THERE IS NOT SUFFICIENT STRENGTH LEFT IN THE MOTOR TO RUN IT THROUGH.

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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, July 15, 1915

The Victor Temple of Music at the Panama-Pacific Exposition

The Victor Temple of Music, right in the center of the Palace of Liberal Arts, is one of the most attractive exhibits at the Exposition.

Since the opening of the Exposition, twenty-one weeks ago, there have been more than 294,000 visitors to the Victor Temple, and the attendance has been as high as 5,000 on one single day.

These people have come from every part of the country. They have had an actual demonstration of Victor supremacy that has made a lasting impression upon them. And as they return to their homes they are good live prospects who will increase the business of Victor dealers everywhere.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

Leading Jobbers of Talking Machines in America

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS
WHOLESALE ONLY

Standard Talking Machine Co.
PITTSBURGH, PA.

Edison Phonograph Distributors
for the SOUTHWEST
All Foreign Records in Stock.
Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

Sherman, Clay & Co.
San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS
Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

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Chase & West DES MOINES, IOWA

Victor Distributors
All orders shipped the same day received
Service to all points

The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company
229 So. Wabash Ave. CHICAGO

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., Kinney evan Building, 1375 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Lincoln, Neb., Grafonola Company, 1541 O St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St.
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., *Wholesale Department, Woolworth Building,* New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.
Toronto, Ont.

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.
WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

1856 **WURLITZER** 1915

VICTOR DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI and CHICAGO
Two points of supply; order from the nearer.

The Perry B. Whitsit Co.
DISTRIBUTORS OF
Victrolas and Victor Records
COLUMBUS, OHIO

OLIVER DITSON COMPANY
BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.
Saint Paul, Minn.

VICTOR & EDISON
Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of August 15th

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

The Talking Machine World

Vol. 11. No. 7. New York, July 15, 1915. Price Ten Cents

MANNERS, FAMILIARITY AND OTHER IMPORTANT THINGS

The Advantage of Politeness—True Courtesy Is Oftentimes Most Effective in Sales Closing—Treat Every Customer with Fine Courtesy—Overfamiliarity Oftentimes Offends—Courtesy in Salesmanship Is Particularly Successful in The Talking Machine Trade.

"Politeness costs nothing," was the old adage, and the wise salesman knows that this is true. A salesman is one whose business is to persuade others legitimately of the value and desirability of what he has to sell. Of course that is putting it rather elaborately, and perhaps one of our hustling business producers would say, briefly: "The job of a salesman is to get results." But getting results from many kinds of people, like those who come to buy talking machines, is to a very great extent a matter of the manner of approach. The matter of putting up a front is of immense importance. The fine art of "manners," as our fathers used to call them, is much neglected these days, but it is a safe bet that there is not a salesman in the talker business with any record of a successful seller who has not to attribute much of his success to his manners, as well as to his manner.

Manners differ to-day as much as they did a thousand years ago, among men of different types and callings, but it is safe to say that courtesy is just the same to-day as it was in the time of Moses. True courtesy is simply the constant realization that everybody else is entitled to a square deal, and then some. It is the simplest, the most natural and the most beautiful thing in the world. You cannot force it, or grow it by reading books on etiquette, but you can cultivate it by learning to be true to yourself. Then you must be courteous, for you will not be able to be anything else.

The courteous salesman is not, however, the familiar salesman. Familiarity of the slap-you-on-the-back-how-are-you-old-sport type is about the very worst asset a salesman can have, these days, anyhow. They tell us that in the old days the best asset of a salesman was his ability to take the prospect out and fill him up against a bar, but we have a sneaking suspicion that much of this talk is hot air. Anyway, good manners and courtesy go further in winning a man his way, especially when he is selling one of the expensive styles of talking machines, than any spotty traits that can be discovered nowadays.

They don't teach manners in the schools, and the first thing you have to do with a young cub when he comes out of high school is to get him down to earth, so to speak. A few years of hard work usually has that effect, but no man can be a salesman in our business till he has learned to lose his superciliousness and to treat each and every prospect as if he or she were royalty. This is not subservience, nor is it losing one's fine American independence; it is just plain decency and good manners, qualities which win friends and make sales.

Good manners are unconscious. We like to see the salesman, and sometimes we are gratified by laying eye on a specimen who treats the old working woman entering the door to look at something cheap with the same urbanity and the same politeness that he accords to the lady stepping from her limousine. After all, it is a tonic to remember that the lady's mother probably looked like the old working woman; perhaps was one herself, too poor even to buy a $15 talking machine. That is one of the many privileges of life in America; that you cannot kow-tow far if you have a sense of humor.

Somebody will step up about this time to say that this is all very well for the city; but how about the country? How about the farmer? Well, we have had some experience in that line, and we have never yet found the man, woman or child who was the worse off for a little courtesy, or who disliked to be treated politely. People who happen to live in the country are very much human beings, and, indeed, you will find the most beautiful and natural manners, though perhaps not the most polished, among the fine, independent, land-owning Western farmers. Those people have money and know it; even are a little proud of the fact; but they are natural and not artificial. They detest pretense and artificiality; but they love courtesy and return it. The familiar salesman of the kind that talks of "putting on the B'gosh accent when I make the hick burgs" will never make good in the country. The man who makes good is the man who "talks like a farmer" only because it is natural for him to do so. If it is not natural, then let him beware of making a fool of himself.

The basis of courtesy is natural decency and honesty. The expression of courtesy is a simple, natural manner, neither offending nor taking offense. The result of courtesy is success. In salesmanship, as in no other vocation, victory marches with the approach; whereto the doorway is a courteous, natural manner.

SELL RECORDS OVER THE 'PHONE.

Monthly List of Victor Records Played Over Phone for Customers Who Then Place Their Orders—This Is the Plan of J. Samuels & Bro., of Providence Which Has Worked Well.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., July 8.—J. Samuel & Bro., Inc., of this city, live-wire Victor dealers, have introduced an innovation in record demonstration which is producing splendid results. The company uses small advertisements in the daily newspapers inviting the public to call "Union 320," their telephone number, and hear the latest Victor records over the telephone.

Referring to the success of this innovation, the company said:

"We have a private wire running into a demonstration booth, with a young lady in attendance all the time, to play any records that customers may desire to hear.

"We use a No. 30 wood horn on the telephone and a Victor V, with a No. 31 oak horn, for playing purposes. We use the loud needle, and on band selections we find that we can get better results by moving the machine back about three feet from the mouth of the horn on the telephone. The songs and light instrumental music are played with the machine about one foot away from the telephone.

"We have had very good success since we installed it, and it seems to be increasing in favor every day. On Saturday, the 23 ult., we had over 100 calls over this line from customers desiring to hear records, and they were all very much pleased with the results obtained, and we think it will greatly help us in interesting customers who have not the time to come downtown and hear them played in our demonstration booths.

"We also are having a circular printed in regard to this, playing records over the telephone, giving instructions how to call, and we are going to mail these to our customers with our monthly supplements, in this way reaching about 1,500 good live record customers, in addition to any other who call us from reading the advertisement in the local papers."

IMPORTANT EDISON MOVE.

Six Per Cent. Interest to Be Charged Hereafter on Instalment Sales.

Section V. of the new Edison Dealers' License Agreement contains a provision requiring that interest at the rate of not less than 6 per cent per annum be charged and collected on instalment sales by lease, conditional sale or otherwise of patented Edison phonographs, the list price whereof exceeds $75.

Dealers who employ the expedient of a lease (as distinguished from a conditional sale) should not insert in the lease any reference to interest, but should calculate the interest for the period of the lease and add that sum to the list price before dividing the selling price into rental or instalment payments. For example, if a $200 instrument is to be paid for in ten instalments and the interest amounts to $5, each rental or instalment payment would be $20.50 instead of $20.

EXTOLS TALKING MACHINE VALUE.

Prominent Lawyer of Cleveland, O., Pays Tribute to the Educational and Musical Importance of the Talking Machine and Recounts His Own Interesting Experience.

(Special to The Talking Machine World.)

CLEVELAND, O., July 11.—Berkeley Pearce, a prominent attorney of this city, is a great admirer of the advantages of the talking machine and has accumulated a very large collection of records.

"The opportunity which the talking machine affords," said Mr. Pearce, "to become familiar with and enjoy the music of the whole world, seems to be lost to a very large number of collectors. Too many record buyers seem to run along in a rut or in a very limited number of ruts. We should not permit ourselves to be narrow, even if so inclined. How much better it is to acquire breadth of view and taste and appreciation by determined cultivation if necessary than not to be so at all. It is always true that increased knowledge and experience increase the capacity for enjoyment. No one should impede his own progress by surrounding himself with a stone wall of his own favorite ideas. Too often we find that music lovers have a 'favorite' composer, or performer or opera. All well enough in a way, but far too often the great wall of China is nothing compared to it as a bulwark against progress and enlargement of ideas.

"The truth is that no matter how good your 'favorite' may be, there will be some things another may be able to do better. A great composer is one who has been able to produce a large number of successful works. A composer not called great may, on the other hand, have produced some one thing worth while. A great orchestra or player may produce the utmost enjoyment, while, on the other hand, those who know will tell you that a savage may beat a tomtom in a way to arouse feelings of enjoyment never experienced before. The point is that we can and should go for our enjoyment to the music of all nations and peoples, the songs of modern composers, folk songs and dances, and we shall be sure to find something worth enjoying, no matter how foreign and strange they may seem to us.

"The lover of grand opera will enjoy ragtime if he will let himself and vice versa. Music suitable for religion, for war, for the dance, for the cradle and for the grave has existed among all peoples and for all time, and more than anything else that ever occurred, the talking machine is giving us the opportunity to acquire some knowledge and appreciation of it."

INCORPORATED.

The Manhattan Talking Machine Co., was incorporated at Albany recently with a capital stock of $5,000. The interested parties are: A. R. and H. J. Kalmus, 559 East 156th street, New York.

A PROGRESSIVE LOWELL HOUSE.

The Talking Machine Department of the Bon Marché Dry Goods Co. of Lowell, Mass., Has Built Up an Excellent Business with the Victor and Columbia Talking Machines.

(Special to The Talking Machine World.)

LOWELL, MASS., July 6.—An excellent example of the progressiveness which characterizes the live-wire New England department store is the Bon Marché Dry Goods Co., of this city. The business of every department in this store is increasing by leaps and bounds, and it is a tribute to the talking machine business that the store's Victor and Columbia department is leading all the other divisions in showing the largest gains over preceding years.

The Bon Marché Talking Machine Department, Lowell, Mass.

The Bon Marché makes a specialty of handling complete lines of both Victor and Columbia machines and records, in an attractive department, one view of which is shown herewith. Every modern phase of talking machine merchandising is receiving their careful attention. Machines are sent out on demonstration, informal concerts given frequently, the Victor and Columbia products featured at church entertainments, school recitals, etc. Mr. Martin, the assistant manager of the Bon Marché store, has made a detailed study of the talking machine proposition, and it is due in a considerable measure to his efforts that the store's talking machine department has been so successful.

C. H. Bahr, connected with the store for the past two years, is manager of the Victor and Columbia department. He is well acquainted with the talking machine field and is especially familiar with the record end of the business. He takes a personal interest in the advertising of the department and full pages are used in the local newspapers at frequent intervals. This advertising has produced sales and built up prestige.

MAKING TALKING PICTURES.

Western Inventor Evolves New System for Recording the Voices of the Actors Most Effectively Without Exposing the Machine.

To produce talking moving pictures it is necessary only to record the voices of the actors on a phonograph while the scene is being recorded on the film. The requirement seems simple, but the problem is to record the talk without showing the apparatus in the pictures.

Several phonographs placed in different positions on the stage, each one to record the voices in its neighborhood, will give separate records that must be collected on a single record by transferring, in order to control the talking by the picture machine when the pictures are shown. It is a difficult matter to time the talking with the pictures this way.

Orlando E. Kellum, of Los Angeles, has invented an apparatus which enables each actor to telephone to the phonograph from any part of the stage. The telephone transmitter is carried invisibly on the chest of each actor. Two wires pass from the transmitter down an arm of the actor to contact terminals in his hands. Placing his hand on a table corner or holding the back of a chair connects him to the phonograph under the stage.

An ordinary telephone receiver over the vibrating disc repeats the voice to the phonograph, which records it. The two wires from the telephone receiver pass under the stage and branches from them are run up the legs of chairs, tables, etc., to supply contact terminals for the actors to touch. Contact plates are also provided on the stage floor in the open spaces for the actor to engage with foot terminals.

The battery is placed in the understage circuit, so that all the actor carries is a light, flat telephone transmitter and the light-weight wires. This system delivers all of the voices to one record and keeps time with the action shown on the film.

AN EXCELLENT MOVE.

How the Milliken-White Studios Have Tackled the "Record on Approval" Proposition—Worthy of Emulation by Other Dealers.

The Milliken-White Music Studios, of Bay City, Mich., Victor and Columbia dealer, is making energetic efforts to eliminate the evils of the record "on approval" system, which causes the dealer substantial losses when its privileges are abused by patrons or prospective patrons. To partially solve the problems presented by the "on approval" business, the company has prepared a form blank which states that every record which comes into its shop is played and thoroughly examined before it is placed in stock, and that it is therefore sure that every record is in perfect condition when it leaves its hands.

The form then continues: "In sending you these records on approval it is understood and agreed: 1. That only fiber needles will be used in playing them. 2. That you agree to purchase at least one-third of the total value of this package. 3. That those records you do not wish to purchase will be returned to us within forty-eight hours. If not returned within that time we are to assume that you wish to keep them and will charge same to your account. 4. That broken, nicked or otherwise damaged records will be paid for."

A. D. GEISSLER TO PACIFIC COAST.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, left for the Coast July 3 to join Mrs. Geissler, who has been in the West the past few weeks. After attending the sessions of the National Association of Talking Machine Jobbers to be held in San Francisco the latter part of this month, and visiting the Panama-Pacific Exposition, Mr. Geissler will return to the East by way of the Northwest, visiting the leading cities in the Northern States along the Coast. According to his present plans, Mr. Geissler will be back in New York about the middle of August.

THE EMPIRE PHONOGRAPH CO.

(Special to The Talking Machine World.)

RICHMOND, VA., July 8.—A charter has been granted by the State corporation commission to the Empire Phonograph Corporation, with headquarters at Richmond, which carries a minimum capitalization of $125,000. The corporation is organized for the business of manufacturing and selling phonographs. The incorporators are residents of Richmond.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victrola supremacy

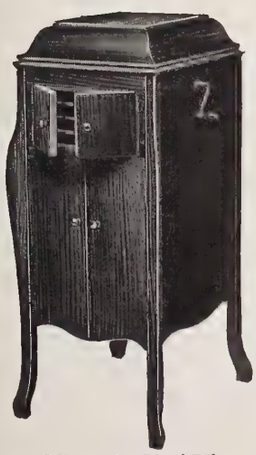
The Victrola has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor dealers is in keeping with Victrola supremacy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.



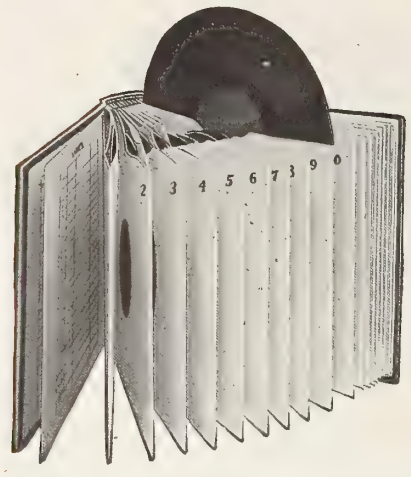
Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVIII, $300
Mahogany

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

IT IS OUTTALKING ALL OTHER LINES OF BUSINESS.

Kansas City Dealers State That There Has Been No Let Up in Business for the Past Month, in Fact It Has Shown a Steady Increase—No Other Business Can Compare with the Talking Machine in Activity—Schmelzer Arms Co. Doing a Fine Business.

(Special to The Talking Machine World.)

KANSAS CITY, MO., July 10.—The talking machine business appears to be still outtalking all other lines of business in Kansas City. It is not only taking them out of the business, but its sales appear to be greatly over and above all competitive lines. The dealers claim that there has been no let-up in the business in the last month and instead of remaining at about the same level it has continued its sky-climbing tour, and the music houses are all kicking because the factories are not supplying them with the machines as fast as they would like to have them do.

In the piano buiness this can be said only of the talking machine departments, for no other branch of the business can compare with it in Kansas City, and, according to the dealers, it is in a class by itself. The department stores have been hauling the machines in and out of the salesrooms like so much clockwork. As soon as a carload arrives they are hauled into the stores and sent out in the companies' wagons to fill the orders for the machines. Men at the heads of these departments say that the only reason for bringing them into the stores any more is to unpack them and see that they are not damaged by shipment. A great many of the machines and records are being sold in the territory, and the crops are given the credit for these sales. The record departments are reported to be in no better condition than the machines, in as much as the dealers claim that the factories are not sending them the records any faster than they are the machines. The dealers report that their orders have even at times been booked as far as three months ahead of the deliveries on both the machines and records.

George Nowlin, of the Nowlin Music Co., whose salesman recently originated the best piece of advertising that the trade has had in Kansas City for some time, almost had his little trick nipped in the bud, which would have cost him a great deal in the way of lost sales. Allen Child, formerly with the company, was experimenting one afternoon when Mr. Nowlin was absent from the store. He played one of the Columbia Grafonolas out of the window of the store, which is on the second floor of an office building. The music attracted a great deal of attention and brought a great deal more business to the store. Lately, however, the chief of police of Kansas City was the recipient of a letter from a real estate dealer occupying the third floor of the office building on the corner diagonal to the Nowlin Music Co. The man had taken exception to the advertising tactics of the Nowlin Music Co. and declared that the sound of the music was a nuisance and intolerable and wanted it stopped. An officer visited Mr. Nowlin and instructed him to play it if he wanted to do so, and Mr. Nowlin has chosen to play—and create new interest.

The Means & Pearson Music Co. reports that its business has increased nicely in the three lines of machines it handles—the Edison, Columbia and Victor. The company reports that the sales at its store at Hutchinson, Kan., have been tremendous during the past month, which speaks well for the amount of business it can expect for the following months. The farmers, seeing that the crops will be bumper ones this season, have been buying a great many talking machines.

Miss Frances Mooney, of the Mooney Music Co., has been selling a great many of the Ragtime 'Rastus dancing dolls with her Columbia line of talking machines.

Harry Wunderlich has gone to the fore in the trade here in the way of putting forth attractive display windows. One of his recent masterpieces with Victor machines was a summer camp, a most complete and homelike affair. Another window featured the talking machine as the best source of entertainment for the sane Fourth of July. The window represented a miniature porch or piazza draped and decorated for the occasion and set off with the talking machine and records.

The window of the Edison Shop was one of the best decorated windows of the month, in which the Diamond Point reproducer was featured. The diamond could easily be seen with the naked eye by means of a magnifying glass placed near the display.

The business for the month has been very satisfactory, according to Mr. Hall, of the Hall Music Co., which handles the Victor line of talking machines.

Arthur Trostler, manager of the talking machine department at the Schmelzer Arms Co., which handles the Victor machines, says that the business for the month has been excellent, although he claims that he is still running short of machines and that each month he lacks enough from the factory to fill the orders that he has booked. The records have been selling almost as fast as the machines in comparison to the number of records that they receive and the number of machines that they receive.

E. A. McMurtry, manager of the Columbia Co., reports an excellent business at his store.

M. M. Blackman, manager of the Edison Shop, says that the business for the month has increased nicely and that there seems to be no let-up in the amount of business that the company has been transacting. The display of the Diamond Point in the window where the passer-by could see it brought a great number of inquiries that have led to good sales.

Harry Wunderlich put forth a new one on "creed" recently in his newspaper advertising. It is: "Giving all we can for what we get, instead of getting all we can for what we give."

We Make Albums

FOR DISC RECORDS

We make them better than any one else does.

We use better materials, employ better workmen, give you better service and charge less.

That's why our business is increasing so rapidly.

Send us your next order, you won't be sorry.

NYACCO

New York Album & Card Co.
25 Lispenard Street, NEW YORK

EXPORT RECORDS VIA PARCEL POST.

Opportunities for Doing Business in Interior of Honduras Set Forth by U. S. Consul.

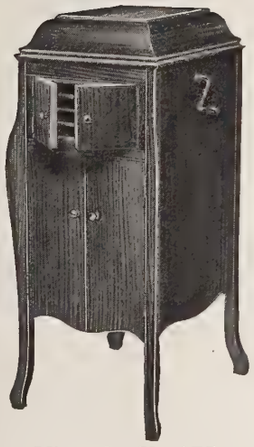
In the mining camps and on the plantations of Honduras there are many talking machines, which are recognized as a standard form of amusement in those remote places, writes Consul Boyle, at Ceiba, Honduras.

And as most of these out-of-the-way places are completely out of touch with shipping facilities on the coast, but are in reasonably close touch with the parcel post mails, it follows that the exporter of phonograph records who will make a study of the proper packing of the discs for this long-distance shipment by parcel post—and duly advertise that he makes a specialty of such shipment—has a good, undeveloped field awaiting him.

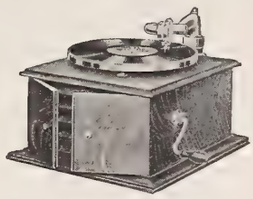
Shipments by parcel post avoid the payments for custom house brokerage, stamped paper, consular invoice, etc., and also open up to the individual purchaser a selection of records which he would not have to choose from in the few city stores where they are carried.

Some recent experimental shipments from the United States to the Ceiba consulate have demonstrated that records, ten in a package, surrounded with two inches of excelsior and each record separated by corrugated paper board, will arrive intact, although shipments without the paper board separation between the records arrived cracked.

Advertisements should have a double attraction—they should attract the eye first, and dollars next, says Fame. If they can't do both they might as well not be written.



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVIII, $300
Mahogany

Victor supremacy is overwhelming

Musically, artistically, commercially, Victor supremacy is always everywhere in evidence.

Its universal recognition makes success easy for every Victor dealer.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Finch & Hahn.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

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☞ **NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.**

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Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1915.

AT this season of the year there is usually an inclination on the part of business men to slow up in their trade-stimulating efforts.

Naturally, the heated season demands a relaxation, but in such times as these can men afford to shut off steam and permit their business machinery to slow down?

Every organization, whether wholesale or retail, should be so systematized that the machinery will move on during the summer season, just as well as in the winter season. It is true that not so many men will be needed to keep the machinery in motion, but the impelling power behind should never slacken.

The man who wisely makes business plans for all seasons is the man who usually wins out. Keeping everlastingly at it means nothing more nor less than showing your right to achieve success.

Summer somnolence should not consume fall profits.

Most of us would like to hie ourselves from our business establishments and recline on a grassy bank and watch the fleecy clouds in their blue setting above us. But does it pay? Have we not responsibilities which preclude a radical slowing up?

We do not mean that every man does not require and should not have a vacation. That is necessary. That relaxation is good for the mind and is good for the body, but to what we particularly refer is the slowing up of a business organization and the directing spirit behind the move, which interpreted means, "there is no use to look for trade, there is not much doing anyhow. We may as well take it easy." We contend that is the wrong spirit. There is trade during the summer months, and in the talking machine line there is particularly good trade which may be secured. In fact, there is no other line of manufactured products which has the business possibilities during the summer season possessed by the talking machine.

THE ease with which the talking machine may be transported renders it a welcome visitor in camps, on lawns and on yachts.

The piano business is necessarily dull during the summer months. It means music in walled-in space which people are rather seeking to avoid as much as possible when the weather is warm and the prospects outside alluring.

The talking machine as an open-air entertainer has no equal. Therefore, talking machine men, no matter where located, have business opportunities during the heated term approached by merchants in no other line.

Again, there is one point which should be driven home in the minds of men interested in talking machine sales, and that is the American people spend more money in the summer than at any other season. There is a relaxation of pursestrings on the part of millions, which means an easier flow of money. There is an easy commingling of the people which means that thousands of people see other thousands spend money freely, and they go and do likewise. It is a force of habit, and there is no reason why talking machine men should not profit largely by this condition.

The right kind of summer literature, the right kind of arguments intelligently presented, should transform the usually dull summer months into a period teeming with business life.

IT should be easy to present mental pictures to those who seek pleasure that the talking machine is a most companionable creation during the summer, and if all the talking machine men do their part in interesting people there will be no doubt as to the activity of the talking machine business during the summer months.

Two hundred millions of American money usually spent by tourists abroad remains in the good old United States this year, and the tens of thousands whose annual practice it is to spend the summer abroad will remain within the confines of America this season. The great green way of the Atlantic does not look as inviting to them as the Great White Way of New York. It means that thousands of men and women with money will be with us, and that naturally they will want to be entertained. Here is an opportunity for talking machine men—a mighty good opportunity, and one that should be improved to the utmost.

Of all men engaged in business in this country, there is less reason for the talking machine men to complain than any other, provided reasonable efforts are put forth in a business-building way.

The laggards cannot sit back without effort and expect business to come knocking so hard that they cannot avoid it. Oh, no! success is not so easy.

The advertising put forth by the great creative houses is helpful to the fullest extent, but every retailer must do his part in order to reap the fullest benefit of the educational campaign.

All advertising is helpful. It is advertising which has made the talking machine so popular. In other words, instead of losing time in waiting for the people to become acquainted with the charms of the talking machine in the ordinary way, the creative forces have gone at it in a most comprehensive manner, and have accomplished in ten years what would have taken half a century to have won along the old lines. That is simply an up-to-the-minute conception of good business.

ADVERTISING has improved from every viewpoint. It not only creates business, but it creates added efficiency in every department of life.

The advertising put forth by the producer should be stimulating to every one of its representatives, no matter where located. It is the kind of force which no one can escape, and the great educational work done by the talking machine exhibitors at the Panama-Pacific Exposition has been appreciated by visitors to such an extent that thousands have listened daily to the interesting programs. This very point should be appreciated in a business way by talking machine representatives in every section of the country.

The adaptation of the talking machine to real educational effort is too frequently ignored, and the great promotional work carried on at San Francisco will have a far-reaching effect upon the trade. It will increase sales and will also increase the respect in which the talking machine is held as a new force in the musical life of the nation.

DELEGATES to the Ninth Annual Convention of the National Association of Talking Machine Jobbers are now on their way to San Francisco, where the gathering will occur on the 22d, 23d and 24th.

From special World reports it is learned that notwithstanding the time necessary to accomplish the trip from the East to the Far West many jobbers will be present when the Convention opens in the World's Fair city.

A most extensive program has been arranged, and there will be many interesting features to charm the conventionists who are now speeding across the country to California. Eldridge R. Johnson, president of the Victor Talking Machine Co.; Louis F. Geiss-

ler, general manager Victor Co., and other Victor officials will be present. Mr. Geissler came from California years ago to assume the general management of the Victor Co. He was for many years a distinguished factor in the music trade life of the Pacific Coast, being a partner in the famous house of Sherman, Clay & Co.

Mr. Geissler's old friends on the Pacific Coast will have a warm welcome for him. This will be the first time that President Johnson has attended the jobbers' annual meet, and the Victor representatives will be delighted to have him join them at San Francisco.

THE advantage of business association with interests of stability and permanence is obvious.

In every trade there are institutions of ephemeral existence which delude buyers with more or less flamboyant promises, few of which are ever kept. Their appearance on the business horizon is somewhat comet-like, leaving a faint illumination for a while and then total extinction. Every trade has had visitations from this type of men.

So far as this trade newspaper enterprise is concerned, we have always endeavored to make reasonable investigation before accepting the business announcements of clients, and we have at various times rejected advertising because the investigation made did not disclose what was to our mind satisfactory conditions.

DESPITE the references to the value of efficiency in the talking machine and other industries it is a curb on our perfection or our pride to know that, according to the philosophic statistician of a large business house, the proportion of mistakes made every day in the business world of New York averages twenty-five to every 100 transactions. This does not mean 25 per cent. of serious errors, but that one-quarter of the business transactions of New York show an error large or small in judgment or action.

The statistician declares that the general managers of all large concerns make at least one mistake a day in the conduct of their business affairs. It is true that this one mistake is not so easily detectable as are the mistakes of subordinates. Only the general manager's secretary or confidential stenographer knows about it in most cases. Yet the mistake is made.

What kind of mistake? Well, one kind is where the general manager has been informed by his subordinate that a certain matter must have his yes or no as soon as it can be given. The general manager may be hurrying away for a week-end or going out to the golf links on an early train. He will say: "Bring that to my attention on Monday."

On Monday the matter is brought to his attention again, but he is just going to lunch with a visitor. He postpones it again. When he takes it up finally the situation that called for his decision has changed, and no matter which way he decides a certain opportunity has been lost.

Of course, the general manager in most cases makes light of the remissness. Before his subordinate he affects to believe that it is just as well that nothing was done because it might have led to unsatisfactory entanglements. The subordinate knows bettter, but he doesn't presume to say so. In fact, he would have advised his superior to have come to a decision while the situation could be saved had he dared. But he knew that such advice would have met with haughty rebuff.

And it may as well be noted that the same sort of remissness on the part of a subordinate would meet with severe reprimand from the general manager. The latter would be likely to tell the subordinate that such conduct was very reprehensible. But this is not a recital of the differences between employer and employed.

The mistake statistician figures that 15 per cent. of the daily mistakes in the business world are in computations. Bookkeepers are supposed to be exact, yet not a day passes that some absent-minded man at a ledger is not setting down naughts where there should be sixes and fives where there should be eights. He is putting trouble in cold storage through the mistake. It will not be discovered perhaps for months, but when it looms up it will have become a mountain of error.

There are few lines of business where mistakes do not occur. We have them on the railroads, in the telegraph world, even in the banks where they are most quickly ascertainable—in fact, the men at the head of the concerns make trivial mistakes of routine every day. In fact, they are part and parcel of humankind, but mistakes by the men who direct things seem the more flagrant because they have so many aids to prevent error.

All in all, if the statistician is correct in his computation, the business world is far from the goal of infallibility that many suppose it long ago reached. In the case of mistakes made by the big or little fellows in control remember: "To err is human."

IDEAS are as essential to progress as a hub to a wheel, for they form the center around which all things revolve. Ideas begin great enterprises, and the workers of all lands do their bidding. Ideas govern the governors, rule the rulers, and manage the managers of all nations and industries. Ideas are the motive power which turn the tireless wheels of toil. Ideas raise the plow-boy to president, and constitute the primal element of the success of men and nations. Ideas form the fire that lights the torch of progress, leading on the centuries. Ideas are the keys which open the storehouses of possibility. Ideas are the passports to the realms of great achievement. Ideas are the touch-buttons which connect the currents of energy with the wheels of history. Ideas determine the bounds, break the limits, move on the goal, and awaken latent capacity to successive sunrise of better days.

DITSON
Victor
SERVICE

WE know every condition involving all Victor retail sales and we know that having the goods is an important factor towards getting the big profits. For your benefit, we maintain the largest stock in the East of Victor machines, records and supplies, and you can feel sure that your orders receive quick attention. The Ditson organization is trained to render the leading service and you can link up your store to our warehouse and feel safe.

Ask us to explain the value of Ditson co-operation. It means much to your business.

OLIVER DITSON CO.
BOSTON
CHAS. H. DITSON & CO.
NEW YORK

OUTLOOK MOST FAVORABLE IN SAN FRANCISCO.

Conditions Throughout the State Healthy—New Concerns Make Themselves Felt—Important Sonora Agencies—To Entertain Conventioners—Distributing Depots for Pacific Phonograph Co.—Dancing Exhibitions at Exposition Talking Machine Booths.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 3.—The local talking machine stores are now feeling the effects of the vacation season, but business, nevertheless, is generally reported better than last year at this date, and in California, at least, conditions appear to be healthy. Men who have been through the Northwest lately say that business in parts of that territory is not quite up to the usual standard, but on the whole the outlook is very favorable for the usual revival at the end of summer. As things are now, there is naturally less difficulty in getting stock, and the larger distributing houses are taking care of orders promptly and filling in their own stocks.

The talking machine men feel that some important changes are about to take place in the business, and, in fact, the changes are already beginning. The field in this territory has long been held by the three big pioneers of the trade, but newcomers are beginning to make themselves felt in many ways, and increasing attention is being given to announcements of new machines or devices. What will be the general consequences of the new development is subject to conjecture, and many dealers are doing some careful figuring as to what their position will be.

Judging by Pathé Frères' activity in other parts of the country, it is anticipated that they will establish their lines in this territory before long, though no definite step in this direction has yet been announced. These goods, however, are already being handled by some dealers in the Southwest and a good many of the records are finding their way to the Coast.

Many Important Sonora Agencies.

The Sonora Phonograph Co. is getting well established on the Coast and the impression made by the Sonora exhibit at the exposition is making the line attractive to dealers. The company's branch on Geary street, near the St. Francis Hotel, finds business growing right along, notwithstanding the unfavorable season, and F. B. Travers, local manager, is beginning to wish he had taken larger quarters. The handsome interior of the store is shown in the accompanying photo. The company is getting its agencies lined up through the Pacific territory, the Bush & Lane Piano Co., of Seattle, Wash., being now an exclusive Sonora dealer for that district, and the Broadway Department Store, of Los Angeles, being exclusive dealer for Los Angeles County, with the exception of Santa Monica and Hyde Park. The district of Klamath Falls, Ore., has been covered for some time by Shepard & Son, who are handling the Sonora line in a very progressive manner. The latest dealer to take up this line is the Walter & Nichols Co., which has just opened a piano store at Stockton and O'Farrell streets, this city.

Large crowds continue to visit the Sonora exhibit in the Liberal Arts Palace at the exposition and it is proving a good advertising medium for this excellent phonograph. W. H. Bradley, the popular demonstrator at the Sonora booth, has resigned to accept an important position with a house in Little Rock, Ark.

Interior of Sonora Phonograph Co. Store on Geary Street.

Increase Its Line.

The Emporium department, under the management of A. W. White, has just completed a large addition to its quarters, and has taken on the Cheney, in addition to the Columbia and Edison lines.

Entertainment of Convention Delegates.

Local talking machine men are making great preparations for the reception of the Eastern delegates to the jobbers' convention and it is announced that something out of the ordinary will be provided in the way of entertainment, in the banquet and many other special features. As the element of surprise is a not unimportant part of the entertainment, details have not yet been given out.

Demand for Edison Records.

The Edison Shop reports records coming through in much better shape than before and notes a lively demand for records from country people who are here for the exposition and do a little shopping on the side. They are selling quite a lot of blue Amberol records now.

Establish Branch Distributing Depots.

A. R. Pommer, of the Pacific Phonograph Co., returned early in June from his Northern trip, after making arrangements to establish branch distributing depots to cover the territory recently acquired. At Portland he secured the fifth floor of the Blake-McFall building, 45 Fourth street, where D. N. Schwab is in charge. The headquarters at Spokane are at 1022 First avenue. No permanent manager has been named as yet. A complete stock has been installed, however, at both places and a number of outside men are calling on the trade in those territories. Mr. Chandler, formerly a traveler for this company in California, is now in Oregon. C. W. Darby is to be special superintendent of agencies for this company's whole territory, spending most of his time on the road. H. L. Marshall, special representative of the Edison organization, has been at the exposition most of the month getting the demonstration in the various buildings well organized. Edison machines have been placed in practically all the State buildings, and in the Eilers concert hall a demonstration is held every afternoon under the supervision of Mrs. Norris. Mr. Marshall is at present in southern California, accompanied by Mr. McCracken, traveler from this office.

Ballroom Dancing Contests at Exposition.

One of the attractive features at the exposition for the last month has been the Wednesday and Saturday ballroom dancing contests held at the Columbia booth. The final contest took place on the afternoon of June 26, and the prize, a $110 machine, was presented to the winning couple by Al Jolson, who is here in "Dancing Around," on Liberal Arts Day, June 29, when the building was thronged with visitors. Mr. Dorian is still in the city, spending much of his time at the exposition. W. S. Gray, Coast manager for the company, says the month has been very satisfactory all over California, showing some gain over last year.

Interested in President Johnson's Coming.

The announcement that President Johnson of the Victor Talking Machine Co. would attend the coming convention, in company with Bedford Royal, of the directorate, and L. F. Geissler, is a matter of considerable interest to Victor dealers.

Dancing at Victor Temple Attracts Crowds.

The dancing events conducted on the lawn in front of the Liberal Arts building of the exposition by Mlle. LaGai, under the auspices of the Victor Temple, have been a never-failing source of satisfaction, drawing large crowds on every occasion. The performance June 24, the ballet-drama gypsy dance, was especially notable and was witnessed by over 2,000 people. A number of interesting Russian dances and musical numbers were introduced in the ballet. Music from the big Victrola was plainly heard all over the South Gardens. After the exhibition, as usual, a capacity crowd visited the Victor Temple, where a fine program was rendered.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

Every day it becomes clearer that the talking machine dealer who keeps in touch with the times and who looks a little way into the future, is in the right position—he simply cannot get away from Columbia Double-Disc Records and Columbia Grafonolas.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE VICTOR AS "DRAMATIC COACH."

Important Part Played by Talking Machine in Preparing Production of "Pinafore."

(Special to The Talking Machine World.)

GLOUCESTER, N. J., July 6.—There is ample proof that the Victor and Victrola are not being confined within any narrow boundaries of school work. Recently the High School of this town brought its school Victor into very practical service in preparing a production of the Gilbert and Sullivan

Company That Rehearses with the Victor.

opera, "Pinafore." At rehearsals the Victor record of "Pinafore" selections (No. 35386) was played, the entire cast and chorus learning the words and music of the various numbers from repeated playings of this record. Two successful performances were given, and the proceeds were sufficient to procure two additional Victor instruments and records for school purposes. The accompanying photograph is furnished by the courtesy of Charles Paulson, the educational "live wire" of Weymann & Sons, Victor distributers, Philadelphia.

WHERE CARRIER'S DUTY ENDS.

Placing in Mails of Notice That Car Has Arrived Makes Consignee Liable for Demurrage Charges Whether He Receives Notice or Not.

A decision of interest to shippers and receivers of talking machines, as well as business men generally, was that handed down recently by the Interstate Commerce Commission, which declares that the carrier's duty is performed when it places a notice of arrival of a car in the mails, and that failure of the consignee to receive that notice will not prevent the accrual of demurrage charges. The issue was raised by the Ohio Iron and Metal Co. in a complaint filed against the Elgin, Joliet & Eastern Railway, 34 I. C. C., Rep. 75. A shipment reached Chicago Heights November 14 or 15, 1912. In evidence was introduced a carbon copy of a letter written by defendant advising the complainant that the car had been received. Disposition was not made of the car until January 16, 1913, and the complainant sought to recover demurrage charges assessed in the interim.

The demurrage rules provide that "on cars held for orders time will be computed from the first 7 a. m. after the day on which notice of arrival is *sent* to the consignee." The commission held that the mailing of the letter referred to, which complainant appears not to have received, fully discharged the defendant's duty under its tariff and the charges were therefore lawfully assessed.

TO OPEN NEW EDISON SHOP.

Kipp-Link Phonograph Co., of Indianapolis, Will Open Its New Quarters on August 1—Stewart Co. Will Also Move July 15—Attractive Columbia Window—Other Timely News.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., July 9.—The Kipp-Link Phonograph Co., 345 Massachusetts avenue, Edison jobber, announces that August 1 it will open the Edison Shop at 122 North Pennsylvania street, which is in the heart of the downtown business district. With the opening of the Edison Shop the three leading talking machine companies will have representative stores within one block of each other on the west side of North Pennsylvania street.

The Columbia Graphophone Co.'s store is at 44 North Pennsylvania street and the Stewart Talking Machine Co., Victor jobber, is at 110 North Pennsylvania street.

The Kipp-Link Phonograph Co. plans to open a shop which will be attractively decorated and equipped with the latest talking machine booths.

The Stewart Talking Machine Co. expects to get into the seven-story building it has leased at 18-20 W. Georgia street July 15. Extensive alterations are being made in the building, with the end in view of producing quarters specially adapted for the talking machine business. A huge sign is being placed on top of the building at the front. The Victor dog is reproduced on the sign in large proportions. In fact, the Victor dog in this case is almost as large as an elephant.

Henry H. Prescott, traveling representative of the Stewart house, reports good business conditions throughout the State of Indiana.

A. W. Roos, of the Columbia Graphophone Co., is in a rut. He apparently can't break away from increasing business each time a month rolls by. Collections in June were more than twice as good as in the same month of last year. There has been no break in the steady stream of buyers of talking machines.

H. M. Wright, floor salesman at the Columbia store, has again produced a number of window displays which have attracted attention. Demonstration week was recently held at the Columbia store, and Mr. Wright produced a scene showing a small, proud owner of a Columbia entertaining his little friends. The window was the subject of considerable praise from passers-by.

SONORA PHONOGRAPH CATALOG

A Most Complete Publication, Both from Literary and Illustrative Viewpoints—The Full Line of Sonora Phonographs Presented in a Manner to Interest Readers.

Those who secure a copy of the new Sonora phonograph catalog will obtain a comprehensive idea of the quality and design and general excellence of this well-known phonograph. The new volume has just been issued by the Sonora Phonograph Corp., 57 Reade street, New York, of which George E. Brightson is president. It can be said that this is the most complete and best Sonora catalog ever produced, being not alone illustrative of the line, but the descriptions of the many features of the Sonora are well presented for the consideration of the reader.

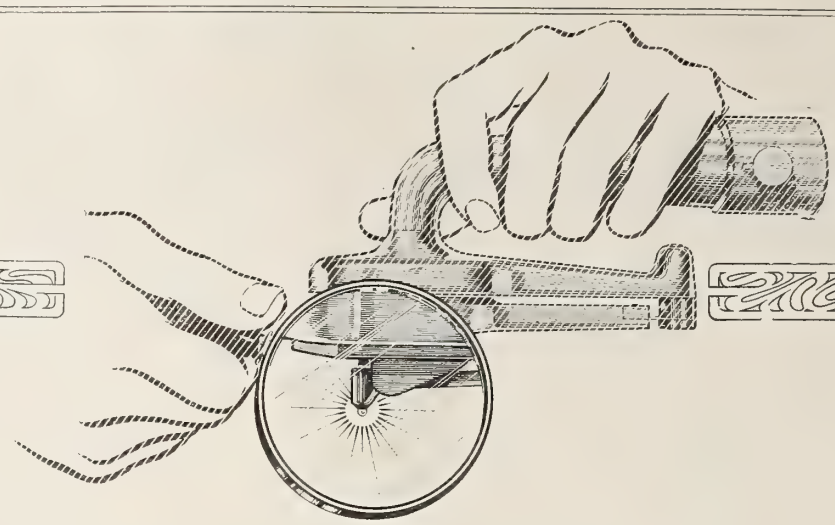
In the preamble is found a short history of the phonograph, which leads up to the creation of the Sonora and a brief summary of the policy behind the organization. Then follow strongly written paragraphs concerning the Sonora tone, motor, tone control; automatic stopper, envelope-filing system, cabinet work, design, universal playing features, etc.

Following the introduction appear illustrations of the various models in the Sonora line, including the "Monarch," which retails at $35; "Excelsior," at $50; "Troubadour," at $75; "Imperial," at $100; "Rosary," at $150; "Baby Grand," at $135; "Elite," at $150, "Grand," at $225, and "Invincible," at $300. The construction and design of the last four models are patented.

To those desiring an electric machine all styles of Sonora machines listing at $75 and up can be equipped on special order with the Sonora electric motor, at a cost of $30. This motor will run on either alternating or direct current. Several pages are devoted to the Sonora record cabinet, which comes in a selection of styles, as well as to the three Sonora needles, one a multi-playing needle for lateral cut records, a sapphire needle for vertical cut records and a diamond needle for perpetual use. Following the foregoing are several pages in which are published some of the many testimonials from owners of Sonora phonographs.

As a volume it fittingly marks an epoch in the career of this house, which is rapidly achieving splendid results in this industry and a prestige for high quality.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE. DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC. 74 CORTLANDT ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTRANCE FOURTH FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.



The Public and The Diamond

The Diamond Stylus Reproducer is the predominant feature of the New Edison Diamond Disc Phonograph.

After infinite experiment, Mr. Edison found in the diamond the power to reproduce music with greater fidelity to the original than had ever been done before.

Experience has proven that the public is intensely interested in this secret that has given them what they have long hoped for—perfect reproduction of sound.

The superiority of the New Edison Diamond Disc Phonograph is not based entirely upon any peculiarity or variety of construction. Its difference is fundamental. The secret is in the diamond.

The Edison Representative has a story to tell his customers. It is a story of infinite research, scientific study, and ultimate triumph. It is a story that appeals to the public because it is based upon a distinction that is real and apparent.

New Edison Diamond Disc Phonograph

Through the peculiar medium of the diamond, the New Edison is enabled to reproduce the voice and instrumental music with astonishing fidelity. All the overtones, which in music are both the body and soul of the tone, are brought out. The result is that mellow, human tone which, to all who hear it, is a revelation.

It has been well said that the New Edison has opened a new era in music. An ever-increasing public recognition testifies to the fact that music lovers quickly appreciate this perfection of tone. "Real Music at last" is the universal sentiment.

The New Edison Diamond Disc Phonograph is the latest real development in the music trade. Men who ally themselves with this line stamp themselves immediately as the wide awake, progressive merchants in their community. Discriminating patronage looks to them because they have a *real story* to tell.

We will be glad to send full particulars to those who desire upon request.

THOMAS A. EDISON, Inc., 59 Lakeside Ave., Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., July 8.—Opinions differ in this city as to the condition of business. Some houses make reports of a highly encouraging character, not only reporting a splendid June but the first part of the current month starting off surprisingly well. Another class of dealers speak far from optimistically and say that at this time business is rather flat and then, resigning themselves to the situation, add that not much is looked for during the summer. One, therefore, may take an intermediate view and allow that between the two extremes there is a fair amount of business.

Had Right Merry Time.

The boys of the Columbia Graphophone Co. had a right merry time of it Sunday a fortnight ago. A number of them got their heads together and decided that a fishing trip down the bay would be quite the thing. They got "The Jason," anchored off the Cohasset shore, and started down the bay. Roy Sylvester captured the first fish and tried to "hog" it by claiming that he caught the largest, but this matter is still in dispute. They went as far as Boston Light, and an interesting incident of the trip was the visit to Minot's Light, up which the boys climbed, greatly enjoying the experience.

Rusticating in Maine.

John Alsen, manager of the Victor and Edison departments of George Lincoln Parker's talking machine establishment, has gone to Maine for his vacation. He is spending his time with a party of congenial friends camping on the shore of Phillips Lake, about ten miles out of Bangor. He and his staff have made some good sales of Edison and Victor outfits within the past few weeks, and the prospects look very bright for a continuance of good business throughout the summer.

New Edison Dealers.

W. O. Pardee, of the Pardee-Ellenberger Co., was over here from New Haven, Conn., a few days ago, and he said that the new building was begun on July 1, and it was hoped that his concern would be able to occupy it by October 1. The fact that the establishment is so near to the handsome Taft Hotel as well as near the college buildings will mean much when it is opened for business. Mr. Pardee says that the latest concern to be signed up for handling the Thomas A. Edison line of phonographs is the H. C. Murray Co., of Willimantic, Conn., a large department store with a big following. Another new place to carry the Edison line is the Edward Malley Co., of New Haven, which is probably the largest department store in that city. Mr. Pardee is planning to take his family to Pemaquid, Me., the latter part of July or the first of August.

Business Surprisingly Good.

Business with the Boston offices of the Pardee-Ellenberger Co. is surprisingly good for this season of the year, for with the approach of the hot weather season, with people all bent on planning vacations, there is a let-up usually. Manager Silliman has as yet made no plans for his vacation. Guy R. Coner has been making a visit to the Edison factory at Orange, N. J., and others will take their vacations from now on.

Used at Graduation Exercises.

At the graduation exercises of the John Winthrop school in Dorchester a Victrola from the Eastern Talking Machine Co. was used with excellent effect. The selection used was "Carry Me Back to Old Virginia," as sung by Alma Gluck, and one of the girl graduates sang the song, giving it the appearance of a duet.

Chickering and Steinert Forces Play Ball.

The boys of Chickering & Sons, which handle the Victor and Edison lines, have been having rare sport these days on the diamond. Their team lately played the boys from M. Steinert & Sons on Franklin Field, the latter winning five to four. Subsequently another game was played, when the Chickering boys came back at the Steinert champions with a score of eleven to two. A third game will soon be played between the same teams. The Chickering team stands ready to meet any talking machine team in the city, or others for that matter.

Start the Vacation Schedule.

Miss Agnes Beaumont, of the floor staff at the Eastern Talking Machine Co., is the first from that establishment to take a vacation. She is at Scituate for two weeks. Fred Arms, who is located on the second floor, is at his home at Hopkington. Mark Read and Jerry Spillane will be the first to go to the camp down on the Maine coast, and when they return Billy Fitzgerald, Friend Welch and James White will start away to the same place.

To Auto to the White Mountains.

Arthur Royer, manager of the Arch street Victor department of the M. Steinert & Sons Co., is starting soon on his vacation. He will use his auto as far as the White Mountains, and leaving the machine with relatives at St. Johnsbury, Vt., he will go on to Saurel, his wife's home town, and to Three Rivers, both on the St. Lawrence, and then on to Murray Bay.

A Busy June with Henry F. Miller Co.

Manager Batchelder, of the Victor department of the Henry F. Miller Co., is leaving town Saturday for a trip along the coast of Maine, on which his wife will join him. Frank Jenkins, of Manager Batchelder's staff, is over in New York on his vacation. The June business of this department was exceedingly good, and there was a marked improvement over June of 1914.

One Hundred Per Cent. Excess in June Business

Manager Arthur Erisman, of the Columbia Graphophone Co., reports a phenomenal business for June, the output of Columbia goods being nearly 100 per cent. in excess of the business a year ago. For two days lately Mr. Erisman was the host to H. L. Willson, the assistant general manager of the Columbia Co., who was here in the interests of the business. Mr. Erisman has leased a cottage at Kemberma, Nantasket, and has moved his family down for the season.

Visited the Victor Factory.

Billy Fitzgerald, of the wholesale department of the Eastern Talking Machine Co., was over at the Camden factory of the Victor the latter part of June. He was gone several days and while away managed to get a glimpse of New York, Philadelphia and Atlantic City.

Changes in Steinert-Victor Quarters.

Extensive changes in the Arch street Victor quarters of the M. Steinert & Sons Co. will make this house one of the best equipped of any in the city. An elevator of the most approved type is being installed, and the offices, heretofore on the second floor, are to be moved up to the third floor and the second will be changed over so as to include demonstration rooms, retiring rooms for women and lounging apartments for men. The fourth and fifth floors will be used as stock rooms. The plans for these changes have been approved and active work will be begun very soon.

Columbia Men on Vacation.

Stanley Bowman, one of the floor salesmen of the Columbia Graphophone Co., is away on his vacation, which he is taking at North Conway, N. H. T. M. Hayes, of the Columbia staff, is on a canoe trip, and J. F. Luscomb is off on a fishing trip. On the 10th of the month Arthur Collins

PLAYING RECORDS for an hour usually requires 15 changes of needles. In the new Edison Diamond Disc Phonograph with its permanent DIAMOND POINT, there are no changes.

As a musical instrument for concert and home, the Edison Diamond Disc Phonograph fulfills all requirements.

BOSTON, MASS. PARDEE-ELLENBERGER COMPANY NEW HAVEN, CT.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14).

will join the Heavy Artillery at camp, and on the same day Jack Shaughnessy will go to Centre Harbor, N. H.

Business Coming Along Splendidly.

Manager Chamberlain, of the talking machine department of the Iver Johnson Sporting Goods Co., featuring the Victor and Columbia outfits, says that business has been coming along splendidly, and that since he took hold he and his able staff have been able to build up a business of considerable proportions. Mr. Chamberlain is leaving the city the middle of the month for New Found Lake, N. H., whither he annually motors up with his family in his speedy auto.

Henry Winkelman to San Francisco.

Henry Winkelman, manager of the Victor department of the Oliver Ditson Co., and Mrs. Winkelman, are leaving on the 10th of the month for the talking machine convention on the Coast. They will be away at least a month, and when they turn their faces homeward they will come by way of the Canadian Rockies. Manager Winkelman richly deserves such an interesting vacation, for when it comes to sticking close to business he has few equals in the local trade.

GETTING TO THE TOP.

The man who fits himself better than his neighbor is the one who will get to the top.

The trouble with most young men of to-day is that they want to get to the top too quickly.

Business success is not measured by the eight-hour law, and we would advise any ambitious young man to forget the clock.

Good health, a willingness to work, high ideals, a knowledge of human nature and the development of all good qualities are the principles that constitute success.

We do not consider any man really successful, no matter how wealthy, unless he is happy and has peace of mind.

Success is not always measured in dollars and cents, but money, combined with the necessary good qualities, is a big factor.

Success is like a rare plant. Any effort to develop it too rapidly is certain to result disastrously.

Keeping everlastingly at it, subordinating expenses to income and saving a certain amount every year are three things every aspirant for success must remember.

Honesty and integrity are essentials. The man whose word is as good as his bond is a success.

Contrary to the belief of many persons, high ideals in business and a close adherence to them are absolutely necessary to success.

PROGRESS OF THE BAGSHAW HOUSE.

History of the Development of the Great Needle Manufacturers of Boston Emphasizes That the Making of Products of Merit and Close Attention to the Customers Needs Are Factors That Win—Now Occupy New Plant.

(Special to The Talking Machine World.)

BOSTON, MASS., July 9.—It was in 1870 that the House of Bagshaw was established. It has been a growing and successful business enterprise ever since. The first plant was a small room and as time went on more space was required, then a small factory, then addition after addition, until to-day, it became necessary to lay out and erect a plant that would not only be large enough to house the present Bagshaw business, but to permit a rational growth that must inevitably occur as the years go by.

The accompanying illustration gives a view of the new Bagshaw plant, this photograph being taken from across the canal, the latter running close to the buildings. In the new completed building, which is of fireproof construction throughout, can be found every modern machine for the efficient production of talking machine needles as well as every comfort for the employes. The architect who planned this structure did so after spending considerable time in watching the manufacturing problems of this house and it will be found that the routing of the work, from the time the raw materials are delivered to the receiving department to the time the goods are loaded onto the cars at the factory, that the course is one of efficiency with all corners rounded off. Notwithstanding that the building is composed of concrete, iron and brick, a modern sprinkler system has been installed in order that danger of any kind may be minimized.

View of Part of the New Addition to the W. H. Bagshaw Plant.

Credit is given to the late W. H. Bagshaw for creating the first steel needles used on talking machine records, and from the time that he made his first few samples the business has grown rapidly, as evidenced by a statement recently issued to the effect that "during a ten-day period, over 63,000,000 needles were shipped," which is a record in point of deliveries, according to the informed ones in the trade. Perhaps it would not be of great interest to the trade to tell just how these are made, but it can be said that W. H. Bagshaw does both a domestic and export trade, in the latter market, selling in many countries. Its dealings are confined to the jobbing trade, and while extensive advertisers, all inquiries from dealers are referred to the jobber. Needles are packed in both envelopes and boxes, either under the trade-marks owned by the house or in "private brand" packages. Many styles of needles are made, such as loud, very loud, medium, soft, extra soft, concert, music room, etc.

The present operating executives of the business of W. H. Bagshaw are C. H. Bagshaw, general manager, and W. J. Bagshaw, assistant general manager. Both of these men have undergone a thorough training in the business and are familiar with every detail of the making and distribution of needles. Contrary to the customary way of having two men, each of whom knows one branch of the business, these two men are competent to supervise at any point of the business, and in case of the temporary absence of one the other takes the reins and drives the business. The "hobby" of the Bagshaw business is talking machine needles, although many other needle point goods are made, particularly for use in the preparation of fibers, such as wool comb circles, card pins, comber needles, comb pins, drawing frame pins, fallers, hackles, gills and gill bars, hackle pins, kenny pins, rivets, rotary gills, spreader pins, tentering pins, weavers' combs, shoddy picker lags and teeth—in fact, everything in the needle line.

The harder it is to grin, the less time you have to think about your troubles while you're making the smile stick.

W. H. Bagshaw, Lowell, Mass.

ESTABLISHED 1870

Largest Maker of Talking Machine Needles

announces the completion and dedication of its new factory which was recently erected according to our specific plans for the purpose of more efficiently producing Bagshaw-quality talking machine needles.

B. DREHER'S SONS CO.'S NEW LINES.

This Prominent House Takes on the Vocalion and the Columbia Talking Machines—Phonograph Co. Building Up Large Business—Eclipse Music Co. Doing Well with Victor—Increase in June Reported by Columbia Co.

(Special to The Talking Machine World.)

CLEVELAND, O., July 8.—In spite of the rather unsettled business conditions in this city at this time, at least twenty of the many talking machine men interviewed during the past fortnight report a large increase over 1914 business. The fact that all the jobbers are adding new dealers seems to indicate, and the consensus of opinion is, that the fall business will be heavier than that of any previous year. There is more competition in this city due to the fact that the Vocalion is being sold by the B. Dreher's Sons Co. The above company has also taken on the complete Columbia line and W. G. Bowie, manager of the department, states that every indication points to a big increase in business, although his business for the past month was 25 per cent. better than that of the same month a year ago.

The Phonograph Co., Edison distributers in northern Ohio, has continued its demonstration policy and has now demonstrated the new Edison in every city, town and hamlet of the northern Ohio zone. Many dealers have been secured, states J. J. Brophy, manager of demonstrators, where no previous representation was held. L. N. Bloom, secretary, reports that the wholesale department had an increase of 50 per cent. over last year. A new policy to enliven the record business has been inaugurated by the company.

June business for the Columbia Graphophone Co. showed an increase of considerably over 100 per cent. over June, 1914, according to reports from G. M. Madson, manager of the company. The new dealers for the month are: B. Dreher's Sons Co., C. R. Parish & Co., Marion; C. R. Parish & Co., Coshocton, and C. B. Glass, Coshocton. The Dictaphone department of the company, under Mr. Stacye, reports a very large increase over last year.

During the past month the Eclipse Music Co appointed C. K. Bennett, of the Victor factory, as general manager of the company. Mr. Bennett is highly esteemed in talking machine circles and should be a strong factor in this city. The company has arranged with the Victor factory to get larger shipments of goods, so as to give better service to its many dealers. Mr. Bennett reviewed the territory of the company, and aside from receiving several large orders for July delivery, predicted that during the next six months more business will be transacted with the company than during any previous period. E. R. Lyons, for four years the traveling representative of the Victor Co. in the East, has been appointed assistant manager and traveling representative of the Eclipse Music Co. A unique window display of a camping scene was the incentive for several sales.

Appearances at the A. M. Brainard Piano Co., exclusive Columbia dealers, seem prosperous. Manager Morton says: "With the previous shortage of stock somewhat overcome and the great demand for Columbia product, our business for the past month has been highly satisfactory, even more than I expected. I anticipate no special dulness during the summer months. With such product as the Columbia and a wonderful city as Cleveland, and with our sales force, I know business will be good." Mr. Morton left on the 3d for a few weeks' vacation, visiting several cities in the East and his home in Atlanta, Ga.

The W. H. Buescher & Sons Co., jobbers of the Victor, from the report of Sales Manager F. W. Buescher, shows business in a prosperous condition. W. H. Buescher and wife will leave on the trip with the Victor party to the Panama-Pacific Exposition. C. F. Buescher and wife will be included in the party.

Miss Ethel Volk, who is in charge of the Victrola department of the May Co., says that their recent sale resulted very satisfactorily. An outing was held at the May Co.'s summer home on the lake and harmony prevailed among all the folk, according to Miss Volk.

Mr. Schirring, of the Victrola department of the Caldwell Piano Co., goes on his vacation to rusticate among the heather.

The Frederick Piano Co. had a window display featuring articles made by students of the manual training department of the city high schools. A. D. Beaty, head of the department, says that this display created much interest among the passers-by.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR
Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

FOURTH ANNUAL EDISON PICNIC

Of the Employes of the Edison Plants in West Orange, N. J., on June 26, Attended by Thos. A. Edison and Other Company Officials.

Thomas A. Edison, head of Thomas A. Edison, Inc., West Orange, N. J., was a prominent figure at the fourth annual picnic and outing of the employes of the Edison plant which took place Saturday, June 26, at Olympic Park, Newark, N. J. The outing was a success in every detail, the committee having the affair in charge leaving no stone unturned to make the picnic a memorable one for enjoyment and good-cheer.

Mr. Edison was the official starter for all the athletic events on the program, and also awarded handsome prizes to the fortunate winners of the various games. Among the events scheduled were men's and girl's three-legged race, fat men's race, obstacle race, spike driving, running high jump and other games which taxed the athletic abilities of the Edison cohorts. Dancing to the music of the Edison diamond disc phonograph was the order of the day after sunset, and the latest records served to bring joy to the terpsichorean artists in attendance.

Among those present at the outing were: Mr. and Mrs. Thomas A. Edison and their son, Charles Edison; C. H. Wilson, first vice-president and general manager of the phonograph division; William Maxwell, second vice-president; N. C. Durand, third vice-president; Robert A. Bachman, general manager Edison Storage Battery Co.; Charles E. Poyer, L. C. McChesney, advertising manager; L. W. McChesney, M. Reese Hutchison, chief engineer, and many others.

NEW SECTIONAL CABINET

Placed on the Market by the Tindale Cabinet Co. Has Won Much Praise from Trade.

The Tindale Cabinet Co., 1 West Thirty-fourth street, New York, manufacturer of the Tindale disc record cabinets, has just placed on the market a new and improved sectional cabinet for use by talking machine dealers in filing wareroom stocks. This cabinet is finished in the usual high-class Tindale manner, and has been received with considerable favor by all dealers who have visited the Tindale show-rooms. Each section will hold about 700 records.

R. T. Tindale, president of the company, reports a very active demand for the company's disc record cabinets which are being featured by dealers from coast to coast. These cabinets possess numerous distinctive features.

GIVE COSMOPOLITAN RECITAL.

(Special to The Talking Machine World.)

MADISON, WIS., July 9.—The Wisconsin Music Co., of this city, Victor dealer, recently gave an interesting recital in its warerooms which it termed a "Cosmopolitan" recital. This event was a decided success, one of the local newspapers referring to it as follows:

"That it is possible for the owner of a Victrola to secure good records at a trifling cost was demonstrated by the so-called 'Cosmopolitan' program from which all Red Seal artists were barred, yet all were sterling artists, who put forth their best efforts in vocal and instrumental numbers, pleasing, elevating and educational in character and in price within the reach of every Victrola owner. These recitals afford an excellent medium through which the general public can become familiar with the best in music.

The completeness of the Columbia line; its rapidly growing popularity; the fair and solid policy of the Company—these are three good reasons why the Columbia line cannot safely be ignored.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BUFFALO TALKING MACHINE DEALERS PLAN OUTING.

Post Card Vote to Decide Arrangements for Big Gathering in August—To Plan for Active Fall Campaign—Will Act as "Send-Off" to President Poling—Further Proof of "Talker" as a Factor in Educational Work—Dealers Developing Summer Business.

(Special to The Talking Machine World.)

BUFFALO, N. Y., July 9.—A referendum is being taken among the members of the Buffalo Talking Machine Dealers' Association in an effort to determine where the first annual outing of the organization will be held. It is expected the post-card vote will be completed within a few days, so that a special meeting can be called to formulate definite arrangements for the big meeting.

Messrs. Bruehl, Besinger and Goold were named on the picnic committee by President Poling, and have been circulating among local dealers to sound out their opinions as to the locale of the picnic. There was considerable division of opinion, so it was decided to get a post-card vote.

The outing is to be held the latter part of August, somewhat as an incentive to the fall work, as meetings postponed during the summer will be resumed early in September. The affair may be a farewell to President Poling, who, it is rumored, will forsake Buffalo to engage in the talking machine business in a neighboring city. President Poling has worked consistently to advance the cause of the association, and will be greatly missed if he leaves.

Since the organization of the association several almost unbearable trade conditions have been remedied and the dealers have found smoother sailing for the little meetings, all of which glowed with enthusiasm and the desire to co-operate. It is aimed to hold weekly luncheons next fall and winter at one of the various hotels, so that all the dealers will be in perfect accord with the conditions existent.

Just how signally important the talking machine is becoming in the education of teachers was more than emphatically demonstrated last week at the State Normal School, when more than 200 graduates gave an exposition of folk-dances before several thousand persons with a Victrola as the sole music accompaniment.

This important testimony as to the worth of the talking machine in the realm of education was given at the annual class day exercises, and held forth evidence as to what can be done with a talking machine in the teaching of modern and old dances. The young women and young men just about to enter the world as teachers presented a pretty sight as they tripped the quaint dance steps to the perfect time of the Victrola music.

The Victrola was also used in a little playlet that evening to illustrate how the gymnasium instructors of normal schools utilize the instrument to carry out various health-giving exercises.

Buffalo is a vacation city, and because of that condition the many talking machine dealers here are making capital out of that situation. Many dealers are creating, through extensive advertising, a demand for the smaller types of machines. These machines, suitable for the lake shore cottage, canoe or automobile, are being sold with the understanding that in the fall they can be exchanged for a larger, more expensive machine. Of course this means considerable stimulation to summer sales, and goodness knows right now that business is slow enough to warrant stimulation. One dealer said yesterday that the new scheme of specializing on the small machine for summer use means greater sales next fall and winter, when lovers of music must necessarily get their entertainment indoors and want the best they can obtain.

Clifford Ford, local salesman for the Robert L Loud store in the Victrola and piano departments, is spending a vacation in the Canadian woods, accompanied by Mrs. Ford and Baby Ford.

Charles C. Schumacher, well known in the music trade here, is spending his vacation days in the Adirondacks. He is a worshipper of Izaak Walton's sport.

UPHOLDS PRICE MAINTENANCE.

The Conference of Independent Retailers of the Metropolitan District has been formed in New York to combat all forms of unfair competition, among which it includes price-cutting by department stores.

The conference will conduct an active campaign in favor of the Stevens bill. A copy of a resolution to this effect will be dispatched to President Wilson and to each of the members of the Senate and of the House of Representatives. A law committee will be appointed to insure the technical legality of the campaign which will be waged in the interests of the retailers. The conference will be incorporated under the laws of the State of New York.

Representatives of seventeen retail organizations were present at the initial meeting and discussed the situation.

JOHN CHILD RAY MARRIED.

Member of Staff of the Executive Offices of the Columbia Graphophone Co. Assumes the Benedictine Role with the Good Wishes of His Many Friends in All Parts of the Country.

One of the social events of the season took place on the evening of June 23, when John Child Ray, of the executive offices of the Columbia Graphophone Co., was married to Miss Marguerite Latham at the home of the bride's parents, 1820 Cortelyou road, Brooklyn, N. Y. The wedding was attended by many of the friends of the bride and groom, Mr. Ray, who is a son of H. B. Ray, advertising manager of the Columbia Co., having as his best man H. B. Ray, Jr., and for ushers Lester L. Leverich, of the Columbia advertising department, and Harry C. Latham. After the ceremony Mr. and Mrs. Ray left for a three weeks' honeymoon in the West, and upon their return will reside at 174 Lenox road, Brooklyn, N. Y.

John C. Ray.

Mr. Ray has been connected with the Columbia Graphophone Co. for the past thirteen years and is one of the most popular members of the executive organization. He spent nine years at the company's factory in Bridgeport and is now assistant to H. L. Willson, assistant general manager. Thoroughly versed in all details incidental to his important post, Mr. Ray has a host of friends throughout the country who are congratulating him upon his becoming a benedict.

First Idiot.—Terrible accident in the phonograph factory.

Party of the Second Part.—How's that?

First Idiot.—This year's sales broke all the records.—Harvard Lampoon.

MOTORS

Soon ready for the general trade

STANDARD MOTORS

Wide experience in this line is your guarantee. Send your inquiry

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street **NEW YORK**

OUTING OF NEW YORK TALKING MACHINE CO. EMPLOYES

First Event of This Kind Scored a Big Success—Fine Weather, a Jolly Crowd and an Interesting Program Prepared for the Day Resulted in a Great Time for the Participants—Single Men Win Ball Game—Long Island Dinner Ended the Ceremonies.

The first outing of the employes of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, took place Saturday, June 19, and with the weather conditions ideal, was thoroughly enjoyed by everyone present. This outing was the first event of this nature which the company's employes had ever launched, but its

The Bachelors—Winning Team.

success was so impressive and the occasion left such pleasant memories that the outing will be an annual event in the future.

An employes' outing such as the New York Talking Machine Co. inaugurated last month has a far-reaching effect which is hardly completed with the expressions of pleasure and content which are heard on all hands on the "morning after." These get-together events serve to promote and develop a feeling of camaraderie and good-fellowship which cannot be measured in definite terms. Members of the sales, executive, shipping and repair departments mingle together at these outings and learn to regard each other with a thought of friendship and personal good cheer which cannot be acquired in the daily routine of business affairs. Formality and stiltedness are dispensed with and instead there is an atmosphere of convivality which is reflected in the closer relations which exist for a long time following the outing.

The Benedicts—Who Did Not Win.

Three members of the New York Talking Machine Co.'s forces, Messrs. Garber, Davin and Kelly are responsible in a considerable measure for the success of the first annual outing, as they constituted the committee which had the affair in charge and arranged every detail, large and small. The program they prepared for the occasion was a comprehensive one, and from start to finish was characterized by a promptness and dispatch which left no room for complaint or criticism in any direction.

The employes, accompanied by their wives and friends, numbering 85 in the party, assembled at the company's headquarters at 12 o'clock and were conveyed by two large automobile busses to Duer's Estate, Whitestone Landing, L. I., where an appetizing luncheon served to satisfy the keenest appetite developed by the enjoyable ride. After luncheon the committee announced the annual baseball game between the two teams representing the married men and single men of the company. Last year the benedicts were returned victors after a grueling struggle, but this year the bachelors were out for revenge and they got it. The teams lined up as follows: Married men—Moody, right field; Doty, center field; Hamlidge, left field; Bridge, short stop; Kelly, first base; Gordon Craig, second base; Morey, third base; A. D. Geissler, catcher; Damon, pitcher. Single men—Miller, pitcher; Graham, third base; Radtke, second base; Howells, first base; Pyatt, short stop; Fox, left field; Proceller, catcher; Evans, right field; Connolly, center field.

At the very start of the game the bachelors used their bats to timely advantage, securing a total of five runs through clean hitting. The benedicts were game, however, and managed to cut off two runs of the five-run lead before the single boys again started to hit them out of the infield and send a few more runners across the plate. The

The Winning Relay Team—Left to Right, Howells, Garber, Radtke, Connolly.

game progressed smoothly, with each side using its full reserve strength, but at the close of the ninth inning, a score of 10 to 8, in favor of the single men, represented the result of two hours' exciting baseball. The winners were favored with an air-tight infield which is deserving of a full measure of praise, as they fielded perfectly and hit opportunely. For the losers the battery is well worth special mention, as Damon batted like a "demon," and A. D. Geissler caught a superb game. The bachelors are very happy at the present writing, but the benedicts promise their happiness will be of short duration in 1916. O. H. Williams, formerly connected with the company, officiated as umpire-in-chief, and managed to escape with his life, although both sides were what are termed in baseball language "crabs" in the true sense of the word, protesting every decision that was open to the slightest doubt. This merely served to emphasize the sincerity and fighting spirit of every player in the game.

At the finish of the game a series of athletic events was started, the first event being the shot-put, which was captured by A. D. Geissler, vice-president of the company, who demonstrated his prowess as an all-around athlete throughout the afternoon. The running high jump developed into a pretty battle for first honors, W. L. Garber triumphing after a spirited contest. The standing broad jump was a three-cornered contest between Gordon Craig, Blaine Damon and A. D. Geissler, the first-named winning after several heats were concluded. The hop, skip and jump was a little foreign to some of the competing athletes, but Blaine Damon reflected the value of a Syracuse University athletic training by winning the event handily. The 100-yard dash for married men was captured by J. J. Davin, and for the single men, C. Radtke was returned the victor. The junior race was an interesting and exciting contest, Kenneth Geissler, youngest son of A. D. Geissler, defeating his elder brother easily, and nosing out V. W. Moody, Jr., at the tape. The ladies' race proved a "hummer," Miss Eva Edinger winning by less than twelve inches. The relay race was another battle between two teams representing the mar-

Watching the High Jump.

ried men and the single men, the bachelors' lucky star still prevailing and their team winning after a hard-fought contest. The swimming race was captured by J. J. Davin, who, it may be pointed out, was the only winner of two individual events.

The married men point to the result of the athletic events as part compensation for the loss of the ball game, as Messrs. A. D. Geissler, Davin, Damon and Craig, who captured five events, are all members of the benedicts' class.

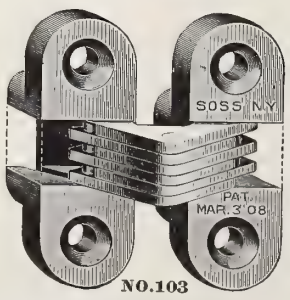
After the games came to a close the party was served with a full course Long Island dinner, which was consumed with undue rapidity, indicating the influence of the sharp Long Island air. General Manager Morey distributed the prizes, which were awarded to the winners of every event on the program, and A. T. Doty took advantage of the occasion to explain how he acquired his intimate knowledge of "starting," as he officiated as starter for every event on the program, fulfilling the requisites of his post with consummate proficiency.

V. W. Moody.

From 8.30 to 10.30 dancing to the accompaniment of a Victor Auxetophone and a library of Victor dance records was the order of the day, the employes, particularly the ladies of the party, demonstrating that they were proficient and enthusiastic followers and exponents of the latest terpsichorean oddities and delights.

The Victor Co. has announced that it will make no further deliveries of Victrola IX. in English brown mahogany.

SOSS
INVISIBLE HINGES



"OUT OF SIGHT EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know* *SOSS* is the answer.

Write to-day.

SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

REVIEWS TRADE CONDITIONS IN SOUTH AUSTRALIA.

T. E. Williams, of Adelaide, Visits the United States and Expresses Admiration for the Progressiveness of His American Confreres—Tells of Trade Methods in His Country and Prospects—An Interesting Personality, Who Exploits the Edison with Success.

A recent and interesting visitor to New York was T. E. Williams, proprietor of the "Talkeries," Adelaide, South Australia, and who is the sole distributer in that section for Edison phonographs and records. It is Mr. Williams' first trip to the United States, and although firm in the defense of the business conditions and possibilities of his

T. E. Williams.

own country, is loud in his admiration of American institutions and methods of doing business, especially the phonograph business.

"I am, and have been for years, a constant reader of The Talking Machine World, and eagerly await its coming each month, with its live news of the doings of the trade in the United States and other parts of the world," said Mr. Williams, "but we, in our country, have discounted to considerable extent the statements made regarding the energetic methods of exploitation adopted in connection with phonographs here and the descriptions of the buildings devoted to demonstration and sale purposes. We have had the idea that the stories that came to us were suffering from an excess of enthusiasm. On my journey across the continent, after landing in Vancouver, I stopped off at some of the principal cities, among them Minneapolis and Chicago, and was most surprised to learn that the reports of conditions in this country were not only not inflated, but in some cases failed to do justice to the projects handled.

"The building of the Phonograph Co. in Chicago, and particularly the magnificent and elaborately appointed Edison Shop in New York, have proved a revelation to me, as has the methods adopted for creating interest in the phonograph. Only this week I attended a recital in Orange, at which Miss Christine Miller appeared personally and sang several of her recorded songs in order to make comparisons possible. So faithful was the reproduction that, with the hands held over the eyes, it was practically impossible to detect whether it was the singer herself or the record of her voice that was heard. Other features of similar character were introduced and demonstrated to me, the most practical manner of interesting the desirable class of trade in the phonograph.

"In South Australia the demand runs to the low-priced types of machines, sold to people earning three pounds ($15) per week or less, and it has been very difficult to interest the better class of purchasers. This fact is due largely to the flooding of the country with cheap European machines given away with the purchase of a specified number of records. The reproduction of the records, which, under the most favorable conditions, are absolutely distressing, is made even more so by the fact that the machines are run at high speed and the result is a nerve-wrecking shrill. Prospective purchasers frequently tell us that they would prefer to get rid of the many cheap machines in their neighborhood than to purchase one of their own.

"As a result of what I have seen and learned thus far during my stay in this country, I shall, when I return home, put many new ideas into practical operation, and feel that they will prove just as successful in Australia as in this country."

Although Mr. Williams undoubtedly has learned much while in the United States that will prove of benefit to him in his own business, that does not signify that his house is at a loss for methods to keep machines and records moving rapidly. One plan that has proved very successful in developing record sales is the loaning of Edison Gem phonographs, playing either two or four-minute cylinder records. The phonographs are loaned only to responsible people over twenty-one years of age, with the proviso that twenty records be purchased outright at the time the machine is delivered and two records purchased each week thereafter as long as the machine is retained. Those who take the machines are compelled to sign a regular form of lease agreement to abide by the conditions, and failure to purchase the required number of records means the forfeiture of the phonograph. The phonographs are valued at £3 10s. and the borrower has the privilege of purchasing at that figure at any time. It has been found that when the borrowers have accumulated a fairly large library of records, they are inclined to buy the phonograph outright, which prevents them being left with no machine and a library of useless records on their hands, or relieves them of the responsibility of purchasing records weekly. The scheme might be tried with profit by Edison dealers in the United States, for it guarantees either the sale of the ma-

(*Continued on page* 21.)

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
12th Ave., 31st and 32nd Street
Paterson, N. J.

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

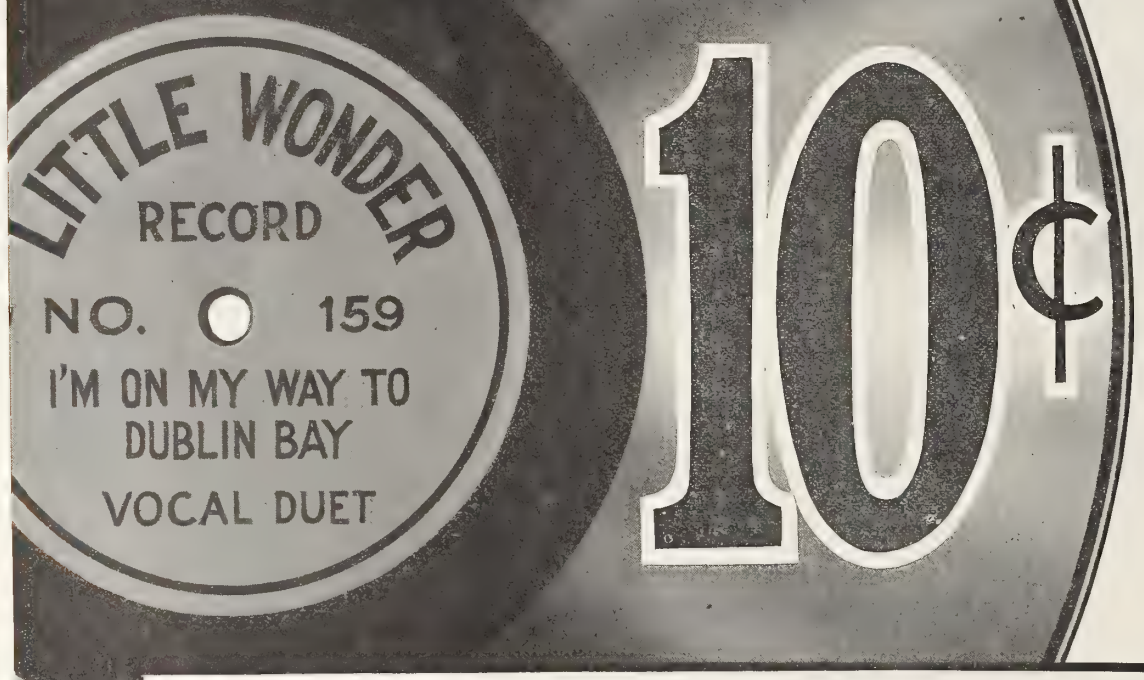
Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*,
57 Reade Street - NEW YORK

"LITTLE WONDER RECORDS"

will play

on ANY Talking Machine!



Get the two latest New York Hits

"My Bird of Paradise"

and

"When John McCormack Sings a Song"

Here is the latest list of 30 selections!

173. "Down Among the Sheltering Palms."
175. "If You Can't Get a Girl in the Summer Time."
174. "I'm a Lonesome Melody."
166. "My Bird of Paradise," *Solo.*
165. "Dancing 'Neath the Irish Moon."
168. "The Rosary," *By Nevin.*
108. "Where the River Shannon Flows."
164. "He Owes Me Ninety-Seven Dollars."
167. "When John McCormack Sings a Song."
157. "Foxy Grandpa," *Banjo Orchestra.*
152. "Steeplechase," *Foxtrot.*
38. "Horsetrot," *American Dance, Band.*
139. "Moonlight on the Rhine."
110. "Old Folks at Home."
129. "Rockaway Hunt," *Foxtrot.*
170. "Those Charlie Chaplin Feet."
183. "Jelly Roll," *Foxtrot.*
177. "When I Dream of Annie Laurie."
34. "Some Baby," *Onestep, Band.*
87. "Rufus Johnson's Harmony Band."
99. "Little Grey Home in the West," *Solo.*
127. "Beverly Hunt," *Foxtrot.*
149. "Pigeon Walk."
153. "Medley Popular Airs No. 4."
159. "I'm On My Way to Dublin Bay."
160. "We'll Have a Jubilee in My Old Kentucky Home."
161. "When I Dream of Old Erin."
162. "Don't Take My Darling Boy Away."
109. "My Wild Irish Rose."
98. "Chinatown, My Chinatown," *Solo.*

Millions of these Little Wonder records have been sold.

DEALERS! Write at once for full particulars.

SEND FOR BEAUTIFUL DISPLAY POSTERS.

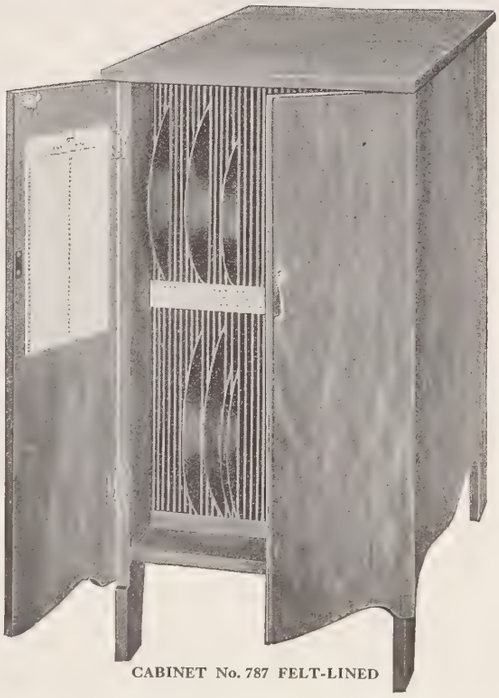
HENRY WATERSON

Strand Building, Broadway & 47th Street, New York

A STANDARD SALTER SELLER

Sells instantly to owners or prospective owners of Columbia "Favorite" or Victor IX or smaller machines.

Have one ready to show and clinch the sale. It must be seen to be appreciated.



CABINET No. 787 FELT-LINED

Its felt-lined compartment feature is a point that never fails to impress the buyer.

This cabinet often influences the sale of a better machine than the customer first planned. Try it and see.

This Cabinet is large enough to hold the Victor IX or any smaller machine. Top (in quartered oak or birch) is 21¾ by 18½ inches. Cabinet is 35 inches high. Double doors are veneered in figured mahogany or quartered oak. Finished in any color to match machines.

Send for Catalogs.

SALTER MANUFACTURING CO.

JOHN F. MORTENSEN, President

Factory: 339 N. Oakley Boulevard
Display Rooms: 1408 So. Wabash Ave., CHICAGO

REVIEWS TRADE CONDITIONS IN SOUTH AUSTRALIA.

(*Continued from page* 19.)

chine or the sale of two records weekly for each machine sent out.

Mr. Williams who is a native of Tasmania, but has lived in and traveled through Australia for a number of years, is enthusiastic over the commercial possibilities in South Australia particularly. "In a commercial sense," he said, "we have felt little of the effects of the war that have not been beneficial for the demands for equipment for the Australian contingent and the material for their maintenance naturally provides occupation for a great many men. In one way, however, the war has proven a serious blow to Australia, for out of a total population of about four and one-half million, she has already sent 72,000 of the best of her manhood to the front, men who we cannot afford to lose. There had been no rain in South Australia for over two years before I left, but since arriving here I have received information that there have been bountiful rains during the last few weeks, which means abundant crops.

"This activity and agricultural field should offer great opportunities for the trade and it is my intention when I return to get after the better class of people, to demonstrate the Edison diamond disc in their homes where possible and especially at private gatherings.

"The Government of Australia, which may be termed a labor union government, endeavors to encourage the man who will really work, in every way possible. The Government will sell the colonist rich land at less than a nominal figure and then lend him money on it at long-time and without interest for the purchase of machinery and other equipment. The State also, for instance, protects the family in many ways and has granted a fixed bonus of £5 to the mother of every child born in the country to encourage population increase. The labor union tendency is seen in the strict interpretation of the eight-hour law as applied to labor, and there is even talk of cutting it to six hours. Every store in Adelaide, for instance, must be closed at 6 o'clock and remain closed for the night, with the exception of Friday night, when the stores may remain open a trifle longer. Failure to observe the closing law makes the merchant subject to a fine, and if it is desired to work after hours at stock taking or other important matters, permission must first be obtained from the authorities. The working of the eight-hour law is not so harsh as it might appear to you here, for everybody must abide by it and therefore all have an equal chance."

Asked regarding the possibilities of marketing American pianos in South Australia, Mr. Williams expressed the belief that there was an excellent chance for a first-class instrument that could be set down in that country, duty paid, at a wholesale price that would permit of it being retailed at £70 ($350), or even higher. He declared, however, that there did not appear to be any great admiration or demand for American popular music of the ragtime type, but the demand ran rather toward songs of the English ballad type.

While in the East Mr. Williams visited the general offices and plant of Thomas A. Edison, Inc., and was given a very hearty welcome. He planned to travel to the Pacific Coast by easy stages, to sail from Vancouver on August 4, for the three week's voyage to his home.

SAUL BIRNS OPENS NEW STORE.

Well-Known New York Dealer Has Handsome New Establishment at 111 Second Avenue—Handles Victor and Columbia Lines.

Saul Birns, one of the best-known talking machine dealers in New York, held the formal opening of his new store at 111 Second avenue on June 26, entertaining as his guests many local dealers and representatives of Victor jobbers. Mr. Birns' store is handsomely furnished and decorated in every detail and is representative of the most up-to-date ideas in retail talking machine establishments. The store was crowded all day with Mr. Birns' many friends and customers.

Mr. Birns, who handles both the Victor and Columbia lines, has been established for a number of years in his present district, his former store being located at 117 Second avenue, a few doors from his new establishment. Mr. Birns has built up a large and constantly expanding clientele, and due to his growing business found it imperative to obtain larger quarters than he formerly occupied. Among the messages of congratulation received by Mr. Birns were floral wreaths from the New York Talking Machine Co., Victor distributer, and the wholesale headquarters of the Columbia Graphophone Co.

Money may not go as far as it used to, but it goes faster.

TONE ARMS HORNS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

STANDARD METAL MFG. CO.

227 CHESTNUT STREET NEWARK, N. J.

No wonder! We have the right instruments and the right range of prices; we have the artists and the right records; the dealer has the right discounts, and every day the public demand grows.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SCARCITY OF MACHINES CONTINUES IN MILWAUKEE.

Shipments, However, Are Becoming More Plentiful and Trade More Satisfied—Big Fall Business Expected Owing to Splendid Conditions of Crops—Talking Machine Co. Occupying New and Larger Quarters—Hoeffler's Fourth of July Window—Month's News.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., July 10.—Slight evidences of a relief in the shortage of both machines and records experienced in all the leading makes by Milwaukee talking machine men for months are noticeable at this time. There is still a decided scarcity of machines, especially in the most popular styles, but jobbers are now finding it much easier to meet the demands of their dealers for records. Jobbers are rather skeptical, however, regarding any permanent relief from the shortage, as dealers all over the State are ordering their fall goods early and the distributers have been hardly able to satisfy their customers even under ordinary conditions. It had been hoped that the factories would find it possible to catch up with their delayed orders this summer, but thus far only very little headway has been made. Dealers are insistent in their call for goods, but jobbers are able to only partly satisfy their demands. The retail trade here in Milwaukee and about the State seems to be holding up exceptionally well for this season of the year.

The Outlook for the Fall.

The outlook for a big fall business is especially bright at this time. General industrial conditions in Milwaukee are showing steady improvement. More and more of the large machinery manufacturing plants are increasing their output and are enlarging their working forces, so that there are fewer people out of work. The crop outlook is fine and the dealers about the State ought to meet with a brisk business from now on. Unless something unforeseen happens, Wisconsin will harvest a bumper crop in all lines, and it follows that general business will be good.

Some Relief in Machine Shortage.

"There is some little relief in the shortage of machines and records," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., jobber in this State for the Victor goods, "but we are still finding it difficult to meet the demands of our dealers. The shortage is especially noticeable in styles XIV and XVI of the Victrola, and it begins to look as though we would never get caught up in the demand for these two styles. We have calls almost every day from various parts of the State from dealers who would like to take on the Victor goods, but we are not locating any new dealers because of the shortage of both machines and records."

In Charge at Smith Piano Co.

Samuel Smith, an experienced talking machine man, is now in charge of the new Columbia department of the Smith Piano Co. Frederick D. D Holmes, secretary of the company and general manager of the Milwaukee store, says that the demand for Columbia goods has been most active.

Was Guest of Roy J. Keith.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, accompanied by his wife, was in Chicago over Saturday and Sunday recently as the guest of Roy J. Keith, manager of the Talking Machine Co. Business at the Gram house has shown decided increase since the installation of the four new handsome booths on the first floor of the music establishment.

New Quarters for Badger Co.

The Badger Talking Machine Co., jobber for the Victor goods in this territory, is now located in larger and attractive first floor quarters at 135 Second street, just north of Grand avenue, where more than 12,000 square feet of floor space is available. Offices and demonstrating department have been located in the front of the establishment, while ample space has been provided for the record department, machine display quarters and repair shop in the remainder of the store. A large and well lighted basement is also available for storage purposes. The former wholesale department on Fourth street has been moved to the new quarters, and the offices at 312 Grand avenue will now be given over entirely to the use of the retail store conducted at that address.

Harry R. Fitzpatrick, general traveler for the Victor Talking Machine Co. in this territory, accompanied by his family, is now enjoying his vacation at a cottage at Pewaukee Lake.

Demand for Columbia Records.

A. G. Kunde, Columbia jobber and retailer, 516 Grand avenue, is meeting with such a demand for the new "On Wisconsin" Columbia record that he is finding it next to impossible to keep enough of these records on hand to satisfy his customers. The record sold exceptionally well at Madison, Wis. the seat of the University of Wisconsin, where Carl Beck, the composer of "On Wisconsin," was formerly a student. Students have been buying the new record, not only for their own use, but have been sending them all over the country to their relatives and friends. The reverse side of this popular record carries "The Milwaukee Light Guard Quickstep," composed by the late H. N. Hempsted, at one time one of the largest music dealers in this city. General business at the Kunde store has been exceptionally good for this season.

Good Summer Resort Trade.

The Gensch-Smith Co., 730 Grand avenue, handling the Victor line, has been paying considerable attention to the summer resort trade of late, and the results have been very satisfactory. Several special demonstrations of machines have been given by William P. Gensch.

To Concentrate on Talking Machines.

L. C. Parker, who has been filling two positions for the past two or three years by acting as manager of both the Victrola and piano departments at Gimbel Bros.' store, has now severed his connection with the piano department and is giving his entire attention to the talking machine end of the business. Mr. Parker is one of the most enthusiastic Victor men in Milwaukee.

Able to Meet Edison Demands.

One of the new Edison disc machines played an important part in the success of the annual outing of the LaFayette Lodge, F. A. M., held at Elkhart Lake, Wis., June 26 and 27. The management of The Pines resort, the headquarters of the affair, owns an Edison machine, and this was kept busy entertaining the 400 or more members of the party, made up of Masons and their families. It is safe to say that the excellent impression made by the machine will result in many Edison sales.

William A. Schmidt, general manager of the Phonograph Co., of Milwaukee, jobber for the Edison goods in Milwaukee and Wisconsin, has returned from a business trip to Chicago. The Phonograph Co. is now able to meet the demands for all the leading styles of Edison machines.

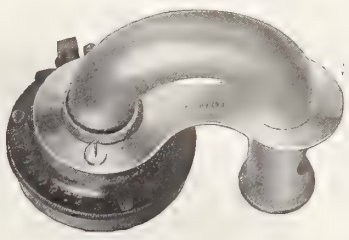
Arrange Attractive Window.

J. H. Becker, Jr., manager of the Victrola department of the Hoeffler Piano Manufacturing Co., 306 West Water street, and his assistant, Gustav O. Spankus, arranged one of the most attractive Fourth of July display windows shown in Milwaukee this year. The holiday display paid special attention to the Baby Victrola, calling attention to its adaptability for summer resorts and outings in general. Probably one of the largest store displays of flags shown in the city was arranged in the Hoeffler window. Mr. Spankus has given several demonstrations of the Baby Victrola at the various lakes surrounding Milwaukee, and both he and Mr. Becker have made some fine sales along this line. Mr. Becker reports that the record business has been exceptionally brisk this summer.

A. M. Lockridge, of the Talking Machine Co., of Chicago, and U. P. Gibbs, of the Rudolph Wurlitzer Manufacturing Co., were among the recent visitors in the Milwaukee talking machine trade.

Peerless Locking Plate to Protect Victor Sound Boxes

To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at $3.00 per dozen.



Made by

The Peerless Specialty Co.
Philadelphia, Pa.

Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.

The Record Cabinet That Sells More Records

Many talking machine owners stop purchasing new records because of the difficulty of finding them—because ordinary record cabinets are inconvenient and the records cannot be readily located. The Tindale Record Cabinet is planned on the same efficiency lines as office vertical filing systems. They protect records and make them instantly available just as office filing systems do.

TINDALE Record Cabinets

For Victor, Columbia, Pathé and Edison Records and Machines will satisfy your customers; make quick, easy sales for you, and result in larger record sales besides. They are distinctive in many ways and are made in many graceful designs and beautiful finishes from $17.00 up. Exclusive Tindale features and the Tindale National Advertising Campaign make this the most profitable line of record cabinets you can handle.

Write to-day for illustrated Catalog No. 98 and profitable terms to Dealers

TINDALE CABINET COMPANY, 1 West 34th Street, New York City

NEWARK CONCERN IN TROUBLE.

Newark Talking Machine Co. Alleged to Have Failed to Account for Stock Sold.

(Special to The Talking Machine World.)

NEWARK, N. J., July 8.—Charges of fraud were made recently against officers of the Newark Talking Machine Co., formerly of 610 Broad street, by a creditor, when an involuntary petition in bankruptcy was filed against the concern. It is alleged the officers have disposed of considerable stock, including talking machines and phonograph records, and have not accounted for the goods.

Clarence S. Blake, of the law firm of Wolber & Blake, filed the petition in behalf of the New York Talking Machine Co. Joseph E. Sterrett, a director of the New York company, stated his belief that on May 31 last the Newark Talking Machine Co. disposed of its assets by removing them to New York and selling them.

The claim of the New York Talking Machine Co. is said to be for notes and accounts due. Mr. Blake also stated the Newark company had assigned practically all of its accounts receivable, worth about $4,000, to the Ironbound Trust Co.

Maxmillian Buchner, of 336 Sussex avenue, is president of the alleged defunct talking machine company. His brother, Charles Buchner, of 10 South Twelfth street, is treasurer.

William J. Dowd, a local lawyer, was appointed temporary receiver for the Newark Talking Machine Co. His bond was fixed at $1,000 by Judge Haight in the United States District Court. As the alleged bankrupt gave up its store on May 31, it is not known what assets the receiver is going to take possession of.

At the first hearing, held on July 6, Maximillian Buchner, president of the concern, admitted that he had emptied the store of talking machines and supplies on the morning of June 1 and also told Referee Charles M. Mason, before whom the hearing was held that he had practically sold his entire stock to a New York concern. According to Mr. Buchner, the sales were arranged with a purchasing agent and a shipment of $1,680 worth of machines and records was made on May 12. On June 1, the witness declared, he sent about $2,400 worth of goods to the local stables of the New York concern, to which he sold the first lot. Other goods, Mr. Buchner said, were shipped to his home.

The search for assets of the talking machine company is being made under a special order obtained by Clarence S. Blake, attorney for the receiver.

MAKING TALKING MACHINE MOTORS.

The Standard Gramaphone Appliance Co., 173 Lafayette street, New York, manufacturer of a number of well-known talking machine accessories, including "Standard" record cleaners, automatic stops, fiber needle cutters, etc., is now engaged in the manufacture of talking machine motors and expects to have a complete line on the market in the very near future.

PRAISES TALKING MACHINE WORLD.

Some Appreciative Words Regarding the Publication by R. E. Cord in the Camden "Courier."

The Camden Daily Courier, of Camden, N. J., recently instituted a new department in its columns, headed "Talking Machine Talks," which is edited by R. E. Cord. In a late issue Mr. Cord referred to The Talking Machine World as follows:

"The only magazine of its kind in the world and one of the best trade journals published, The Talking Machine World, 373 Fourth avenue, New York city, has very kindly placed my name on its exchange list, for which I am deeply grateful. With this magazine always on my desk, it will not be difficult to prepare material for this column. The price of The Talking Machine World is only a dollar a year, and it is the greatest value ever placed upon the market. The World contains in its June issue sixty-four large pages of educational matter, instructive service, business news and technical articles worth many times the cost of the annual subscription. I certainly cannot understand how any dealer in talking machines can make a success of his business without being a subscriber to The Talking Machine World."

A combination of telephone microphone and phonograph has been invented in France for transmitting sounds from the last to distant points or to several points at once.

TO MAKE TALKING MACHINES.

The Starr Piano Co., of Richmond, Ind., to Enter the Field Some Time in the Fall.

The Starr Piano Co., the prominent piano manufacturer of Richmond, has applied to the Secretary of the State of Indiana for an amendment to its charter to permit the manufacture of phonographs. It is understood that the company will have a machine on the market in the fall, and it will be in keeping with the high quality of the Starr piano. An official announcement regarding the plans of the company has not yet been published, but the foregoing covers developments up to date.

PROGRESS ON VICTOR BUILDING.

(Special to The Talking Machine World.)

CAMDEN, N. J., July 7.—Great progress is being made on the erection of the handsome new office building for the Victor Talking Machine Co. on Cooper, between Front and Point streets. It is one of the best equipped establishments of its kind in the city and emphasizes the amazing growth of the business of this company within recent years.

LEASE NEW QUARTERS.

Ormes, Inc., Victor distributers, established at 366 Fifth avenue, New York, have leased the store at the northwest corner of Broadway and Eighty-seventh street, and are planning to take possession in a very short while.

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET **NEW YORK**

INCREASE YOUR SALES

UNICO ROOMS

ARE

SOUND PROOF

DUST PROOF

PORTABLE

ADJUSTABLE

PATENTED

ASSEMBLING REQUIRES NO EXPERT LABOR

TEMPLE OF MUSIC, VICTOR TALKING MACHINE CO., PANAMA-PACIFIC EXPOSITION
AN EXAMPLE OF UNICO SERVICE

UNICO ROOMS

ARE

CARRIED IN STOCK

EIGHT DESIGNS

ALL WOODS

ALL FINISHES

SHIPPED PROMPTLY UPON RECEIPT OF ORDER

Unico Demonstrating Rooms

Whether your requirement is

A $50,000.00 Temple or A $75.80 Demonstrating Room

THE UNICO SYSTEM IS YOUR MOST ECONOMICAL INVESTMENT

Send us rough diagram and dimensions of your space. We will submit (without charge) plans and estimates covering your requirements.

UNICO DESIGN No. 4—$75.80 Upwards

UNIT CONSTRUCTION PARTITION · UNICO · TRADE MARK

Equipment Ordered Before August First Will Complete Your Department by September First

WRITE TO DAY

Send for new circular showing 144 plan and price combinations. One, two and three room installations.

Prices $75.80 to $1329.75

Liberal discount for cash payment

Deferred payments if desired

THE UNIT CONSTRUCTION COMPANY, 31st and Chestnut Sts., Philadelphia, U. S. A.

VITAL INSURANCE SUGGESTION.

Important Communication Relative to the Insurance Situation in Connecion with the Victor Products Just Sent the Trade.

Victor dealers received this week from Frank K. Dolbeer, manager of the credit department of the Victor Talking Machine Co., the following interesting and informative communication relative to the insurance situation in connection with the Victrolas and Victor products:

"As a result of a recent controversy over a claim for loss through fire, in which the patented goods of this company were involved, we were brought into contact with a number of gentlemen who are very prominent in the fire insurance world. At the conferences held we were impressed with the very evident desire of the fire insurance companies with whom we came in contact to pay all just claims and to co-operate with the other parties at interest in facilitating prompt settlement.

"The situation as regards Victor products was gone over thoroughly, and we believe that information disseminated at our conferences with the insurance officials has brought about a better understanding and a mutual feeling of confidence that will obviate future difficulties. However, at the suggestion of some of the insurance officials *who desire to remove all possibility of misunderstandings in connection with future adjustments,* we suggest that there be inserted immediately in your policies a special statement of the fact that—

"The policies cover your interest in property held under any license agreements and for reservations.

"In the event of any fire, it is very desirable that a prompt and complete report, including detailed information as to damage sustained on Victor product and probable amount of salvage, segregated as to machines and records, be made to the Victor Talking Machine Co.

"As a further step, in the event of fire, you should inform the broker through whom you placed your insurance, also the adjuster, that the Victor Talking Machine Co. is anxious to avoid all possibility of Victor goods that have been even slightly damaged or discolored being marketed to the injury of the reputation of its product; that, in order to avoid damaged goods being disposed of to the public, the Victor Talking Machine Co. is prepared to co-operate with the insurance companies and you, and to make liberal propositions for the purpose of arranging in an amicable manner for the return of partially damaged goods to the factory where repairs may be made at cost or disposed of as scrap.

"If put in prompt possession of all the facts in connection with any fire in which Victor goods are involved, the Victor company will very promptly get in touch with the assured, either by correspondence or by a representative, for the purpose of assisting in bringing about a speedy adjustment.

"We believe our knowledge of the insurance situation and our understanding of the attitude of the insurance companies will enable us to be useful to jobbers and dealers in case of fire, and we trust that you will not fail to take advantage of our offer to serve you in this way, should you be so unfortunate as to suffer a fire loss.

"In connection with the subject of insurance, we respectfully suggest the necessity of all jobbers and dealers keeping their inventories and their records regarding the stock in a safe place. A very good plan is to to keep duplicate copies of inventories, also insurance policies, at another location, preferably a safe deposit box."

FRIEDRICH'S ROLLING SIGN BOARD.

Handsomely Fitted Auto Delivery Wagon Which Is a Great Publicity Medium.

(Special to The Talking Machine World.)

GRAND RAPIDS, MICH., July 9.—No feature of the business done by the Friedrich Music House, of this city, has attracted more notice than its very

dainty delivery wagon, which features the Victor so very strikingly. This auto is entitled "Our Rolling Sign Board—The Little Red Bus." It has a red body, white letters, yellow wheels and black trimmings, and is a very striking type of Victor service wagon. As will be noted, the Victor dog occupies the place of honor in this clever advertising scheme of the Friedrich house.

JOINS WHOLESALE DIVISION.

H. D. Berkley, formerly manager of the Landay Victor store at 153 West Forty-second street, New York, has joined the wholesale division of Landay Bros. and is now visiting the Victor trade in New York and the surrounding territory. Mr. Berkley is well equipped to achieve success as a representative of this prominent Victor distributer, as he is thoroughly acquainted with all phases of the wholesale and retail merchandising of Victor products.

NEW BUILDING FOR BOLWAY & SON.

Edison Jobbers in Syracuse to Have Palatial Five-Story Structure to Be Known as the Phonograph Shop to Be Opened September 15.

(Special to The Talking Machine World.)

SYRACUSE, N. Y., July 9.—F. E. Bolway & Son, Inc., who handle the Edison Diamond Disc phonograph line in this territory, have just leased the five-story building at 216 South Salina street. It will be handsomely fitted up and will be known as the Phonograph Shop. The importance of the move is indicated by the fact that twenty-one carloads of phonographs and accessories are being prepared for transportation to this new Edison station when the new establishment will be officially opened September 15. The building will be completely transformed, and when out of the hands of the renovators it will be in line with the magnificent emporiums devoted to the Edison interests in New York, Chicago, San Francisco and other points.

A VISITOR FROM CHICAGO.

Wm. F. Martin, of Chicago, Ill., was a recent visitor to the offices of the Sonora Phonograph Corporation, 57 Reade street, New York, his main object in coming being to discuss with President Brightson details in connection with securing a large quantity of Sonora phonographs for customers in Illinois, Indiana, Minnesota and Wisconsin. Mr. Martin reports meeting with excellent success in the distribution of Sonora products, and the volume of business he was able to secure seemed in excess of what could be shipped by the Sonora Corporation, taking into consideration the other many orders which are booked.

Mr. Martin went away, however, with the assurance that his business would be well taken care of and a service rendered to the Sonora dealers that would be adequate in every way.

TALKING MACHINE EXPORTS.

The Figures for April Presented — Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., July 3.—In the summary of the exports and imports of the commerce of the United States for the month of April, 1915 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines for April, 1915, amounted in value to $75,614, while records and supplies for April, 1915, amounted in value to $62,861.

Mr. Victor Dealer
Are You
Getting The Goods?

To Victor Dealers who are not satisfied with the service their jobbers are now giving them LANDAY Bros. offer their unusual facilities for filling orders. **Try us with a sample order.** Out of town orders a specialty. Goods shipped same day as order is received.

Landay BROS

563 Fifth Avenue, New York

You Can Afford the Best But You Cannot Afford to Buy a Phonograph Before Hearing

This model $200.

The Pathé Pathéphone

"The Best in Music Reproduction"

Whether Instrumental or Vocal

The Pathé Pathéphone IS

—the perfect phonograph that inventors and manufacturers have been trying for years to produce;

—the product of the famous Pathé Frères' entertainment genius;

—a distinctive instrument because of its absolutely natural reproduction of sound—its perfect tone control—its ability to play every known make of disc record—and its attractive artistic lines.

The Pathé Pathéphone HAS

—the Pathé Smooth, Permanent Sapphire Ball, which reproduces the music with every detail of composition and technique true to the artist's performance. It lasts a lifetime, and does not wear out the records;

—a wood sound chamber which renders every modulation of musical tone in all its purity, strength, and detail;

—No Needles to Change;

—no harshness in tone.

The Pathé Pathéphone GIVES

—the best in tone quality;

—the best and clearest expression;

—the best and most artistic effect.

The Pathé Pathéphone Discs

—are all double-faced, including operatic selections—music on both sides;

—they never wear out;

—retail from 75c to $2.50;

The Pathé repertoire is varied and complete;

We command the largest record catalogue in the world, comprising over 96,000 selections. Our large catalogue, containing the most popular and operatic selections, is now ready.

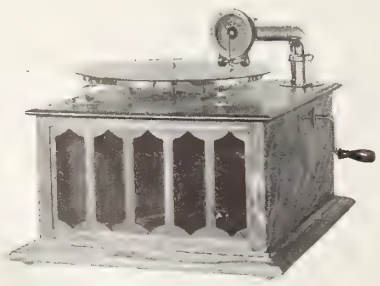
All These Pathé Pathéphone Advantages

—do not mean increased cost to the buyer;

—on the contrary, they mean you buy the best, getting the most for your money, plus the record that never wears out, and an instrument that will play every known make of disc record.

The Pathé Frères Phonograph Company Wants More Dealers

—good contracts with exclusive privileges in certain sections can be secured from jobbers located at advantageous points. We have several jobbing territories open—and our advertising campaign has begun. This is the time for the dealer to make good connections—better take advantage of this opportunity and write us at once.



This model $15.

PATHÉ FRÈRES' PHONOGRAPH COMPANY

29 West 38th Street NEW YORK

Important Announcement to Dealers

The Pathé Frères Phonograph Company's National Advertising Campaign has Started

It will be of untold benefit to you if you handle the PATHÉ FRÈRES PHONOGRAPH PRODUCTS.

It will create large and continuous sales.

For it will run in leading popular magazines of large circulation—such as SATURDAY EVENING POST, COSMOPOLITAN, MUNSEY'S, etc. The number of readers reached by these mediums is

Over 17,500,000

In addition over 100,000,000 people every month see the PATHÉ ROOSTER in the moving-picture houses.

This publicity is bound to create a great demand.

The campaign will not be a short spasmodic splash, but a

CONTINUOUS, STEADY, VIRILE PRESENTATION WEEK AFTER WEEK, MONTH AFTER MONTH

There's the first page ad. in the SATURDAY EVENING POST, and other publications appearing in JULY.

READ THOSE SELLING POINTS!

The PATHÉ PATHEPHONE has more advantageous "HELPS TO SALES" because it has more points of superiority.

All inquiries which we receive will be referred to jobbers and dealers in their respective territories. They will reap the harvest from our advertising.

A PATHEPHONE Agency franchise is a valuable one.

We want more dealers and have a few jobbing territories still open.

Don't wait, write us today

PATHÉ FRÈRES PHONOGRAPH CO.

29-33 West 38th Street NEW YORK CITY

ADMIRE LANDAY MOTOR TRUCK.

One of the Finest Mediums of Victor Publicity Ever Introduced—Opening on Side Is a Victrola XVI. Design—Other Features.

Landay Bros., Victor distributers, New York, have received many letters of approval from talk-machine men and advertising experts regarding their new motor truck which was introduced to the local trade a few weeks ago. This truck undoubtedly represents one of the finest mediums of Victor publicity which has been launched in some time, and Max Landay, head of Landay Bros., is in receipt of several communications from the Victor factory relative to its pleasure at welcoming this high-grade and artistic member of the Victor delivery family.

As mentioned in the columns of The Talking Machine World last month, the new Landay motor truck is distinctive to a degree, as, in addition to its unusually large carrying capacity and limousine body, its design includes on the sides an actual reproduction of a Victrola XVI. This body is not an imitation built to resemble this popular machine, but is actually constructed of mahogany, with the large doors equipped to open at will and share in the loading facilities of the truck. This feature in itself has caused passers-by to turn around and comment upon the original lines of the truck, and these comments are decidedly favorable in their tenor.

From a practical standpoint the new truck, which was constructed by the Hurlburt Motor Truck Co., is deserving of special mention, as it enhances materially Landay Bros.' facilities to handle the requirements of their dealers in local and suburban territory. The capacity of the truck is probably larger than any truck now being used for Victor shipping in any part of the country. The truck loads from the sidewalk readily, the Victrola-shaped center permitting of this departure, and this feature saves time and eliminates a considerable portion of the usual wear and tear, as the doors are much nearer the ground than the average tailboard. Constructionally, the truck represents the latest and most up-to-date mechanical ideas in every detail.

RECENT COLUMBIA LITERATURE.

Summer literature recently issued by the advertising department of the Columbia Co. includes an attractive four-page folder intended for distribution among prospects for summer outfits, and a series of lantern slides directed particularly toward developing business during the hot weather. The new folder contains a number of attractive outdoor scenes, and the text used is brief and to the point, emphasizing the desirability of owning a Columbia outfit at the summer home, camp or any outdoor place of amusement.

TO REORGANIZE COMPANY.

The stockholders of the Rex Talking Machine Co., of Philadelphia, have agreed to reorganize the company with assets increased from $16,000 to $88,000 and with a capital stock of $1,200,000. The estate of Harry W. Stoll will join in the reorganization.

INCORPORATED.

The E. H. Smith Co., of the Bronx, was incorporated at Albany this week with a capital stock of $10,000 for the purpose of handling talking machines, automatic musical instruments, sporting goods, etc. Capital stock, $10,000. Incorporators: F. Nanheimer, E. H. and E. Smith, 1023 Southern Boulevard, New York.

The Wonderphone Phonograph Co. of Chicago was incorporated with the Secretary of the State recently with a capital stock of $30,000 for the purpose of manufacturing phonographs and other talking machines.

W. S. Scherman, of the Columbia advertising department, left July 3 for a fortnight's sojourn at Canandaigua, N. Y., in the Adirondacks, where he will plan new ideas to co-operate with Columbia dealers this fall.

FISCHER CO.'S ATTRACTIVE PATHEPHONE DEPARTMENT.

(Special to The Talking Machine World.)

CLEVELAND, O., July 3.—One of the most attractive talking machine departments in the local trade is the Pathephone department of the Fischer Co., at Huron road and Euclid avenue. A view of this department is shown in the accompanying illustration, and the success which has been achieved since the very inception of the Pathephone warerooms reflects the care and consideration which was bestowed on the arrangement and decoration of the department as a whole.

One-half of the Fischer Co.'s store is devoted to the Pathé department, and the company has conducted an energetic campaign on behalf of the Pathephone and Pathé discs which has produced excellent results. The Fischer Co. also handles a high-grade line of pianos and finds that the Pathé line is a factor in the growth of the piano business.

In a recent interview E. T. Caldwell stated that he was delighted with the success of the Pathé business. As the company is a jobber of Pathé products, Mr. Caldwell has devoted considerable time to the wholesale end of the business and has signed up many dealers in this territory. He is enthusiastic regarding the outlook for his Pathé department and predicts a banner fall season

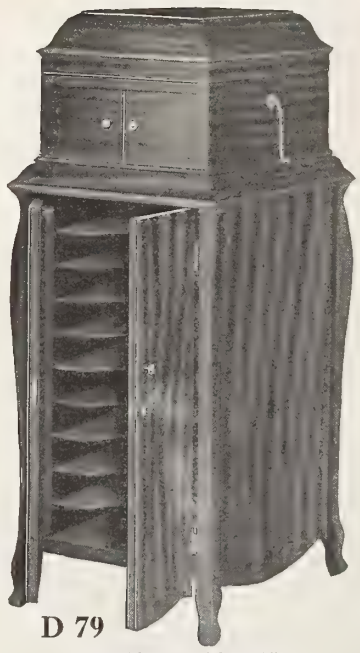
Window Display of Pathephones Made by the Fischer Co., Cleveland.

ISSUE INTERESTING SAMPLE CARD.

A piece of literature that is of excellent selling force is the "sample card" of talking machine needles just issued by John M. Dean Corporation, Putnam, Conn., whereon are sewed twelve samples of different styles of needles made by this well-known house. A glance at the card gives a comprehensive idea of just what the styles of needles are, which enables the customer to purchase with a degree of certainty in securing exactly what is desired. These twelve styles comprise the No. 8 fine, No. 7 soft, No. 6 medium, No. 3 full tone, No. 2 loud, No. 1 extra loud, No. 14 trolla, No. 9 opera, No. 11 half tone, No. 10 ideal, No. 13 spear-point, and No. 12 Petmecky. Recent export orders were from Fairbanks, Alaska, and prominent points in South America.

LONG CABINETS

For New IX



D 79

With or without special moulding.
(Pat. applied for)
Made in all finishes.

On view at

New York Furniture Exchange

Get new illustrated folder of the most complete line on the market.

The George A. Long Cabinet Co.
Hanover, Pa.

Address
CLEMENT BEECROFT
Sales Manager
309 W. Susquehanna Avenue, Philadelphia

MICA DIAPHRAGMS

¶ Are used in the best machines of today,

¶ Because they reproduce best and are the only ones to retain their reproducing qualities for an indefinite time,

—if they are made right;

—we know how

—our experience is at your service.

MEIROWSKY BROTHERS
106-108 BROADWAY, JERSEY CITY, N. J.

OGDEN SYSTEM IN FAVOR.

J. B. Ogden, the manufacturer and originator of the Ogden system of record filing, at Lynchburg, Va., reports an increasing demand for his products throughout the country, and which are sold with great success by jobbers of national reputation. The Ogden system appeals to lovers of the talking machine because it enables users to care for their records in a most complete and satisfying way—a factor of importance

LYON & HEALY ENTERTAIN

Visiting Delegates to the Talking Machine Jobbers' Convention Given Royal Reception by Lyon & Healy, Chicago, Preparatory to Leaving for the Convention City.

(Special by wire to The Talking Machine World.)

CHICAGO, ILL., July 13.—Lyon & Healy entertained visiting delegates on their way to the talking machine jobbers' convention in royal style today. At 10.30 this morning seven touring carloads left Adams and Wabash streets with Lyon & Healy pennants flying. A delicious course dinner was served in the pavilion dining room of the South Shore Country Club, after which the guests were grouped on the lake front and photographed by the official photographer of the Chicago branch of this paper.

President Robert B. Gregory, of Lyon & Healy, made an address tracing the development of the talking machine from the days when it was a coin slot affair up to the artistic triumphs of to-day. He instanced hearing and listening to the Victrola in the home of H. C. Frick, the iron magnate, with accompaniment by a $40,000 pipe organ.

H. C. Brown, Victor advertising manager, responded in behalf of the Victor Co. and delegates, thanking them for entertainment. Waiting automobiles then took the guests for an entire afternoon tour of Chicago's park and boulevard system, delivering them back at Rock Island depot in time for the 5.27 special for 'Frisco.

On the rear of the observation car was an electrically illuminated sign featuring the name of the association. Those on board were: J. C. Roush and wife, Pittsburgh; Mr. and Mrs. W. H. Parmenter, Toledo; H. A. Winkelman and wife, Boston; C. F. Buescher, Cleveland; P. B. Whitsit and wife, Columbus; H. F. Miller and wife, Philadelphia; T. H. Towell and wife, Cleveland; C. N. Andrews and wife, Buffalo; Otis Bigelow and wife, Dowagiac, Mich.; Miss Marie Katz, Akron, O. The following from the Victor Co.: H. C. Brown, advertising manager; F. K. Dolbeer, W. B. Fulghum and wife, George Ornstein and wife, C. L. Price and wife. The following from Lyon & Healy: James F. Bowers, wife and son, James; L. C. Wiswell and family, Miss Helen Mae Jefferson, daughter of B. H. Jefferson; H. R. Smith and C. P. Bliss, T. B. Stone and brother, A. R. Stone, F. A. Siemon, wife and daughter, Wurlitzer's, Chicago; F. G. Ritter and wife, Mattoon, Ill.; S. O. Wade and wife, Chicago; W. H. Reynolds, Mobile; Edward Lyman Bill, New York. Besides the above the following were present at the South Shore Club dinner: R. B. Gregory, M. A. Healy, Columbus Healy, C. R. Fuller, W. H. Roche, B. H. Jefferson, all Lyon & Healy; H. A. Fitzpatrick, Victor traveler; Harry Goldsmith, Badger Talking Machine Co., Milwaukee, and E. P. VanHarlingen.

During the dinner Miss C. Jenkins, of Lyon & Healy record department, sang, accompanied on the piano by Miss Elsie Stein, in charge of their Victor recital hall.

Many compliments for L. C. Wiswell, who planned the entertainment and arranged the trip to the Coast. During the day Mr. Wiswell received a wire from the Consolidated Music Co., Salt Lake, inviting the excursionists to an organ recital and sightseeing trip.

CHARGE MAIL ORDER SCHEME.

As a result of complaints lodged with United States Attorney Marshall in New York, alleging that foreigners living in various parts of the country were being swindled by means of a mail order scheme, Saul Birnzweig, who conducts a talking machine establishment at 111 Second avenue, New York, was arrested Tuesday by Post-Office inspectors on the charge of using the mails to defraud. When arranged before Commissioner Houghton Mr. Birnzweig waived examination and was held in $3,500 bail for the Federal grand jury. He furnished surety.

ARTISTIC VICTOR SOUVENIR.

The Victor Talking Machine Co. sent out to its dealers this week a novelty post card which is being given to visitors at the Victor Temple of Music in the Palace of Liberal Arts at the Panama-Pacific Exposition, San Francisco, Cal. These cards are being given away in large quanities and mailed by thousands of visitors back home to their friends.

The series of cards comprises illustrations of the ten principal buildings and monuments at the exposition, the inside also showing one of the popular illustrations used by the Victor Co. in its national advertising. This cut-out, which is beautifully lithographed, is a splendid example of the perfection of Victor publicity and the thoroughness which characterizes every production of the company's advertising department. The outside of the novelty post card shows a reproduction of the Victor Temple of Music at the exposition.

TO HEAD ADVISORY BOARD.

Thomas A. Edison has sent to Secretary of the Navy Daniels his acceptance of an invitation to head an advisory board of civilian inventors and engineers for a Bureau of Invention and Development which the Secretary intends to create in the Navy Department.

Music Dealer—And here's the "Lucia" sextet—a very popular record.

Mrs. Rox (virtuously)—No, not for a family machine; there's too much of this sex business nowadays.—Puck.

How many sales do

You Lose

by wasting time locating records for

Busy Customers Because

Your system will not locate records instantly, re-order automatically or show you the rapid sellers?

Your Jobber

will guarantee the Ogden System to you. Order now and be ready for the biggest year's business.

If your distributor is not on this list, write direct for catalogue.

LIST OF JOBBERS

C. Bruno & Son, Inc.
Blackman T. M. Co.
E. F. Droop & Sons Co.
Cohen & Hughes, Inc.
M. Steinert & Sons Co.
Neal, Clark & Neal Co.
Rudolph Wurlitzer Co.
Knight Campbell Music Co.
Chase & West T. M. Co.
Elmira Arms Co.
Thos. Goggan & Bros.
Stewart T. M. Co.
Henry Horton.
Nebraska Cycle Co.
Pacific Phonograph Co.
Denver Dry Goods Co.
The Phonograph Co., Cleveland.
McKee Co., Inc.
Kipp-Link Phono. Co.
Harger & Blish.
Chandler & Co.
Phonograph Co., Kansas City.
Frank E. Bolway & Sons.
The Phonograph Co., Chicago.
Graves Music Co.
Texas-Oklahoma Phono. Co.
The Phono. Co., Milwaukee.
Phono. Corp., Manhattan.
Columbia Graphophone Co.
Pennsylvania T. M. Co.
and others.

J. B. OGDEN, Lynchburg, Va.

ROYAL GREETING FOR FARRAR.

Operatic Soprano Visits Los Angeles to Take Leading Roles in Operas for Lasky Motion Picture Co.—Great Banquet in Her Honor.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., July 8.—Never in the history of Los Angeles has an artist been received with as much enthusiasm as was Miss Farrar upon her arrival in our city to play the leading roles in Carmen, La Tosca, etc., for the Lasky Motion Picture Co.

The crowning event was a wonderful banquet given in her honor Saturday evening, June 12, at the Hotel Hollywood by the Lasky Co. Among the notables present in the "legit" and the film world were Mrs. David Belasco, John Drew, Raymond Hitchcock, Blanche Ring, Fannie Ward, Mrs. Jesse Lasky, Laura Hope Crux, Julian Eltinge and Mr. and Mrs. Gest, Mr. Gest being Miss Farrar's manager. One hundred and fifty persons in all were present. Many cowboys and minor members of the Lasky Studios were on hand to pay tribute to Miss Farrar and welcome here to her new role of star to the one-eyed audience, as the motion picture camera is called. One of the interesting features of the evening was the understanding that everyone was to do a little stunt. Consequently there was a very amazing and great display of talent. About the middle of the performance that sterling comedian, Raymond Hitchcock, arose and very solemnly announced that the next number on the program would be a selection from Carmen by Miss Farrar. This announcement was, of course, enthusiastically received. Upon order being once more restored, an attendant started a Victrola with a Farrar record of the "Habanera." Everyone listened very attentively until the final note had been sounded, then suddenly the room rang with applause. Miss Farrar has a Victrola in her own apartments and also one at the Lasky studios. The one at the studio is used exclusively for dancing, as an amusement for Miss Farrar and the company between scenes. Miss Farrar very graciously sings every day for members of the company and is fast becoming the popular idol of the film world.

WANT TO HEAR FROM AMERICANS.

Editor Talking Machine World, New York.

Dear Sir: I should be very glad if you would inform your readers that several Belgians, competent business men, have created an organization having a double object:

1. To introduce in Belgium, as soon as the war is over, all American products and manufactures, etc.

2. To employ as agents, representatives, etc., a large number of Belgian manufacturers and business men who have been partly ruined, but still possess enough capital and can give the necessary guarantee as agents, dealers, etc.

Being convinced that this organization will have the approbation of American manufacturers and business men, those interested are asked to address their inquiries to: Willy Lamot, Shardhighs, Halsted (Essex), England, who will give them full details.

Owing to the risk of traveling, may I suggest copy of letter be forwarded after a week or so, in case one is lost. Thanking you for the space afforded me, I am, Yours faithfully,

WILLY LAMOT.

ITS POPULARITY DEMONSTRATED.

The commercial possibilities of the new Columbia personal record department were demonstrated last week when an order was received from the Durham Duplex Razor Co. for the production of a record which it could utilize in the stores handling its products throughout the country. This record proved a signal success, and is being ordered in substantial quantities by the razor company. Among the other recent orders received by Manager King was one for 10,000 records from a prominent Swedish pastor who plans to sell them to his many friends throughout the country. Charles F. Thayer, well-known in the local retail trade, has joined the staff of this department.

PUBLICITY THAT ATTRACTS

Is the Double-Page Advertisement Which Appeared in the Saturday Evening Post Recently for the Victor Talking Machine Co.

The Victor Talking Machine Co. carried in the July 10 issue of the Saturday Evening Post a two-page advertisement which was considered by many members of the advertising fraternity as one of the finest pieces of publicity which this periodical has presented in quite some time. Victor national publicity is invariably attractive and artistic, but this latest advertisement even surpassed in many ways the high Victor standards.

The advertisement was headed "Band Concerts in Your Own Home by the World's Greatest Bands," the illustration used conveying the thought of a vast auditorium with a band playing on the stage. Sousa, the march king, and his famous band, who have recorded numerous selections for the Victor library, were shown in the lower section of the advertisement, together with a photograph of a Victrola XVI. and the world-famous Victor trade-mark.

CHARLES RADTKE MARRIED.

Charles Radtke, cashier of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, was married on Sunday, July 11, to Miss Rose Wheatley, of Brooklyn, N. Y. Mr. and Mrs. Radtke are now away on their honeymoon, and are expected to return within the next week or so. Incidentally, the married men's baseball nine of the New York Talking Machine Co. will receive added strength for next year's battle with the bachelors, for Mr. Radtke played second base for the single men last month with signal proficiency.

The Boston Phonograph Co., Boston, Mass., has been incorporated with capital stock of $50,000 by Elbridge J. Eames, Oliver A. Wyman and Helen E. Harrington.

5,000,000
Lindström Motors
IN USE THE WORLD OVER

Workmen in One of the Lindström Factories.

FACTORIES:

Berlin, Weissensee, Rixdorf, Spremberg, Hanover, GERMANY St. Croix, SWITZERLAND London, ENGLAND
Clichy, FRANCE Warsaw, RUSSIA Vienna, AUSTRIA Barcelona, SPAIN Rio de Janeiro, BRAZIL

OTTO HEINEMANN, 45 Broadway, New York—2701 Armitage Ave., Chicago

ART OF WINDOW DRESSING MORE WIDELY RECOGNIZED.

(Special to The Talking Machine World.)

BIRMINGHAM, ALA., July 8.—The art of window dressing has progressed remarkably in recent years, and the display which attracts special attention at the present time must include the original and distinctive before it is the subject of special comment. An attractive window display is an indication of an up-to-date establishment, and it is a tribute to the aggressiveness of this city's retail merchants that their windows frequently contain displays which compare very favorably indeed with those seen in much larger cities.

A recent local display that won a large amount of praise and favorable comment was presented in the store of the Columbia Graphophone Co. at 1818 Third avenue. W. S. Parks, manager of this store, is a keen student of window displays and their possibilities, and the window shown herewith represents the results of extended thought and preparation.

The main value of the display rests in its adaptability and timeliness. Every figure in the display is there for a specific purpose, namely, to illustrate or draw attention to some one selection in the recent Columbia list of new selections. For example, the bull represents "Cows May Come and Cows May Go, but the Bull Goes on Forever," the swan applies to "The Swan," as played by Pablo Casals, the famous 'cellist, the automobile brings up thoughts of "And the Little Ford Rambled Right Along," while every other figure in the window is applicable to some recent Columbia record.

Cleverly Arranged Window of the Columbia Graphophone Co., Birmingham, Ala.

EXTENSIVE ADVERTISING CAMPAIGN

For the Pathé Frères Phonograph Co. to Be Launched in the Magazines This Month.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, has just completed plans for an extensive advertising campaign which will be launched the end of this month, and be centered in magazines of national circulation. The Saturday Evening Post and similar periodicals of prestige will be used to reach the music-loving public, and advance proofs of the copy to be used indicate the introduction of a campaign which will be of material benefit to Pathé dealers throughout the country. Pathephones, as well as the Pathé discs will share equally in this advertising, and the company states that this publicity is not designed to be a mere "flash in the pan" or a spasmodic attempt, but, on the contrary, the start of a broad, comprehensive advertising campaign.

Since the Pathé Frères Phonograph Co. entered the field a little more than a year ago it has met with constantly increasing success, and owing to the sales possibilities of its products has established agencies with some of the best-known members of the piano industry. Such well-known piano concerns as Hardman, Peck & Co., Jacob Doll & Sons, Fischer Piano Co. and many others have evinced their approval of the Pathé line by giving the products active representation.

T. E. LaMontagne, vice-president of the Pathé Frères Phonograph Co., is devoting considerable time and attention to the proposed advertising campaign and has been making a close study of the essential requisites of successful and prestige-building copy in this field. Referring to his ideas of advertising copy, Mr. LaMontagne said:

"I am convinced that advertising copy necessary for the marketing of any merchandise should carry with it, first, something to create confidence; second, something that will develop interest in the goods; third, something that will bring points out clearly which will leave in the mind of the reader the desire to possess the thing advertised. Our Pathé campaign will not only be an immense assistance to our dealers in the way of business, but will mark the great progress of the Pathé Frères Phonograph Co. and be a real help to the entire sound reproducing industry."

FOR SALE

My exclusive retail Victor agency, stock, accounts and fixtures invoice about $10,000. Have four-year lease, and excellent location in city of 100,000 population. Other business forces me to sell. Address "S. S. S.," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE AT A BARGAIN

Brand new 10 and 12-inch loose-leaf record albums, wrapped in original packages, value $1.75 and $2.00. I have 500 to dispose of and would sell the entire lot or in small quantities. Sample of either size will be sent upon receipt of 50c. H. ROSEN, 3 School St., Boston, Mass.

Will pay cash for new—slightly used—or discontinued EDISON — COLUMBIA — VICTOR—disc or cylinder records and machines. Address, giving quantity and price wanted. T. Stapleton, Room 606, 73 Nassau St., N. Y.

Party with capital would buy out or go into Victrola and piano concern in or near New York. Only legitimate proposition would be considered. Address "Buyer," care The Talking Machine World, 373 Fourth Ave., N. Y.

DECIDED IN FAVOR OF DEFENDANT.

The suit instituted last year by the American Graphophone Co. versus the American Parlograph Corporation was decided in favor of the defendant last week, Judge Anderson, of Indiana, sitting in the United States District Court, New York, dismissing the complaint without filing any formal opinion. The plaintiff charged infringement of various patents, claiming that the Parlograph, a dictating machine manufactured by Carl Lindström, and merchandised by the American Parlograph Corporation, infringed certain patent rights of the Dictaphone, manufactured by the American Graphophone Co. The case will be appealed by the plaintiff. C. A. L. Massie appeared for the American Graphophone Co., and Cabell & Gilpin (H. Cabell of counsel) for the American Parlograph Corporation.

INCORPORATED.

The Standard Photo Play Distributers was incorporated last week with the Secretary of the State of New York, to engage in the theatrical, motion picture and talking machine business. Capital, $10,000. Incorporators: H. M. and A. Warner; A. Lichtman, 126 Claremont avenue.

AWARDS ANNOUNCEMENT DELAYED.

(Special by wire to The Talking Machine World.)

SAN FRANCISCO, CAL., July 12.—The delay in issuing the official list of awards to talking machine and other exhibitors is due to the protests being made, which are now under consideration by the Superior Jury of Awards. It is expected, however, that the work of reviewing the awards will be completed about July 15. Several of the more prominent exhibitors are only awaiting the final decision before announcing their awards.

The Columbia Co carried a very striking advertisement in a recent issue of the Saturday Evening Post, devoted to Columbia records. This advertisement, which occupied the two center pages of the publication, featured two of the series of silhouette cuts which have been used by the Columbia advertising department for quite some time.

F

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F.

Make your order read "six of each" upon our satisfaction guaranteed basis.

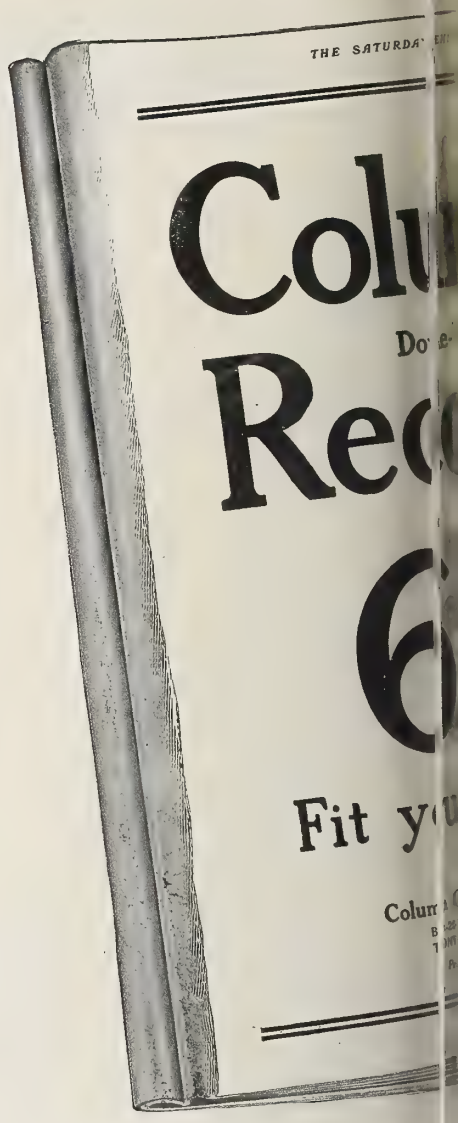
THE UDELL WORKS
Indianapolis, Ind.
(1205 West 28th Street)

Creating a record deman

Every man, woman and child in your neighborhood, if they can read, will see this Columbia story in July.

It appears in the Saturday Evening Post and all the other leading magazines, newspapers, foreign, trade and class publications.

It will multiply the already enormous demand for Columbia Records—a demand that today is making Columbia dealers double their orders, double their sales and double their profits.

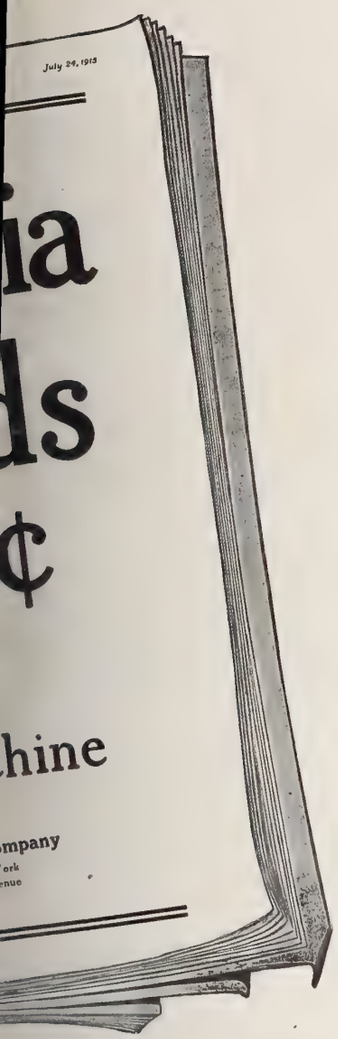


Columbia Records TRADE MARK Note the Notes

Columbia Graph

Woolworth Bu

r talking machine dealers



Share in with the figures going on Columbia books today. Columbia sales are the biggest proof of Columbia reputation and *you* should be in position to secure a portion of these sales.

The public *want* double-disc records at 65 cents. *You* want to supply that demand.

That three-thousand-dollar-a-word-ad will mean a lot more to you—if you read it from *inside* the Columbia line.

hone Company

g, New York

Columbia
Columbia Records
TRADE MARK
Note the Notes

TRADE HOLDS UP REMARKABLY WELL IN BALTIMORE.

Large Business Done with Lower-Priced Machines for Country Homes—Dealers Getting Together on Matter of Payment Terms—Leading Dealers Make Encouraging Reports of from Thirty-five to One Hundred and Fifty Per Cent. Increase in June Business.

(Special to The Talking Machine World.)

BALTIMORE, MD., July 3.—Despite sweltering weather and the fact that thousands of residents of this city and vicinity are going away on their vacations, the talking machine business here has held up remarkably well. Local dealers, although many of them could handle more business, are much pleased with what they are doing, and some of them are getting real busy and getting machines ahead because they do not want to be caught like they were last fall, when they had the orders, but were unable to get enough machines to meet the great demand.

A large number of the dealers have sold machines—most of them of the lower price—to persons who took them away with them. The fact that many persons took records with them while they were at the seashore and other places has kept up the sales of records to a remarkable degree, and while some places report that there was a slight dropping off in the number of machines sold, but few of them report any let-up in the number of records disposed of.

That there is now a plan afoot to bring about an agreement on terms of payment on machines is the statement made here. Some of the dealers are doing their utmost to bring all the dealers together and make up a list of terms to which all will stick and which will be for the mutual benefit of all concerned. It is probable that if this is carried out there also will be an association of the talking machine dealers formed. This latter plan has been in the minds of some of the dealers for some time and they have not let it drop.

The E. F. Droop & Sons Co., Victor distributers, report a fine business for the month of June through W. C. Roberts. The latter made an extended trip through the northern part of Pennsylvania and various sections of Maryland. He did ten times as much business as the firm anticipated.

"During the month of June," said Mr. Roberts, "we did 35 per cent. more business than we did in the same month of last year. We had a heavy run on machines of various classes, but the $75 one seems to have the call. We expect July to be really a record-breaking month, for many dealers are placing orders for machines ahead so they will not be caught as short handed, as was the case last year. The increase in business for the first six months of this year over the first half of 1914 was greater than the increase of the year 1914 over that of 1913."

A record business was done by the Baltimore headquarters of the Columbia Co., according to A. J. Heath, manager. Mr. Heath said:

"Our business for the month was truly phenomenal. We did 150 per cent. more business this June than we did in the same month a year ago. I do not believe there will be any let-up in the summer business. We are receiving many orders from firms placing stock orders for goods to be used for the fall trade, and they are all optimistic. Dance records have again gone back into the lead and there has been a heavy sale on the small priced machines up to $75. These are being taken by many persons to summer homes, shores and even on yachts and motor boats."

P. W. Peck is still on the road for the Columbia Co. and signed up the firm of Williams & Huffman, of Asheville, N. C., to handle the full Columbia line.

I. Son Cohen, of Cohen & Hughes, Inc., Victor distributers, stated that a good wholesale business was done with the Victor line during the month, but there is still a shortage of machines, which has a tendency to handicap business.

Rapid strides are being made in this section by the Edison machine, of which William W. Gibson is distributer. Mr. Gibson is more than pleased with the showing the machine is making and the way the trade is developing.

Under the direction of the Edison Co., another recital at which the machine was used was given recently at Trinity Reformed Church, Hanover, Pa. Verdi E. B. Fuller, the company's representative, had charge of the affair and about 550 persons were present. Several artists were present and sang and played with the Edison.

E. B. Lyons, district traveling man for the Victor Co., concluded a tour of Virginia and part of West Virginia last week. He then visited the various local dealers and distributers. He said he found business very good and considered conditions exceptionally well for the season. He left Baltimore for the Victor factory, July 1.

The last few weeks have brought about a good increase in the Victrola business of H. R. Eisenbrandt Sons, local distributers of the Victor goods. It is reported by Mr. Sauer that the trade leans toward the $75 and $100 machines. These are selling fast, and he reports that there seems to be a lively increase in the record sales.

Although the Victrola department of William Knabe & Co. could have handled more talking machine business during June, Milton Boucher, the manager of this department, is much pleased with what was done. He says that if July will continue as it has started out the month will be far better than he expected. On July 1 his department made four cash sales of machines. A Fourth of July window display worked wonders for the two cheaper machines—the $15 and $25. These machines were the only ones used in the display and it resulted in the entire stock, with the exception of two machines, being disposed of.

William Knabe & Co. loaned a No. 11 Victrola to the Maryland State Normal School for its annual commencement, and those who attended were much pleased with it.

The Kranz-Fink Talking Machine Co., according to Mr. Fink, did a fine business in both Victor and Columbia goods during June. Mr. Fink stated that he had an exceptionally heavy run on machines up to $100, and dance records. Mr. Fink said that the business for the first six months of this year was about 35 per cent. over last year.

June with the Victrola department of Stewart & Co. proved to be a better month than May of this year, and J. L. Gibbons, the manager, is more than pleased. Looking back over the records of June, 1914, he found that the business done by his department during the last month more than tripled that of last June. Mr. Gibbons has one of the latest model $300 machines in the window.

Each month Mr. Gibbons gets out a new cover for the monthly list of records. This month he made it in the form of a mailing card, and it was not necessary to use envelopes in sending the lists out to the many customers of the store. In addition, he has brought into use another novel idea. A part of the cover forms another self-addressed postcard to be returned to the store. It is provided with space for the recipients to fill in the kind of Victrola in which they are interested, for the numbers of eight records and the name and address. Upon the return of these cards to Mr. Gibbons he sends out the records ordered C. O. D.

Miss Mollie E. Griffith, a popular member of the Stewart Victrola sales force, again proved her ability during the month by topping all the other members of the force in sales.

A. T. Doty, of the New York Talking Machine Co., was in Baltimore during the month and was entertained by Mr. Gibbons and Milton Boucher, of William Knabe & Co.'s Victrola department.

Mr. Levin, of Hammann-Levin, Victor dealers, and Mr. Rosenstein, of the Hub Piano Co., where Columbia machines are handled, report that business holds up remarkably well.

Jesse Rosenstein, of the National Piano Co., Maryland distributers of Pathephones, says that business during June was very good and the rush is keeping up remarkably well. To illustrate this he pointed to the store, which was crowded with customers at the time. "I have no complaint to make," he said. "We are really doing more business than we can handle."

Although there was a slight dropping off in machine sales by the Sanders & Stayman Co., which handles both Victrolas and Columbia machines, the record sales kept up better than was expected. Miss Rauschenbach, of this department, made an excellent record sale a few days ago. To one man she sold $100 worth of records for cash.

The Sanders & Stayman Co. will have to move because of the sale of the present building to a large department store. The property at 319 North Charles street has been selected as the new quarters, although the firm will not have to get out of the present building for several months.

The "Perfection" Record Holder in Use.

BEE CROFT

The "Perfection" Record Holder

Need not be taken from Victrola when being used.

50c Retail

Record Envelopes for all purposes

Needles

Peerless Locking Plates for Victor Sound Boxes

Long Cabinets

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

The dealer who carries Columbia product knows that he has one grade of quality all the time, and also he has the comforting knowledge that he has something to match up pretty well with every pocket that is brought into his store.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ARGUE FOR RATE REDUCTION ON DISC RECORDS.

Representatives of Leading Talking Machine Companies Hopeful of Getting Southern Classification Rates on Dics Records Reduced from One-and-One-Half First Class to First Class.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—L. C. Wiswell, of Lyon & Healy, and chairman of the traffic committee of the National Association of Talking Machine Jobbers, returned to-day from Atlantic City, N. J., where, with other talking machine men, he appeared at a hearing of the Southern classification committee and argued for the further reduction of rates on disc records. The history of the case briefly is this: At their meeting at Chattanooga a year ago the Southern classification committee raised without notice the rates on disc records from first class to double first class. In other words, they raised the rates from $1.05 to $2.10 per hundred pounds. At the Atlanta meeting in February of this year the talking machine men made such an effective protest that the decision was finally given, reducing the rates from double first class to one and a half times first class, an increase of fifty per cent. However, this decrease does not go into effect until August 1. At the Atlantic City hearing on Thursday the talking machine men presented arguments to show that the rates should be reduced back to the first class rates. Mr. Wiswell says that he and his confreres believe that their demands will be granted and expect a decision in the next two weeks. If so, the new, or rather the old, rate prevailing before the Chattanooga meeting will not go into effect for another six months.

The other men who were present were W. B. Fulghum, traffic manager of the order department of the Victor Talking Machine Co.; John Rogers, traffic manager of Thos. A. Edison, Inc.; C. L. French, traffic manager of the Columbia Graphophone Co., and E. N. Upshaw, of the Elyea Austell Co., Victor distributers, of Atlanta, Ga. These men presented interesting statistics regarding disc records, such as the weight per cubic foot, condensity of packing, etc. Mr. Fulghum, in his statistics, also made reference to analogous articles, such as china plates, flat glass plates, photographic negatives, etc. It need hardly be said that the prime object of the jobbers and talking machine companies in fighting for a reduction of the rates in the present Southern classification schedule is to get them on the same basis as in the Western and official classifications which give disc records the first class rating, so as to eliminate the possibility of the official and Western committees using the Southern rates as a precedent for raising their own. The matter was gone into very exhaustively by the talking machine men at the Atlantic City hearing, and rulings of the Interstate Commerce Commission and the courts were recited to prove the reasonableness of their claims.

Mr. Wiswell, speaking as chairman of the traffic committee of National Talking Machine Jobbers, stated that he would present a report on the traffic situation at the convention of the organization at San Francisco and hoped to be able to report that the Southern classification committee had taken favorable action on the matter. Mr. Wiswell then said in part:

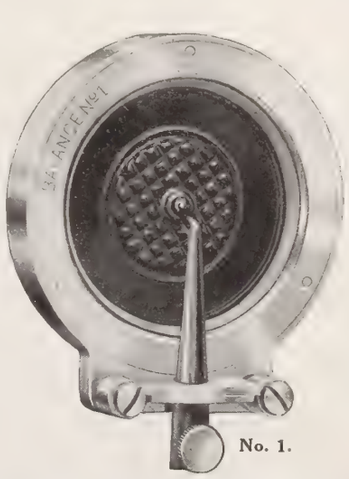
"When, in appearing before you last (at the February meeting), I read to you some letters which I had received from Victor distributers located within your territory. These letters, in the main, cited that within the past five years they had practically placed no claims with the transportation companies for breakage done to disc records in transit. In order to substantiate and prove beyond a reasonable doubt the statements made by these Southern distributers, I caused a blank to be printed and mailed to every Victor distributer in the United States. On this blank was printed a number of questions: (1) Did you during the past five years file any claims with railroad companies for disc records broken in freight shipments? (2) If so, how many? (3) What were the total amounts of claims? (4) Give names of railroads on which claims were made, if any? (5) Is it not a fact that the present method of packing, as used by the manufacturers, is the best possible to your knowledge? (6) Is it not a fact that the manufacturers have consistently at every opportunity improved their method of packing? (7) Is it not a fact that the present method of packing is superior to that used a few years ago? (8) Probable cause of breakage. Were the boxes received in good condition, or were they received broken open and with other evident signs of unnecessary rough handling in transit?

"Reports have been received from practically every distributer—to be exact, eighty—which I shall, with your permission, submit as part of my evidence. These reports tell me and will tell you that during the past five years these eighty distributers have not filed more than twenty claims covering breakages of disc records en route. These claims in total do not amount to more than $400. Hardly conceivable. Do you know of any other commodity that is shipped in such large quantities, bringing such a revenue to the carriers, on which during five years throughout the United States there have been not more than twenty claims filed, which claims do not aggregate in dollars and cents more than $400?

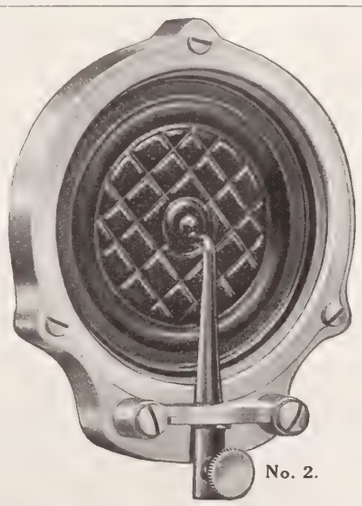
"I am firmly convinced that after each of you have read carefully and thoughtfully the evidence which we have presented that none of you will have any hesitancy in casting your vote in favor of our petition.

"In closing permit me to mention, and I wish to impress upon you, that the traffic on disc records does not stop after the first haul from the manufacturers to distributers, for at least seventy-five per cent. of the total tonnage is reshipped from the distributer to dealer. True, a part of this reshipment is by express, but there is a large, yes, larger proportion than you realize, shipped by freight. This gives you double haul, hence double revenue.

"I sincerely hope that our efforts have not been in vain and that you will act affirmatively on our petition, giving disc records the first class classification we request."



No. 1.


No. 2.

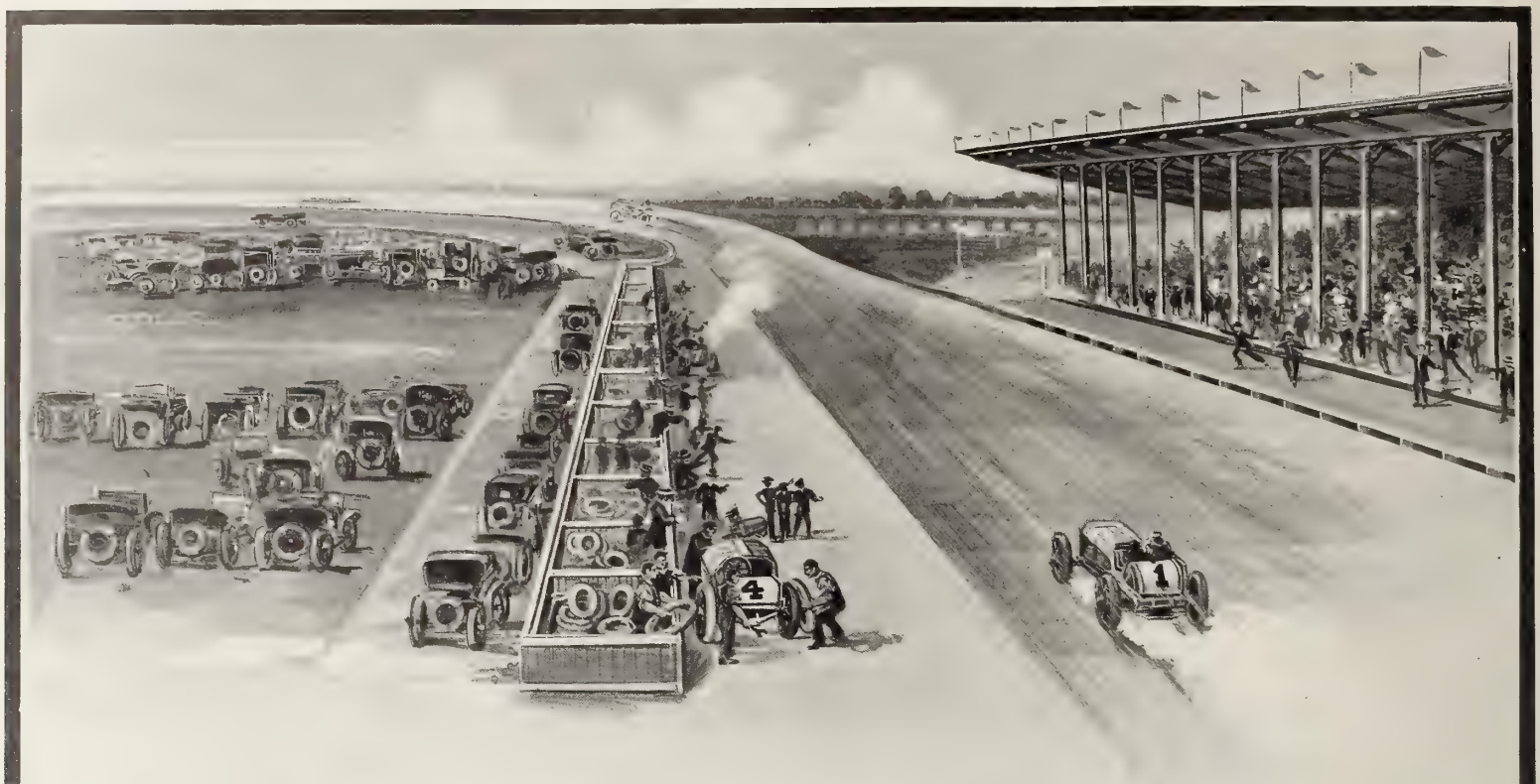
BALANCE Sound Boxes

with the "metalloy" diaphragm reproduce tenor voices in the TRUE TENOR quality of tone.

No. 1 RETAIL PRICES:	
N. P.	$3.00
OX	$3.00
24K Gold Plate	$3.50

For Samples send to any Jobber of Edison Disc Machines.

No. 2 RETAIL PRICES:	
N. P.	$4.00
OX	$4.00
24K Gold Plate	$4.50



A New World's Record

An Average of 97.6 Miles Per Hour for 500 Miles

That's the record set at the opening of Chicago's new speedway.

Just Think Of It!

After all, Mr. Dealer, wasn't it the co-operation of the mechanician and pit men—the preparation and training—that made this new record possible?

Go After That Big Prize

"Your fall and winter business."

Let Us Be Your Team-Mates

We'll send you to the mark ready—and see you through to the finish

The Talking Machine Company

Victor Distributors

12 North Michigan Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—It was a good June in the talking machine business. It wasn't an especially good June in many other lines, but, we repeat, it was a good month in the talking machine business. Oh, what is so fair as a June in the talking machine business when sales are away ahead of the June of the previous year and only a trifle less than in May? But this is not all. Shipments were much ahead of a year ago and at the same time advance orders for fall were far in advance of any previous June. This statement is the result of interviews with all the local jobbers. These men say that the supply of machines and records is now in fair condition, although there is still a shortage in the smaller or portable types, such as are demanded by vacationers. It is evidently a fact that the talking machine is looming big this year in the resorts bordering the small lakes off to the West. People not only want a machine that they can take to their summer cottage, but they want it small enough to take out in a rowboat or a launch. This demand, be it noted, does not mean any diminishment in the sales of the larger machines, but is, for the most part, from people who have machines ranging all the way from $100 to $250 and up in their city homes.

Local retail business, on the other hand, can only be characterized as fair. It is relatively better with the big loop stores than in the outlying districts. This is probably due to the fact that the latter merchants, at least those in some sections, feel keenly the effects of the great building strike, which, however, at the present writing, gives promise of an early settlement.

Trade Is Baseball Mad.

A baseball league is being formed in the talking machine trade and teams have been organized by Lyon & Healy, the Talking Machine Co., Columbia Co., the Rudolph Wurlitzer Co. and Babson Bros.

An interesting game was pulled off on July 3 in Grant Park on the lake front between the Talking Machine Co. and the Columbia Co., It resulted in the score of 11 to 9 in favor of the Talking Machine Co., although at the end of the seventh inning it was 9 to 5 in favor of the Columbias, then the T. M.'s got busy and won victory from the jaws of defeat. The Talking Machine Co.'s line-up was as follows: Catcher, E. Connery; pitchers, Griffiths and Creed; first base, Griffiths and Creed; second base, Teeste; short stop, Kestner; third base, T. Griffith; left field, Marsh; right field, Denning; center field, Glentye and Barker. It was an exciting game all through. Dan Creed was the first man up for the Talking Machine Co. He knocked a home run at the start. Griffiths was the pitcher for five innings when he was knocked out of the box and his place taken by Dan Creed, who played a very tight game from then on. The Columbia line-up was: Nyquist, catcher; Jacobs, first base; W. Smith, second base; Joe, short stop; Allen, third base; Captain Brooks, pitcher; Butterfield, left field; Lesserd, right field; Singer, center field. The company got sixteen strike-outs and made four or five bases on balls. Bert Dorien was the umpire for the Columbias, and Lampe for the Talking Machine Co. Both narrowly escaped with their lives. The Columbias are going to have a chance to come back on August 7, when they will again play the Talking Machine Co.

The Lyon & Healy Speed Boys thrashed the Wurlitzer Big Leaguers on June 12 to the tune of 4 to 1. Warning was pitcher, and Fell catcher, for Lyon & Healy, while Rinker and Levy made up the battery for the Wurlitzer outfit. A return game was scheduled for July 10.

On July 17 the Wurlitzer people will meet the Talking Machine Co.'s team.

The Six Best Sellers.

The six best Edison sellers of the month were: "Peer Gynt Suite," "There Must Be Little Cupids in the Briny," "Fourth of July at Pumpkin Center," "Caprice Viennois," violin; "Stars and Stripes Forever," and "Caro Nome," Mlle. Alice Verlet.

The Columbia six best sellers the last month are as follows: "Home, Sweet Home," Alice Nielsen; "Shadowland," instrumental; "My Tango Girl," "In the Land of Love with the Song Birds," "Cohen on the Telephone," and the ever-popular flute, violin and harp trio, "The Herd Girl's Dream."

The best selling Victor are reported as follows: "Songs of Our Native Birds" (two selections on the opposite sides of the same disc), "Moaning Saxophone Rag," "Kahola and Honolulu Marches," "Don't Take My Darling Boy Away," and "I'm on My Way to Dublin Bay."

June Big Month.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, says that June was way ahead of last year both as regards the wholesale and the Chicago retail trade. The record stock is in splendid shape, and they can fill orders all O. K They are back to the Lyon & Healy ideal of "goods shipped same day as ordered," so far as records are concerned. They are still behind somewhat on XIVs and XVIs a little, not much, but conditions are infinitely better than a month ago. The Victrola VIII, the $40 machine, is in great demand by the summer cottagers, and they are having some difficulty in getting enough. However, there are other styles which they can legitimately substitute with a little argument.

Mr. Wiswell went to Peoria a week ago and closed the Lyon & Healy store in that city, of which he was the long-distance manager. It carried everything, pianos, talking machines, small goods, and the like, and its discontinuance was simply in line with the company's policy to come in competition with the dealers as little as possible. They never do it except where conditions absolutely compel. The Victor stock and license at Peoria have been sold to the large crockery and glassware firm of George H. Wheelock & Co., who have their main store in that city. They already carried Victor goods at their stores at Des Moines, Ia., and South Bend, Ind.

Heard Caruso Two Thousand Miles.

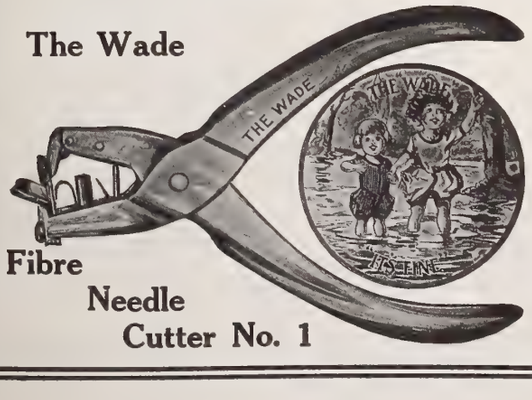
Enrico Caruso is famed for the bigness of his voice and the carrying power of his tones, but he eclipsed himself the week of the big convention of the Associated Advertising Clubs of the World. Wednesday, June 23, at the regular midweek meeting of the ways and means committee of the Chicago Association of Commerce, 700 members of the association and a lot of the advertising men "heard San Francisco" over the telephone. Every man had a receiver to his ear. They heard President Moore, of the Panama Exposition, exchange greetings with Chairman Smith, of the ways and means committee, and they listened to a Caruso record of "Celeste Aida" on a Victrola in the office of the exposition president. Dan Creed and Roy J. Keith, of the Talking Machine Co., were among those present. Further demonstrations were given at the headquarters of the Chicago Telephone Co. to the visiting ad men.

Combination Attachment Meets with Favor.

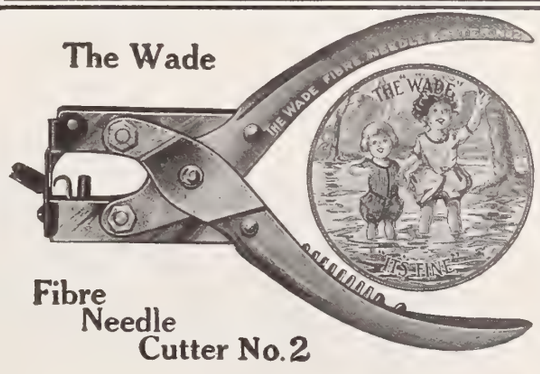
H. P. Brace, president and general manager, and William Tures, vice-president and secretary of the Combination Attachment Co., of 2409 North Western avenue, this city, have both been out on trips among the larger Middle Western cities and

(Continued on page 39.)

THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade


Fibre Needle Cutter No. 1

The Wade


Fibre Needle Cutter No. 2

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO

VICTROLA

The pleasure of a Victrola is greatly enhanced by the use of proper

ACCESSORIES

Here are two very useful ones

L. & H. Fibre Needle Cutter

L. & H. Everlasting Dustless Record Cleaner

Polishes, Cleans, Makes Records look like new.

FRONT VIEW

Write for Prices

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 37).

have returned greatly pleased with the reception given by the leading talking machine dealers and jobbers to their new combination attachment for playing "hill and dale" cut disc records on machines adapted for lateral cut records.

Illustrations and descriptions of this device and of the other attachments made by the company will be found in the advertisement in this issue. The main thing about this attachment is that it attaches instantly without changing the position of the sound box. You get the real-thing tone also. Furthermore, by a nifty little "soft pedal" device which inserts in the attachment—not, mind you, in the sound box—a mellow, soft tone is secured. The counterbalance which the company also makes, and which can be furnished with the attachment or not, as desired, is made for Victor machines only, and is designed to regulate the pressure of the sound box on the record, thereby, the company claims, saving the record.

Big Foreign Stock.

Edward Mortenson, in charge of the stock at the Chicago branch of the Columbia Graphophone Co., is proud of the fact that he presides over the biggest stock of foreign records outside of the company's headquarters. He "points with pride" to divisions devoted to no less than twenty-eight different languages, and to the fact that the company is now issuing or will soon issue separate catalogs of each of them.

Returns to Chicago Office.

Bert Dorian, brother of Frank Dorian, manager of the Dictaphone department of the Columbia Graphophone Co., has returned to the service of the Chicago office of the concern after ten years' absence in other lines of trade. He is now connected with the Dictaphone department, when formerly he was in the musical division. He has received a hearty welcome.

Pauline Olson, of the bookkeeping department of the Columbia's Chicago office, has returned from a three weeks' trip to the two expositions on the Coast. She had a fine time.

O'Neill in New Venture.

Arthur J. O'Neill, formerly general manager of the O'Neill-James Co., has announced his intention to re-engage in the talking machine business and is organizing a company to be known as the Arthur J. O'Neill Co. At the recent auction of the assets of the company Mr. O'Neill acquired the good will and certain fixtures for $250. "I have not arranged for any especial lines yet," said Mr. O'Neill to The World, "but plan to do a general talking machine business and conduct it from our old quarters at 337 W. Madison street. I am joined in this venture by a silent partner."

The first creditor's meeting of the O'Neill-James Co. will be held July 15 before Referee in Bankruptcy Wean. The official schedule shows the assets to be $18,854 and liabilities $72,487. At the recent auction of the stock, office fixtures, etc., the total received was $967, which includes the amount from the sale of the good will. A petition has been filed with Judge Carpenter in the United States District Court by the Columbia Graphophone Co. and which lays a claim to the books and records of the company on the grounds that goods shipped the defunct concern were on consignment.

To Take Long Western Trip.

S. O. Wade, of Wade & Wade, accompanied by his wife, will take an extensive trip through the West that will last considerably over two months They will leave on the Jobbers' convention train July 13, and after enjoying the trip and attending the convention they will visit all points of interest on the Pacific Coast and also in other Western States on the return. "We are combining a business and pleasure trip," said Mr. Wade, "and we are going to enjoy a good vacation and at the same time call on certain Western members of the trade whom we have not been able to see before. Business with us continues fine and during the month of June we had approximately three times the amount done last year. We do not know why this improvement should be, but as long as we have it—that is the main idea. The use of the fibre needles is growing rapidly, and the public in general is becoming better acquainted with the fact that our cutters are to be procured from every first-class jobber.

Erect New Building.

The Brown Music Co., 9119 Commercial avenue, South Chicago, of which R. M. Brown is the proprietor, has just finished the excavation for a new two-story and basement brick building. The basement will be devoted to motorcycles, the first floor to talking machines and pianos, and the second floor to sporting goods. Mr. Brown travels on the road for the W. W. Kimball Co., and Ray Cunliffe is the manager of the store. They handle Victor and Columbia goods.

Geissler to Coast.

Arthur D. Geissler, vice-president and managing director of the New York Talking Machine Co. and the Talking Machine Co. of Chicago, Victor distributers, arrived in Chicago Sunday and remained until Tuesday evening, when he left for the Coast, where he will join his family, who preceded him a week previous, and will spend a month or so vacationizing on the Coast, and, of course, he will attend the Talking Machine Jobbers' convention.

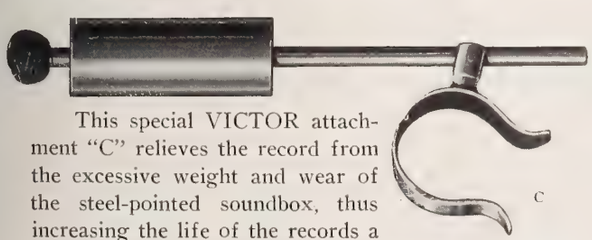
Placing Fall Orders Early.

Roy J. Keith, of the Talking Machine Co., says that Victor dealers, prompted by past experiences, are placing their fall orders earlier this year than ever before. In fact, its travelers actually booked a great deal of fall business before they left on their vacations. "June made another large increase in point of actual shipments as compared with the corresponding month of last year," said Mr. Keith. We have for years striven to educate the dealers to the realization of the fact that the talking machine should be put on the same basis as dry goods, boots and shoes and other staple goods so far as ordering ahead is concerned. It seems that the dealers have finally recognized that this is not a selfish argument, but one made in their own interests as well

(*Continued on page* 40.)

DIAMOND OR SAPPHIRE POINT.

This shows our instantly adjustable and removable attachment "A" for "hill and dale" records. The violin wood which carries the vibrations is a great aid to tone quality. This also illustrates the application of our special counterbalance, shown in detail below.



This special VICTOR attachment "C" relieves the record from the excessive weight and wear of the steel-pointed soundbox, thus increasing the life of the records a hundredfold. Instantly attached. Adjustable to ANY conditions.

"COMBINATION" ATTACHMENTS

offer the FIRST *SCIENTIFIC* device for playing "Hill and Dale" records on machines adapted for lateral cut records that the trade has seen.

It not only plays Edison and Pathé records on Columbia and Victor instruments, but it clarifies and sweetens the tones and eliminates blasting, etc.

Attachment "A" is instantly applied and does not change the soundbox from the natural position which obtains the best results.

With the attachment "A" is furnished a special "soft pedal device" which is instantly attached when a beautiful soft tone is desired. It does NOT come in contact with the soundbox.

Order a sample. If you are not satisfied we will refund your money. IT HELPS SELL VICTOR and COLUMBIA MACHINES. IT HELPS SELL EDISON or PATHÉ RECORDS.

WRITE FOR PRICES.

COMBINATION ATTACHMENT COMPANY INCORPORATED

2409 N. Western Ave. PHONE HUMBOLDT 4042 **CHICAGO**

TRADE - MARK

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 39).

as ours. We find our collections really excellent. This condition has been brought about, I doubt not, largely by another educational campaign of ours, which has been directed toward inducing the dealers to demand better cash and deferred payments."

Columbia Business Ahead.

C. F. Baer, manager of the Columbia Graphophone Co.'s Chicago office, produced a letter which he was just mailing to District Manager Furhi, and pointed to a paragraph in which a statement was made that the business of the Chicago office in June was 77 per cent. ahead of the corresponding period last year.

"This increase in part," said Mr. Baer, "is no doubt due to the very extensive advertising which the company has been doing. Columbia goods have never been exploited so largely and so effectively as at the present. We always expect a heavy drop in June, and it has been very gratifying to us to note that business in that month was only a trifle below that of May of this year. If we succeed in getting all the goods we want we will have no trouble in securing a big increase in July over last year. Shipments are coming along much better, but there is still some delay on the smaller or portable types demanded by summer resorters."

Opens New Store.

A. M. Gordon, who has for years been a Victor dealer at 924 South Halsted street, has moved to 3246 West Twelfth street, where he has one of the handsomest and best stores outside of the Loop. There are four beautiful demonstration rooms, with a concert hall in front seating 150 people. Invitation concerts will be given two evenings in the week and a dance exhibition once a month. The warerooms are elegantly rugged and furnished, a big electric sign attracts attention to the store at night.

Going for It Right.

The Mills Supply Co., of Coldwater, Mich., has bought the Victor stock of J. F. Reed, of that city. It will open a regular talker shop in its building and will employ four outside men and four auto trucks in going after the trade in a radius of twenty miles around Coldwater.

Edison News.

C. E. Goodwin, manager of the Phonograph Co., reports that the month of June has been exceptionally favorable and that its business doubled June of last year. In explaining the remarkable increase Mr. Goodwin advances the theory that during May and June cold weather prevailed all over the Middle West. "This made people stay in nights," said Mr. Goodwin. "They were not running around in automobiles or taking walks. They were sitting home reading the war news and felt the need of the phonograph. Our record stocks are coming through in grand style and the machines are all right also. We are beginning to gather our fall stocks now and will be thoroughly prepared when the big fall sales arrive."

Mr. Goodwin enjoyed a short trip East, during the course of which he stopped at Toronto and enjoyed a game of golf over the Rosedale course. He played with R. S. Williams and H. G. Stanton, of the R. S. Williams Co.

Some "Pulling" Advertisements.

Some of the best advertising matter that has ever been produced exclusively for the talking machine trade is now being distributed by Hatcher & Young, Inc., successors to the Abbot-Young-Adair Co. The new matter is one of the first steps in the development of the company following its reorganization, which resulted in the election of W. M. Young, president; Paul N. Dale, vice-president, and F. G. Hatcher, secretary and treasurer. The revised service of the company now includes, in addition to the regular folders for monthly supplements, a free matrix for use in daily newspaper work and of which a reduced illustration is shown herewith. This matrix is made two columns wide and six inches deep and one is furnished each month without extra charge to subscribers of the service. The subject matter and the illustrations of this "mat" are changed each month, and those who have used the service say that this display work results most successfully.

Wurlitzer Co. Organizing.

The Wurlitzer Co. is organizing a twenty-five-piece band and is already holding rehearsals under the direction of Small Goods Manager George Busse. Mr. Busse will probably be the leader. Much fun and profit is expected by the members, who hope to advance the name of the house from a musical standpoint through this matter.

L. E. Noble, assistant manager of the wholesale talking machine department, reports that at the present time there is five times as much goods on order for immediate delivery, and up to and including the holidays as there was the same time last year.

"The dealers have evidently learned a lesson," said Mr. Noble, "and they are leaving no stone unturned to be prepared for the big business of the fall and holidays. They are laying in a good stock of standard records also. Sales at the present time are running rather to the smaller machines, which is due to the purchases of 'vacationers.' We are getting out a new catalog of cabinets and accessories which we are distributing to our dealers and which should be a great help to them."

Vitanola Price Reductions.

H. T. Schiff, president of the Vitanola Talking Machine Co., announces a reduction on the list price of all Vitanolas. The prices now range, respectively, $40, $75, $100 and $125, in place of $50, $100, $150 and $200. Catalogs are now ready for distribution. The Vitanola policy will be to have exclusive representation in all small towns and limited representation in cities of larger size. Distributers are being appointed rapidly, but there are still some vacancies.

Good Dictaphone Business.

May is reported as having been one of the very largest months in the history of the Chicago Columbia Dictaphone business. June was a close second. Manager McGrew, his assistant, Mr. Radix, and the staff of nine salesmen are making things hum.

The VITANOLA

Plays EDISON, VICTOR or COLUMBIA records without change of equipment.

Representatives desired. Send for catalog and discounts.

VITANOLA TALKING MACHINE COMPANY

17 N. Wabash Ave. **CHICAGO**

FAST BECOMING UNIVERSAL

TRADE MARK JONES TUSKO NEEDLE REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

FREE ADVERTISING FOR DEALERS

USING OUR VICTOR RECORD MAILING DEVICE

Write for details of our exclusive dealers' service, including each month a free "mat" for your newspaper and a new attractive mailing cover for the Victor Monthly Supplement containing four pages of advertising for your store. We supply but one dealer in each city. Dealers using this device during the last two years claim it is the best advertising medium they have seen or used.

Hatcher-Young, Inc.

Successors to ABBOTT-YOUNG-ADAIR CO.

508 SOUTH DEARBORN ST.
CHICAGO

The cover is sent to you in this manner | Crease cover in center of gum strip | Draw edge of Supplement over sponge | Insert in gum strip | Fold in return post-card first | Fasten with clip | Ready for mailing, goes out for 1 cent

Facsimile of Free Newspaper adv. mat. (size 2 columns by 6 inches) furnished FREE each month with our SUPPLEMENT COVER MAILING DEVICE.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 40).

Visitors and Personals.

The son of E. L. Barker, Illinois and Indiana representative for the Talking Machine Co., who resides at Evanston, was quite seriously injured on Wednesday of this week. While the little fellow was playing a pile of lumber fell on him, inflicting a very painful wound to the head. The skull was not fractured, however, and he will recover.

W. C. Fuhri, district manager of the Columbia Graphophone Co., left last week with his family for Pine Lake, near Gloucester, Mich., via the family touring car. Mr. Fuhri will be there a month, fishing and exploring the adjacent country in his limousine.

Great joy was expressed by the entire Chicago organization of the Columbia Graphophone Co. when it became known that Mrs. Bowman, nee Miss Smith, manager C. F. Baer's former secretary, was the proud mother of a bouncing boy. He is practically a Fourth of July baby, as he made his advent on the 5th, when everybody was celebrating.

Paul Segar, secretary and manager of the talking machine department of the Edmund Gram Piano Co., of Milwaukee, accompanied by Mrs. Segar and H. B. Hughes, proprietor of the Oshkosh Music Shop, Oshkosh, Wis., attended the automobile races on June 26.

Henry Hodeck, of the Phonograph Co., leaves soon with his family on a vacation to be spent in Wisconsin.

U. J. Dietrich, of Bremen, Ind., was a Victor dealer visiting the city recently.

John E. Moyer and E. L. and E. M. Burr, of Rockford, Ill., were visiting Edison dealers.

Miss Marion Cockrill, of the Talking Machine Shop, leaves the coming week for a seven weeks' vacation that she will spend partly in the pine woods of Wisconsin and partly in Minneapolis.

Miss Pauline Tischler has returned from an enjoyable vacation spent in the East.

H. Simpson has become associated with W. R. Wittek in the manufacture of an automatic stop which has been previously announced in The World. Mr. Simpson says that a company will be organized to manufacture the stop.

L. B. Burch, manager of the Victor department of the Power Mercantile Co., of Minneapolis, was a recent visitor to Chicago.

C. L. Morey, a competent young man, formerly of Cleveland, O., and a salesman of long experience in other lines, has joined the sales force of the Talking Machine Co., and is going through a preparatory course in various departments of the business.

L. S. Parker, manager of the talking machine department of Gimbel's, Milwaukee, while in the city the other day, said that their June business showed an increase of 40 per cent., which to him was evidence of the added pulling power of the beautiful new quarters in which the department is now housed. High-priced machines are favorites.

J. B. Simonek, piano and Victor and Columbia dealer at 1253 West Eighteenth street, has located his family in his cottage at Fox Lake, Wis., and week-ends out there.

A. Hospe, the popular Victor jobber of Omaha, Neb., was in Chicago the other day. He was on his way back from Ohio, where he went to celebrate his mother's eighty-eighth birthday. He will go to Frisco, but not with the bunch.

H. E. Eisenbrandt, of H. R. Eisenbrandt Sons, Baltimore, Md., was in Chicago this week on the way to Frisco.

Charles Bryan, in charge of the repair department of James R. Lyons, was called to New York City a few days ago on account of the death of his mother.

Phil Griffith, record order clerk of the Talking Machine Co., is spending his vacation at his home in Alabama.

H. L. Flentye, city salesman for the Talking Machine Co., will leave next week for a vacation to be spent at Guoquac, ten miles from Battle Creek, Mich.

Louis Winkels, head repair man of the Talking Machine Co., is spending his vacation in Chicago.

Remodeled Department.

The extensive changes at Wieboldt's department store, on Milwaukee avenue, have now been completed. The talking machine department has been moved to the fifth floor and occupies considerable more space than formerly. Two booths have been added, making four in all, for the demonstration of Victor and Columbia goods.

Make Improvements.

Witzell Bros., Victor dealers at 3113 Lincoln ave-

INTERNATIONAL TALKING MACHINES

are being turned out as rapidly as day and night work in the factory makes possible.

We are accumulating a large stock of samples and will endeavor to distribute these as rapidly as possible and without discrimination to all dealers who have filed orders with us.

We make machine cabinets according to your own individual design and also record cabinets that cover a wide variety of styles and prices.

For full information on all lines address the

STYLE D INTERNATIONAL
41 ins. High, 18 ins. Wide, 22 ins. Deep.
Furnished in Mahogany or Oak. RETAIL PRICE, $65.

INTERNATIONAL TALKING MACHINE COMPANY
(Not Incorporated)
1426 Harrison Street CHICAGO

We Buy Talking Machine Notes, Leases and Contracts from Responsible Dealers and Manufacturers.

We are especially well fitted to take care of the interests of Middle Western dealers.

EMPIRE SECURITY CO.
Harris Trust Bldg. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 41).

nue, have made improvements to their store, adding four new booths.

Always on the Job.

John Gronley, manager of the North Shore Talking Machine Co., at Evanston, has returned from a trip to Minneapolis, where he went as a delegate to the Swedish Methodist Church conference. The company handles Victor, Columbia and Edison goods, and Mr. Gronley made quite a few sales to friends while away.

H. G. Power, of the Taylor Carpet Co., of Indianapolis, stopped in Chicago long enough to place his fall order for talking machines, en route to the furniture exhibition at Grand Rapids.

New Udell Cabinet.

The Chicago office has just received by courtesy of John H. Steinmetz, Chicago manager of the Udell Works, of Indianapolis, an attractive new catalog showing a number of new record cabinets which that corporation has just got out. The line covers every record cabinet need, including a number of cabinets especially adapted for the smaller or cabinetless instruments of the Columbia and Victor lines. Most of the Udell disc record cabinets can now be equipped with either perpendicular or horizontal filing shelves, at the option of the purchaser. The company has also in preparation a new catalog of sheet music and player roll cabinets. J. W. Cobb, of Indianapolis, head of the Udell Works, was a Chicago visitor this week.

Buy Victor License.

Purse & Co., piano dealers, Kedzie and West North avenue, have bought the license of Louis B. Maleki & Co., 339 South Wabash avenue.

J. Bauer & Co. to Handle the Sonora.

Julius Bauer & Co. have made arrangements whereby they secured the line of the Sonora Phonograph Corpn., of New York, and will feature it in a comprehensive talking machine department to be completed in the immediate future. Practically the entire second floor will be devoted to the new department, and carpenters are already at work laying a new floor and building private demonstration booths. Furniture of the Jacobean period and Oriental rugs will furnish the rooms. J. B. Brooke, formerly of the Pathephone Shop, will be in charge of the retail. W. F. Martin, the wholesale representative of the Sonora Co., will also make his offices here, removing from 339 Wabash avenue, where he had display space with the Link Piano Co.

Showing New Premier Styles.

G. M. Willson, president of the Premier Cabinet Co., of Williamsport, Pa., spent ten days at the Chicago office of the Premier Co. in conference with Messrs. Allman and Chamberlain. Mr. Willson had shipped ahead of him three new styles of Premier machines, all of which are most novel in design. They are entirely different in construction from the old established ideas of case design Their general appearance is like a narrowly built piano. The cover corresponds to the piano fall board over the keys, but in place of the keys there is found the turntable, soundbox, tone arm, etc., as well as drawers for needles, etc. A new demonstration booth has been built in the local display rooms of the company and dealers who have heard of the Premier are coming in considerable numbers to hear it.

A Striking Lyon & Healy Poster.

Lyon & Healy are using a new poster in Chicago which we understand they intend to syndicate. It ought to interest a live dealer in every town to know he can obtain a few of these posters, with his name at the bottom, for very little more than the cost of the paper and presswork. This poster has a yellow background and is printed in red and black. The effect is very striking indeed. A member of the advertising convention recently held in Chicago said that, although this poster was only an eight-sheet, it had as much strength as many a twenty-four-sheet.

Salter Sales Continue Big.

John F. Mortensen, general manager of the Salter Manufacturing Co., reports that a favorable demand for cabinets which has existed all year has not seemed to encounter any depreciation. On the contrary, sales have increased greatly and as an evidence Mr. Mortensen says that in one day a large Eastern jobber ordered 500 cabinets, while another jobber ordered 350. "These two orders coming in the one mail made me very optimistic," said Mr. Mortensen, "and when I read of the depression in other industries I think that the talking machine trade should consider itself fortunate. We are selling large numbers of the style number 787 cabinet for use with the Columbia 'Favorite' and the Victor IX. This is because of large sales of this class of instruments to be taken away on vacation trips and dealers are taking advantage of the situation to sell them a cabinet at the same time so that they may have accommodation for the machine and records when they return to their residences."

In New Store.

The Englewood Talking Machine Co. is now nicely settled in its new store at Sixty-third and Halsted streets, which is said to be one of the best equipped in that section of the city.

GAVE FIVE IMPORTANT REASONS.

KINGSTON, ONT., July 3.—C. W. Lindsay, Ltd., local branch, recently ran in the Kingston Standard a good-sized advertisement, headed Victor Victrolas and gave five important "reasons why the Victrola leads in talking machines."

WILL FILE AMENDED PETITION.

Latest Development in Important Case of the American and Columbia Graphophone Companies Versus the Boston Store.

(Special to The Talking Machine World.)

CHICAGO, ILL., July 10.—An amended bill of complaint will be filed in the case of the American Graphophone Co. and the Columbia Graphophone Co. vs. the Boston Store by July 18, according to an announcement by Attorney Taylor E. Brown for the plaintiffs, made to-day.

In the hearing of the previous petition, heard June 21, Federal Judge Carpenter dissolved the temporary injunction which he had granted the plaintiffs and announced that he would dismiss the case in the event of failure to file another bill before ten days. A further continuance of ten days has since been granted. At the hearing June 21 Hamilton Moses, counsel for the defense, contended that the Columbia Graphophone Co., having no interest in the patents, has no patent rights in the conditions of the resale; that the Boston Store dealt with the Columbia Graphophone Co., not with the American Graphophone Co., and the former could not, therefore, use patent rights as a basis of a suit to control prices.

The prosecution argued that the American Graphophone Co. was marketing its goods through its authorized agent, the Columbia Graphophone Co., that everyone recognized that the Columbia Graphophone Co. and the American Graphophone Co., were, to all practical purposes, identical, and that the Boston Store, following the conditions of the contract and enjoying profits, was acknowledging its acquiescence to the conditions of the contract. The latter contention was denied by the court, who said that acquiescence in the terms of the contract in this case, and the fact that there are profits enjoyed under the contract, estops neither of the parties from violating the contract.

A point made by Colonel Brown as counsel for the complainants was that when the patentee makes an agreement wherein a stipulated resale price is made a part of the contract that it is in itself a part of the price received by the patentee and that failure to observe this condition is failure to pay the price of the goods in full.

MUSIC HELPS PATIENTS.

(Special to The Talking Machine World.)

AURORA, ILL., July 9.—"Will you prefer the 'Barcarolle' or something from 'Johnnie Jones' as you come out?" will be the question put to patients who expect to go through an operation hereafter at St. Joseph's Hospital. Dr. W. P. Herman, of St. Joseph's, told to-day of many instances in which music from a phonograph had given patients "the right start" toward recuperation as they came out from under an anesthetic.

"Patients are usually depressed just before and especially just after an operation," said Dr. Herman. "I have found that music of the right kind, played as they return to consciousness, stimulates the brain and produces wonderful results."

Jeffrey A. Wissner has purchased the Edison diamond disc phonograph business of J. D. Russell in Warwick, N. J.

CASH for your **INSTALLMENT PAPER**

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

MOTORS

Made in the U. S. A.

We have ready for delivery a few thousand high-grade worm-gear, double-spring motors. Price $6.50, including 12-inch turn-table, speed indicator, brake, winding crank, washers, escutcheon, etc.

Motor runs about fifteen minutes at one winding and plays 4 to 5 records.

Sample will be sent by express on receipt of price.

AMERICAN PHONOPARTS COMPANY

Suite 305, 21 N. Wabash Ave. CHICAGO

MINNEAPOLIS DEALERS ORGANIZE.

Dealers in Victor Products Form Association to Advance Their General Interests—Arthur Magoon Is President—St. Paul Dealers Have Trade Agreement Which Works Out Splendidly—Minnesota Phonograph Co.'s Wholesale Department in New Quarters.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., July 10.—Dealers in Victor products have formed the Associated Talking Machine Dealers of Minneapolis, with the primary purpose of advancing the general interests of their trade. A committee on constitution and by-laws, with E. F. O'Neill, of the Beckwith-O'Neill Co., as chairman, and a committee on business methods, with I. Rosenstein as chairman, are at work, and when these are prepared to report the association will be called to meet and complete the organization. At the second meeting Arthur Magoon, of Foster & Waldo, was elected president; Archie Matheis, of the Talking Machine Co., vice-president, and Miss Blanche Saunders, Metropolitan Music Co., secretary. While the membership at present is limited to Victor dealers, the organization may later become all-inclusive.

A clearing house of "approval fiends" who make a business of taking records and machines out on approval and invariably fail to purchase either will be one of the features of the association's work. The repeaters probably will be shown scant courtesy unless they show a willingness to do a square business.

While the St. Paul talking machine men have no organization, they have a trade agreement to abandon the practice of sending out records on approval. "It works fine," declared Manager Young, of the Columbia store. "All the dealers are living up to the agreement and everyone is completely satisfied. We simply refuse everyone when they ask to take out records on approval, and the result is that our record sale has materially increased. All the dealers have similar experiences and there is no chance that the agreement will be dissolved.

The Minnesota Phonograph Co. has moved its wholesale department to the big French building. Five carloads of new Edison goods were added to the big stock that was transferred to the new home. President Laurence H. Lucker reports the June business as having been far in excess of that of June, 1914. The trade has held up very nicely, and he predicts a big run when the new models arrive, as all the dealers are much interested and feel certain that they will be welcomed with open arms by the talking machine enthusiasts.

Mr. and Mrs. Archie Matheis and Mr. and Mrs. Donald Preston, of Donaldson's, seated themselves in their little automobiles and headed for Des Moines July 2. The Matheises will continue on to Denver and will be gone a month, but the Prestons will go no further than the Iowa capital.

The Mastrola has arrived in St. Paul. The H. C. Borg Furniture Co. has a window full of them, being advertised at $12.

The Cable Piano Co. is making some unique displays in its Victrola window. The present design is a porch party with a summer porch scenario, and all the figures listening intently to a Victrola. Last week the window showed a full-sized canoe—a real boat—two life-size figures, and a little Victor machine entertaining them. F. M. Hoyt, formerly of Buffalo, N. Y., where he was with Gould Bros., is the new head of the Victrola department.

By far the most satisfactory case for packing cabinet machines is the

ATLAS PACKING CASE

Recognized as the Standard

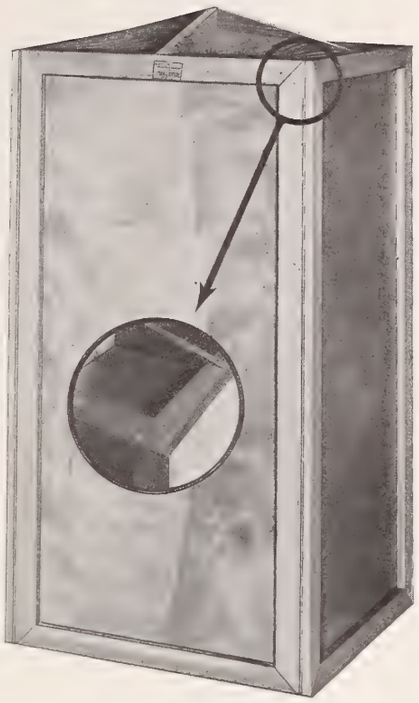
Both talking machine makers and dealers are demanding the *Atlas*. Experience has proved to them that the *Atlas* case

Is more economical
Is much lighter
Saves greatly in freight
Protects the machine perfectly

The *Atlas* is a superior case, made of fine hardwood veneer, with spruce cleats.

Write for detailed proofs of savings to our new offices at Camden. N. J., where we are erecting a large nailing plant to take care of the fast increasing demand for Atlas cases.

NELSON & HALL CO.
CAMDEN NEW JERSEY
Factory at Montgomery Centre, Vermont



JOBBERS TO BE ENTERTAINED

In Kansas City on Way to San Francisco—Will Be Shown the Sights of the Town.

The Schmelzer Arms Co. and the J. W. Jenkins' Sons Music Co., of Kansas City, Mo., will act as hosts to the talking machine jobbers who leave Chicago on the 13th inst. for the annual convention in San Francisco. An automobile ride, covering the beautiful boulevards of Kansas City, has been planned, after which a buffet luncheon will be served in the Blue Hill Country Club.

The Vero Graft Talking Machine Co., Oneida, was incorporated last week with the Secretary of the State of New York. Capital stock, $5,100. Incorporators: G. F. Riley, A. J. Nelbach, A. H. Day, 49 Watson place, Utica.

The New York Record Exchange and Novelty Co. has opened quarters in Rutland, Vt., where the Victor, Columbia and Edison machines and records are handled.

UNIQUE SONORA CONCERT

At Binghamton Shows Carrying Power of Instrument—An Interested Audience.

(Special to The Talking Machine World.)

BINGHAMTON, N. Y., July 8.—A unique Sonora concert was given recently from the top of the Press building in this city. This is the highest building in Binghamton, being fourteen stories. Harold G. Smythe, of the C. G. Smythe Piano Co., was in charge of the entertainment, which was given to demonstrate the carrying power and volume of the Sonora.

A great many people doubted that this could be done successfully, but they soon heard it very distinctly and at a great distance.

The entertainment attracted a great deal of attention and the local newspapers gave it considerable prominence. A big crowd gathered to hear the music. The carrying power of the Sonora was conceded to be remarkable. The music was wafted down and carried a very long distance.

On the whole, the demonstration was surprising and proves the wonderful carrying power of the Sonora.

This popular creation is winning a great many friends in this city. The Fairview Avenue School, which is the largest public school in this city, has recently purchased a Sonora after a local contest, in which various machines were exhibited. Its merits have won high commendation.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE

NEEDLES

THE TRADE IN NEW YORK CITY AND VICINITY

The most noteworthy feature of trade in talking machine circles in New York the past month has been the almost general tendency on the part of the dealers to anticipate their fall and winter requirements far in advance of the usual period, and place their orders accordingly with their jobbers or distributers. For a number of years past it has been very difficult to impress upon the average dealer that he was in a position to reap substantial profits if he would co-operate with his jobber by placing his fall orders well in advance, but the past year has been a revelation in many ways, and at the present time there are more large orders on the distributers' books for delivery than at any time in the history of the industry.

Indicates Confidence in Business Future.

Aside from the evident decision of the dealers to secure their machines and records in ample time for their busiest season, this advance ordering indicates a confidence in the business situation that is most reassuring. It is hardly probable that a talking machine merchant would place large orders for machines and records if he were not convinced of the stability of the business outlook and the prospects for a prosperous season. The talking machine industry for the past year has reached totals unheard of before, and this continued activity has impressed the trade with the necessity of providing for their needs well in advance, and not neglect their stocks until next to the last moment.

Still a Shortage in Machines and Records.

Strange as it may seem to the casual observer outside of the industry, there is still a shortage of machines and records, particularly the former. Notwithstanding the advent of the warm weather months, with actual summer Fahrenheit, it is a tribute to the strength of the talking machine business that the dealers report a scarcity of merchandise, a considerable quantity of which is the better class of goods. Retail merchants in other lines of business admit their failure to understand this "phenomenon," but students of the industry refer to it as a natural growth which has not yet reached its summit, and which is due for a steady consistent increase, provided the product is merchandised along the safe and sane lines which characterize its sale at the present time.

June Made a Good Business Showing.

June was a good month for the talking machine trade, in fact it was better than the majority of the trade had anticipated. The efforts of the great majority of the dealers to make the talking machine business an all-year-round one, and not a seasonable one, are beginning to bear fruit, and it is safe to say that the 1915 summer season, in the ordinary course of events, will compare very favorably with the fall and summer business of but a very few years ago. The manufacturers, without a doubt, are responsible for this changed condition in a considerable measure, as they have left no stone unturned to aid their dealers in the development and promotion of a profitable summer campaign. Timely and costly publicity in mediums of national circulation has served to bring to the attention of the general public the importance of the talking machine as a factor in summer entertainment, and this publicity has been reinforced by the publication of timely and artistic literature. The result has been a summer trade to date far ahead of any preceding year.

C. F. Bruno Off to the Coast.

Chas. F. Bruno, secretary and treasurer of C. Bruno & Son, Inc., 353 Fourth avenue, New York, Victor distributers, left on July 2 for California and the Jobbers' Convention. Mr. Bruno, who, in addition to his executive work, is also manager of the Victor department of the House of Bruno, plans to take in a number of prominent cities en route to the Coast as well as to attend all the various expositions on the Coast. Before leaving, Mr. Bruno predicted that the coming fall business would be of unusual size and that it was the wise dealer who would forecast conditions and be prepared accordingly.

Dealers Are Very Optimistic.

"Business has been surprisingly good," said G. T. Williams, head of the G. T. Williams Co., 217 Duffield street, Brooklyn, N. Y., Victor distributer, and one of the best-known members of the local trade. "Our dealers seem to be very optimistic, and look forward to the biggest fall and winter season in the history of the business. They are not only predicting a banner trade, but are planning to handle this business adequately and thoroughly, and to that end are now placing fall orders. A great many of the Victor dealers are featuring the smaller machines for their summer trade, and through the use of aggressive sales methods and appropriate local publicity have succeeded in producing excellent results."

Up-State Trade Makes Fine Showing.

Discussing general conditions and the immediate outlook, R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, said: "We have just closed a very substantial and satisfactory June, the month being, in fact, the largest June in our history, and even larger in volume than some of the earlier months of the year, which is decidedly unusual. Our up-State trade is remarkably good, and upon a recent trip to Schenectady, Albany, and the surrounding territory, I found Columbia dealers closing a business far ahead of their expectations. We have on hand a very substantial amount of fall orders, and from the way things look now most of our dealers will have placed their orders in anticipation of their fall requirements within the next couple of weeks. Judging from the orders already received, there can be no doubt but that the coming season will be very much larger than any we have previously had. Orders indicate special in-

(*Continued on page* 46.)

Profit Insurance

PLACE your orders *now* for delivery *now* and have the goods when others have not.

Don't hesitate to order liberally on Machines and get standing orders in for all those Standard Records which you know are good sellers.

That is the remedy to overcome the shortage which always exists later in the season, and it means more profits for you.

We can help you.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines *Musical Instruments*

351-353 Fourth Avenue New York

You can't pull a Camel through the Eye of a Needle

AN ANCIENT PROVERB And A MODERN MIRACLE

Pulling the Camel through the eye of a needle should be easier than to have emanate from the point of a needle the WHOLE World's assemblage of choicest entertainers.

Are YOU sure we all appreciate the vast possibilities of Victor Records and Victor Artists-and what a truly marvelous thing the perfected Victor Record is?

The Record end is the BACKBONE of your business -- and to that end of the business WE – as the LARGEST EXCLUSIVE WHOLESALERS in the World - are devoting our principal attention. We guarantee a Record order sent to us will be filled more fully than if sent to the Factory itself.

NEW YORK TALKING MACHINE CO. 119 WEST 40TH STREET, N.Y.

Placing a moderate selling price on the exclusive Columbia Double-Disc Records by Edoardo Ferrari-Fontana, one of the world's greatest tenors, has created a precedent that thousands of talking machine dealers are finding highly satisfactory.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE TRADE IN NEW YORK.

(*Continued from page* 44.)

terest in the higher-priced models, although the small types have not been overlooked."

Plan Energetic Fall Campaign.

The Edison Shop at 473 Fifth avenue, New York, controlled by the Phonograph Corporation of Manhattan, has been closing a very gratifying summer business, and L. S. McCormick, manager of the company, states that plans have now been completed for an energetic and consistent fall campaign. It is planned to resume the artist recitals which were held with such signal success the past season, and to this end Mr. McCormick has already arranged for a number of prominent artists to appear at the Edison Shop and give recitals in conjunction with their own Edison diamond disc records. Verlet, the new Metropolitan Opera Co.'s soprano, was a recent visitor to the Edison Shop, where she listened to several of her records with keen delight, and promised to appear at a recital early in September.

"Talker" Sales Not Question of Season.

"June business was generally satisfactory," remarked J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, "and our sales totals would have been materially increased if we had been able to secure a large proportion of the goods we had ordered. We hope for better success this month however. While the summer season is of course affecting general business, it is my impression that each year the talking machine business is becoming less seasonable and more permanent, embracing the entire year. There is a tendency on the part of many people to ship their records to the seashore or mountains, and purchase one of the portable machines for summer use, thus showing their appreciation of the Victrola as a necessary adjunct to their social activities all the year round. We do not feel that we have any reason to do other than prepare for a larger business than ever before, and we are quite confident that any dealer who is well prepared will share in this prosperity, for the purchasing public is becoming more and more discriminating as far as service is concerned, and naturally the dealer who can serve it best will secure the most of its patronage."

Advertising Big Factor in Sales Totals.

Columbia dealers in local territory report a demand for Columbia machines and records that has been considerably assisted by the local advertising campaign fostered by the Columbia Co. in which various features of the Columbia machine and record business are presented in the local newspapers. The Aeolian Co. has been conducting an aggressive campaign on behalf of its Columbia department which has been very successful, and Hardman, Peck & Co. are also well pleased with their Columbia sales. Cowperthwait's, the well-known furniture house, has included the Columbia department in all its local advertising and has made a particuar drive for summer business, with results that have warranted the use of more and more space in its daily newspaper space for Columbia machines and records.

Co-operating with the Company's Dealers.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, has been devoting special attention toward co-operating with the company's dealers in every possible way, in order that their summer business might be profitable and substantial. He states that the dealers have evinced a unanimous desire this season to take advantage of the different aids prepared by the company, and have acted favorably on the suggestions outlined. High-grade literature, selling helps and other timely co-operation have been included in the company's plans to work with their trade along lines which will produce lasting results.

Featuring the Pathé Line Extensively.

Since entering the local field a little less than a year ago, the Pathé Frères Phonograph Co. has achieved a greater success and progressed more rapidly than any of its officials had predicted. Pathephones and Pathé discs have been recognized by many of the local dealers as possessing numerous musical and sales possibilities, and the company has signed up many accounts which give their products splendid representation in New York and the surrounding territory. Jacob Doll & Sons, 116 West Forty-second street, New York, which recently arranged to handle the Pathé line, are featuring it extensively in their show window and warerooms, and the prominence of this house in piano circles has made their acquisition of the Pathé line of more than passing significance.

INCORPORATED.

The Baby Grand Talking Machine Co. has been incorporated in Delaware to engage in the manufacture of talking machines and accessories. Capital stock, $250,000. The interested parties are: F. R. Hansell, Philadelphia, and George H. B. Martin and S. C. Seymour, Camden, N. J.

As a coin in the slot amusement device a New Jersey inventor has combined a phonograph and wireless telephone, the sounds from the former being heard in the latter at a distance.

This

A.F. Meisselbach & Bro.
Newark, N.J.

On a Phonograph Motor

MEANS

"Made in the U.S.A."

by an organization peculiarly fitted to make good motors.

BUSINESS EXPANSION IN ST. LOUIS CONTINUES.

Talking Machine Jobbers Showing Customary Increases Over Previous Months Ranging from Fifty to One Hundred Per Cent.—Retailers Also Pleased with Outlook—Stix, Baer & Fuller's New Department—Australian Visitor at Silverstone's—Routh's Good Work.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., July 9.—June proved to be an excellent month for the talking machine business in St. Louis, and on every hand you again hear comparisons with a year ago. All of the jobbers again are showing customary increases over like previous months, ranging from 50 per cent. of the old established jobbing businesses to more than 100 per cent. of the newer business; and better than that, there is a very general feeling, among retailers as well as jobbers, that there is going to be a corking fine business this fall and that the early winter and late summer months will not only make a fine showing for themselves, but that they will bring forth totals that, added to last year's totals for the war period dulness and divided by two, will make an increase for each month over the 1913 showing.

City retailers are making excellent gains and are ordering freely for fall delivery, while the country merchants are simply jumping ahead in their orders. The small machine season for the most part is past, especially that part of the season where the sale of these goods is urged for outing cabins, and again the high-priced goods are the sole object of the selling campaigns, and they are delivering the goods.

The recent receipt of the Style XVIII Victrola, to retail for $300, has excited considerable attention here, and practically all of the dealers have received samples of the machine and are taking a great deal of satisfaction in showing it. The Stix, Baer & Fuller Dry Goods Co. got the first publicity from this machine in a retail way. Manager Noon had an excellent cut made from one of the catalog pictures and announced that the machine was on display, with the slogan, "Always First," prominently displayed, and an excellent recommendation for the new style as a high-grade musical instrument.

By the way, the Stix, Baer & Fuller department, since it was removed from its obscure station to the handsome quarters next to the piano department, has been fulfilling all expectations aroused in the minds of the firm. Manager Noon and the writer were sitting in the piano department when one of the young women customers of the record and music roll department came in to buy some rolls, accompanied by her elderly father, to all appearances a man of consequence. "I want to show what handsome talking machine rooms they have here," said the young woman to her parent, and they went through to the demonstration rooms, and on their return the parent seemed fully satisfied with his trip. "That is the reputation we have built in a very short time," commented Mr. Noon.

This department has an addition to its stock of merchandise in the form of an excellent stock of Edison machines and records. The department was to have been opened July 1, but was delayed several days because the carpenters were somewhat behind with their work and did not get the record racks up in time. A free advertising campaign in the interests of the department is beginning at this writing, with the dual view of announcing the new line and general publicity for the department.

Sidney Baer, of the department store firm, who specializes somewhat in the musical department, has gone East for his vacation.

There is to be another department store in the talking machine field late this summer. The Nugent Department Store has placed an order for Edison machines, to be delivered early in August, and it is understood that other lines will be taken on.

President Silverstone is telling with a good deal of satisfaction of a visit he had a few days ago from T. E. Williams, of Adelaide, South Australia, an Edison jobber who came to St. Louis from the Edison factory. After his factory visit he was anxious to see the jobbing methods in actual operation to see if there were any pointers he might pick up. He was much interested in President Silverstone's recent publicity campaign, and took with him clippings of many of the Silverstone Music Co.'s advertisements, which he praised highly for their thoroughness and said that they would be very acceptable in his country, where the customer generally goes into things with the English thoroughness. Now Mr. Silverstone says that he is inclined to believe that he fared as well as Mr. Williams in their visit, for he gained many fine pointers and got a new angle on advertising.

The Edison laboratory demonstration crew is still working for the Silverstone Music Co. and is having no trouble in keeping date books well filled. A recent engagement was at a picnic given by the employes of the Election Commissioner's office at Smith's Mound, Ill. Notable here was a feat of dancing the Virginia Reel for forty minutes without a break in the movements by the skilful handling of the Edison disc records. This is believed to be an unparalleled talking machine dance feat.

An addition to the Silverstone force is Lessing Alch, the young son of E. M. Alch, well known here as a piano salesman. He has chosen the talking machine line as his life's work and is beginning by spending this summer in the Silverstone repair shop, which is conducted under the personal direction of Mr. Silverstone.

Miss Elizabeth Spencer, one of the Edison record artists, was a caller at the Silverstone Co. early this month and sang with some of her own records in the recital hall. Miss Spencer was here visiting her sister, Mrs. Allen, a well-known hotel woman.

Mr. Fisher, of Fisher Bros., Beardstown, Ill., and W. N. Warren, of Paducah, Ky., both Edison dealers, were recently in this city.

The St. Louis delegation to the annual convention in Los Angeles were supplied with an Edison Disc to make music in their special car, called "The Tango," on their long trip across the continent.

Manager Irby W. Reid, of the Columbia warerooms, is one of those who are taking a good deal of satisfaction in the fact that business is developing according to his plans earlier in the year, and the increases so far scored justify his foresight.

R. W. Duffy, recently retail manager at the Columbia warerooms, has become talking machine manager for Coffman, Straus & Co., Louisville, Ky. He is succeeded at the Columbia warerooms by Harry T. Boxley, who has been manager of one of the Columbia retail branches.

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobber, reports steady gains in the sales during the entire year, and he says that the country business is steadily going forward to a musical instrument basis, such as has been apparent in the larger store for a long time. Mr. Rauth has been extremely interested recently in the individual advertising campaigns organized by his customers, especially in methods of setting before people the excellent service organized for the Victor lines and in inspiring the local dealer to make his warerooms worthy of this organization and in letting the people know what he is doing through the drawing of personal visits from all talking machine owners.

The talking machine department of the Famous-Barr Co. is undergoing some reconstruction to add to convenience of showing the dual lines, the Edison and Victor, which are handled there. Also to make for convenience of the customers and improved service by the sales staff.

Aeolian Hall has been doing some very high class advertising on behalf of the Vocalion and, judging by appearances, it has been bringing results. It is displayed with customary good taste.

Manager Levy, of the talking machine department, was one of the chief speakers at the banquet given at Cicardi's a few days ago as a "farewell" to Manager Alfring and a "hello" to Manager Ching. Mr. Alfring has gone to New York for duties at the Aeolian executive offices, while Mr. Ching comes from the Vandervoort music salon.

Victor Wholesale Exclusively

¶ The G. T. Williams Co. is concentrating its efforts solely on the requirements of the Victor dealer.

¶ This organization is prepared to work with the Victor dealer at all times, extend co-operation that will produce results, and in short, serve the dealer and his needs under all conditions.

¶ There are no side issues in this company to detract from the practical value of our service; no retail department to receive consideration, no other line of merchandise to be marketed.

¶ This company handles the Victor product at "wholesale exclusively" and the true meaning of this term will be readily recognized when you place your orders.

G. T. WILLIAMS CO., Victor Wholesale Exclusively, 217 Duffield St., Brooklyn, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 10.—The talking machine business in Philadelphia in June has duplicated its success of the first five months of the year, and there has been a tremendous business all around. In fact, there has been a general increase of 100 per cent. in June of this year over the June of last year, and with some of the dealers this per cent. has been even larger. There seems to be little complaint as to the record stock, but a number of dealers are short of machines.

The outlook is most promising for July, and there is not a dealer but expects the present month to show the same gain as did June over a year ago, and with the assistance that the manufacturers have given the dealers of late they have little complaint to come from that end of the business.

T. W. Barnhill, of the Penn Phonograph Co., left on Saturday last on a week's automobile trip, accompanied by a company of friends. Mr. Barnhill is an enthusiastic motorist and expects to spend his summer vacation in this way. Harry F. Miller, of the same company, will leave on Saturday of this week to attend the convention of the talking machine jobbers in San Francisco. He will go direct to Chicago, where he will meet a large delegation and will accompany them.

As to the business of the Penn Co., in June that firm nearly doubled its business over June a year ago, and it closed the biggest six months in its business. At the present time its stock of records is very large, but it finds itself, like others of the dealers, short of certain types of machines; in fact, some of the numbers are never uncased when reaching the store, but are shipped in the original package. The company is receiving a great many advance orders for machines, and it has advance orders at present many times greater than it had at the same time a year ago. It is very much gratified at the way its retail customers are ordering in advance.

The Pennsylvania Talking Machine Co., the handler here of the Columbia, reports that its business has been excellent and looks wonderfully good for the future. Manager Eckhardt has taken his family to the Marlborough-Blenheim at Atlantic City, where they will spend the summer. He does not expect to spend much time in the city during the next two months, feeling that after his strenuous winter he is in need of a long rest. The firm has had such a large business that it has been compelled to turn down a lot of new business in order to take the proper care of its former friends. As Mr. Eckhardt puts it: "We are going right through the summer with the same high-gear tension that has been our condition during the winter months. And not only is the business of the firm satisfactory to a great degree in Philadelphia, but the Baltimore branch has shown an increase of more than 200 per cent. over last year, and in its Richmond branch the manager, James Cowan, is doing excellent work. He has a handsome store on Main street in that city in the warerooms of the Colonial Piano Co.

The Dictaphone business of the Pennsylvania Co. in June has also been phenomenal. It has been at least 150 per cent. ahead of last year. Among the recent visitors to that department was Paul Hayden, the editor of the Dictaphone, the paper gotten out in the interests of that department of the Columbia. Mr. Hayden says that from all he can see Philadelphia is a "vivid spot" for the dictator. During the last month it had three men who were four-star men, getting the quoto four times in succession. Its E. S. Ambler is one of its best boosters, and on the first day of the past June he received his quoto through a sale of twenty-odd machines to the F K. Mulford Co., the largest chemists in this State. Among the other leading firms in its territory to whom it sold dictating machines in June were: The Haines, Jones & Cadbury Co., plumbing supplies; the Electric Storage Battery Co., a substantial additional instalment; C. M. Plowman & Co., the Ivans Bakery Co., the Denney Tag Co. and the Pillsbury Flour Mills Co.

Thomas K. Henderson, who for six months has been in charge of the talking machine business of Story & Clark, has resigned his position with that firm, and has several offers in contemplation. Mr. Henderson is one of the most capable men in the talking machine business in this city, but he does not expect to be in any great hurry to make a new attachment, although several large concerns are negotiating for his services.

Harry S. Ziegler, manager of the retail department at Heppes, made a very attractive holiday display of machines in the window of that firm. They have been receiving heavy shipments of both records and machines and are well stocked up at present. As the rear passageway to their store has been undergoing repairs, all these machines and records had to be moved by the front entrance, and for a time they had a rather congested sidewalk, with more than 300 cases with Victrolas deposited there.

Messrs. Burkart & Blake, the biggest Philadelphia dealers in the Edison, have been doing a very fine business in June and are more than satisfied with their results. They have started July in a very encouraging way. They had as a visitor the past week Verdi E. B. Fuller, of New York and Orange, N. J., who is visiting the various agencies of the Edison and adjusting any matters that may be necessary. Mr. Blake expects to go

(*Continued on page* 50.)

THE VICTOR USED IN PHILADELPHIA ON "FIELD DAY."

(Special to The Talking Machine World.)

PHILADELPHIA, PA., July 6.—Thousands of boys and girls from the graded public schools of this city gathered recently on the broad plain of Belmont Plateau, in Fairmount Park, to celebrate the annual "Field Day." All arrangements were in charge of Dr. William Stecher, director of physical training, and his able corps of assistants. The sloping hillsides formed a natural ampitheater for spectators, while on the level ground spaces were roped off for the mass drills and folk-dances, which were performed by the hundreds of classes in their respective turns.

Philadelphia Public School Children Entertained by the Victor.

A large Victor Auxetophone furnished the musical accompaniment for one large area; two special school Victors were successfully used in the other two areas, devoted to folk-dance work. The records used were the new "Venus Reigen" waltz (17766), made especially for the occasion; the "Larkspur Mazurka" (17557), and the "Here, There and Everywhere" march (16455), for mass drills. Two hundred and fifty Victors or Victrolas are playing a very important part in the physical education of the Philadelphia schools, and their value in this special field has aroused the enthusiastic approval of leading men.

"Pen your orders to Penn"

You are assured of a close co-operation when you rely upon Penn Victor Service for your supply of Victor talking machines and supplies.

We specialize upon Victor machines and records, offering a quick service in both.

Penn Phonograph Co., 17 South 9th Street
Philadelphia

The Louis Buehn Co.
Philadelphia

Exclusively WHOLESALE Victor Distributors

The discontinuance of our retail department was done for a purpose—so on July 1st we could start as "exclusively wholesale" Victor distributors. Our experience has proven that we can serve you much better by concentrating our energies and resources, thus providing an improved service which will be an expert service in every way.

This age of specialization requires close application to one policy and in sacrificing our retail trade, we do so with the belief that our future co-operation will be from one desire, that of reinforcing your efforts on the retail firing line by providing a complete line of ammunition.

With "wholesale only" over our door, we feel that not only will this new policy be appreciated by our present customers but the quality of Buehn Victor Service will be utilized by those Victor dealers who desire a service that will make good at all times, particularly in emergencies when the receipt of either machines or records will save sales and make profits.

On record orders we fill from stock over 90% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order —small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The LOUIS BUEHN CO.
825 ARCH STREET PHILADELPHIA

THE TRADE IN PHILADELPHIA.

(*Continued from page 48.*)

away on the 23d of July on a two weeks' vacation at his own home at Buffalo, N. Y., and to their summer home on Lake Erie. On Monday of this week their repair man, Harry Wilson, went to the Orange factory to be gone a week to look over the new things at the factory and get a line on the Edison product better to help him in his work next season. Mr. Burkhart will not go on his vacation until fall and will take a hunting trip to Virginia.

Philadelphia experts interested in the development of the film have been for some time past working on a device to combine the phonograph with the projecting machine in order to produce the voice in conjunction with the action of the picture. It is aimed to overcome the many difficulties which hitherto have made perfect synchronism impossible.

INSPIRED PATRIOTIC FEVER.

Pasquale Martucci, who operated a tailor shop in Oxford, Mass., worked up his patriotism to a high pitch by keeping a talking machine playing Italian national airs for two weeks preparatory to leaving for Italy to join the army. Martucci is certainly up to date.

The trouble with many a self-made man is that he is not quite finished.

TO WHOLESALE EXCLUSIVELY.

The Louis Buehn Co. Announces That After July 1 the Company Will Sell Victrolas, Records and Supplies Only at Wholesale, Thus Becoming the Only Exclusive Victor Wholesale House in Philadelphia.

The following special announcement by the Louis Buehn Co., 825 Arch street, Philadelphia, Victor distributers, was mailed to the trade on July 1 and shows quite a radical change in policy:

"Beginning July 1, 1915, we will sell Victrolas, records and supplies only at wholesale. This will be the only exclusive Victor wholesale house in Philadelphia and the acknowledged standard of 'Buehn Service,' with the increased facilities we now have, will merit a support from dealers which we hope to receive in a large measure."

When interviewed regarding this change, Louis Buehn, head of the corporation, said: "For some time past I have considered the advisability of this move and inasmuch as conditions are pointing to specialization it is apparent that now is the best time for the move. There is no doubt in my mind but that the trade will welcome an exclusively wholesale Victor service, for it means an improved service in every detail.

"It is interesting to know that we are now filling 90 per cent. of all our record orders, while on foreign records we average practically 100 per cent. On machines and repair parts we are likewise filling practically all of our orders. Our one aim now is to see how much better we can help the dealers and every ounce of our endeavor will be utilized for this one purpose alone."

Louis Buehn, president of the company, is too

Louis Buehn, President.

widely known in the trade to require much comment. He has been prominently identified with the trade for many years and is a man who has always considered his business first, both in relation to the customer and to Buehn service. That he continues to even augment this is shown by the new plan of dealer co-operation as outlined above.

Chas. Miller, Vice-Pres.

The other two officials of the company are Chas. W. Miller, vice-president, and Frank B. Reineck, secretary, both of whom are specialists in the talking machine field. They have been associated with this house for a number of years and are thoroughly familiar with the far-reaching policies and co-operative plans of the Louis Buehn Co.

F. B. Reineck, Sec'y.

TAKES CHARGE IN PITTSBURGH.

L. Friedl, connected with the European department of the Columbia Graphophone Co. for some time past, has been appointed manager of the Pittsburgh, Pa., branch of the company. S. H. Nichols, who was formerly manager of this store, has relinquished the active direction of the store's interests in order to concentrate upon his broader and more important duties as district manager. Mr. Nichols' territory includes the Pittsburgh store and other cities in that vicinity.

CLOSED BIG JUNE BUSINESS.

"June business was far beyond our expectations, and was remarkable in many ways," remarked H. L. Willson, assistant manager of the Columbia Co., in a recent chat with The World. "The month showed a very large gain over last June and, as a matter of fact, practically equaled May business of this year, which is rather unusual, June being popularly considered a 'summer' month. Orders are being received from our dealers in a volume which closely resembles the fall seasons of a few years ago, and the outlook for the rest of this year is equally encouraging. The additions to our Bridgeport factories are progressing rapidly."

A
BLACKMAN
TIP

"SATISFACTION AT BLACKMAN'S
COSTS NO MORE
THAN
DISSATISFACTION ELSEWHERE"
(BLACKMAN)

If you are PARTICULAR about service and MUST HAVE THE GOODS on time—there is ONE SAFE PLAN

MAKE BLACKMAN YOUR JOBBER

THE BLACKMAN
Blackman Talking Machine Co.
97 Chambers St. Near Church St. New York
VICTOR DISTRIBUTORS
Victor His Master's Voice

For quality, variety, activity and interest, the Columbia Double-Disc Record List for August is a Symphony!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

SERMONS BIG PUBLICITY FACTORS.

W. D. Wilmot Preaches in Prominent Churches in Fall River and Introduces the Edison Diamond Disc Phonograph to a Large Community—His Sermons Conceived Along Broad Lines That Are Uplifting and Helpful.

(Special to The Talking Machine World.)

FALL RIVER, MASS., July 6.—W. D. Wilmot, the well-known talking machine and sporting goods dealer of this city, has for his business slogan, "Constant Growth in Public Favor and Usefulness," and makes that slogan mean something through originality in his manner of doing business.

One of Mr. Wilmot's recent stunts has been to deliver a series of sermons in various local churches, having delivered three sermons to date and with others scheduled. The advertising value in Mr. Wilmot's church work lies in the fact that on the days he preaches the Edison Diamond Disc phonograph replaces the choir in that particular church and, in the hands of an experienced operator, plays the music incident to the service, leads in hymns, etc.

The prominent part taken by Mr. Wilmot and his Edison Diamond Disc phonograph during the services is indicated by the perusal of the accompanying program in connection with Mr. Wilmot's appearance in the pulpit of the Second Primitive Methodist Church on June 27, when Mr. Wilmot delivered an address on "The Golden Rule in Business: Help Yourself by Helping Others." The program was as follows:

1. Opening voluntary by the organist.
2. Hymn, "Nearer, My God, to Thee," Edison Diamond Disc phonograph.
3. Opening prayer, by Rev. T. M. Bateman.
4. Hymn, "Dreams of Galilee," phonograph.
5. Responsive reading, led by pastor.
6. Notices and announcements read.
7. Collection taken (Edison disc record, during offering).
8. Reading of Scripture passages from Old and New Testaments, where love thy neighbor or Golden Rule thought is found; W. D. Wilmot.
9. Hymn, "Dear Spirit, Lead Thou Me," Edison phonograph.
10. Reading by W. D. Wilmot of quotations from great teachers and philosophers, including Aristotle, Aurelius, Buddha, Cicero, Confucius, Epictetus, Elbert Hubbard, Ingersoll, Abe Lincoln, Mohammed, John D. Rockefeller, Seneca, Shakespeare, Socrates, Swedenborg, Tolstoi, Voltaire and Daniel Webster.

Quotations from above all bearing on love and service to other men, with inevitable rewards for the doer.

11. Hymn, congregational singing.
12. Address by W. D. Wilmot: "Help Yourself by Helping Others, or the Golden Rule in Business."

(Note—W. D. Wilmot has served six years as secretary and three years as president of the Fall River Merchants' Association.)

13. Hymn, "O, Love that Will Not Let Me Go," phonograph.
14. Discussion of the Golden Rule, led by W. D. Wilmot, who invited the pastor and the audience to ask questions of him.
15. Closing hymn, by the congregation.
16. Informal concert, Edison disc records.

Mr. Wilmot's addresses from the pulpits have received considerable attention from the local newspapers, which have reproduced the addresses in full in their columns.

The excellence of Mr. Wilmot's addresses, their freedom from anything that might be considered as calling attention to his business or the goods he sells, make it impossible to condemn this highly original and effective form of publicity.

It has invariably been the case that, following the meetings, the members of the congregation have gathered around Mr. Wilmot and asked numerous questions regarding the Edison Diamond Disc phonograph, the Edison records and other similar matters regarding which their curiosity has been aroused, and the publicity has actually resulted in a number of sales.

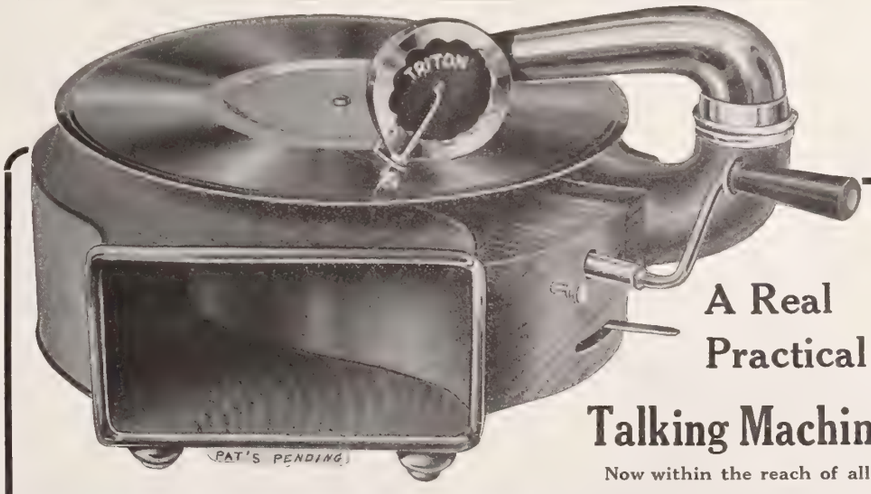
PATHEPHONE CO. IN DETROIT.

Organized to Sell Pathephones and Pathé Discs in State of Michigan with a Capital Stock of $5,000—Lease Handsome Quarters.

(Special to The Talking Machine World.)

DETROIT, MICH., July 6.—The Pathephone Co. of Detroit has been organized to sell Pathephone and Pathé discs in the State of Michigan. The company will be retailer as well as distributer. The capital stock is $5,000, all of which has been subscribed and paid in in cash. There are four stockholders, all holding an equal amount of shares—Ralph Peckham, Martin F. Milard, Colin F. Morrison and Harry C. Shea. The business will be conducted at 114 Farmer street, where the firm has taken a long lease. Several thousand dollars are being spent in remodeling the store, installing partitions for demonstrating rooms and decorating. The store is twenty by one hundred feet in size and will have four large booths divided by plate glass partitions, as well as a large reception room in the front, and shipping rooms in the rear. Mr. Shea will be the general manager of the business and will act as sales manager, while Mr. Morrison will be in charge of the store. Messrs. Peckham and Milard are leading master plumbers and will not be active.

Before investing in the new enterprise they visited in other cities where the Pathé Co. has distributers and were very much enthused. "If other cities can make a success of the Pathé agency, surely Detroit—the most prosperous city in the country—can," said Mr. Peckham. A complete line has been ordered from the factory and will arrive in time for the grand opening, which will take place about July 15. Mr. Shea, by the way, was formerly with Bayley's Music House as manager of the talking machine department, previous to which time he was for three years connected with the American Phonograph Co.



A Real Practical Talking Machine

Now within the reach of all.

THE TRITON PHONOGRAPH

Guaranteed to play all makes of needle disc records as perfectly as the highest priced machine. Sturdily made, compact, easily portable. Fine for summer use—camping, picnics, outings, summer cottage, etc.—for entertainment and dancing. Can supply a fine carrying case at low figures. The "Triton" is a $10.00 retail value. Big discount on quantities. Write for particulars.

THE TRITON PHONOGRAPH CO., 41 Union Square, New York

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Absence of Any Tendency Toward an Early Termination of Hostilities Is Developing Into a Serious Problem for Record Manufacturers —Fear Coming Season's Output Will Suffer Restriction Owing to the Labor Supply Failing—A Feeling of Optimism Prevails, However, and Everybody Is Hopeful Despite the Serious Conditions That Now Exist—Utilizing Talking Machine Factories for Munition Supplies—England's Export Trade Shows Steady Increase Despite Disturbing Elements —Hough's Progressive Ideas in Advertising —Interesting Budget of News for the Month.

(Special to The Talking Machine World.)

LONDON, E. C., July 3.—From all portends there is unfortunately little prospect of an early termination of hostilities, and people generally, not excluding Government officials, seem to have resigned themselves to the possibility of a very protracted war period, lasting anything up to three years. Without a doubt there is substantial foundation for such belief, and we must not therefore lose heart if luxury commerce suffers a setback. That we must expect as time proceeds, for the call of the country's interests is depleting to an ever-increasing extent the resources of the labor market which, in relation to gramophone workmen, is well nigh exhausted already. This aspect of the situation is expected to develop into a serious problem for record manufacturers, who fear that the coming season's output will suffer considerable restriction in consequence of the labor supply failing. In many departments female labor has proved satisfactory, but it cannot be utilized safely in the arduous operation of record pressing. This does not involve the necessity of prolonged experience, though a certain amount of skill is of course required. The exacting nature of the work, however, precludes the employment of any but the strongest, and certainly it is quite unsuited to the utilization of female labor. Male recruits are at a premium. It might be possible to secure the services of men "broke" in the war, a proportion of whom have lost a leg, but are otherwise physically fit. Making certain allowances, the work would just suit them, I should think, and maybe when the need arrives, as it soon will, manufacturers might do worse than give the experiment a good trial!

An Optimistic Note Heard.

In my round of the trade this month an optimistic note was struck by the majority of gramophone men with whom I conversed. Individual expressions of opinion are often misleading, and my conclusions are therefore based on collective thought in a broad review of the field. It is useless to disguise the fact that gramophone sales are not overabundant generally. In some quarters quite a state of activity exists, which in itself is a pleasing commentary upon the pessimistic attitude of the few who may be placed under the category of persistent growlers. On the other side it is satisfactory to find that while some traders, individually, may have been hit hard, in bulk quite a substantial trade still obtains. Below normal, maybe, yet, everything considered exceedingly good!

Pocket patriotism is at a big discount to-day, whatever—figurately speaking—it may have been yesterday. After nearly twelve months of warfare England is at last awake. It is a long time, but was it not ever thus? History is affirmative in reply. We are to-day more than ever determined to see this conflict of might against right fought out to a successful conclusion. The gramophone trade is doing its bit, and gramophone machinery is sounding another tune in the production of shells and other munitions of war. H. M. forces count hundreds of talking machine men in its ranks, a large majority of whom are playing their part on the blood-soaked fields of Flanders or other war areas. Even to the extent of a depleted output the gramophone trade is patriotically subordinating its interests to Britain's needs. That is the first consideration, unquestionably. After which let us remember the financial requirements of the country must be met by each and all maintaining as far as is reasonably possible our commercial activity. It is not only necessary, it is a duty. It makes for "silver bullets" and final triumph!

From Gramophones to War Munitions.

"Somewhere in Middlesex," on the Great Western Line, a representative of the Daily Mail tells of a recent opportunity he had to observe one of Great Britain's new munition works in operation—a factory in which less than a year ago gramophones and their accessories were being made. (And are still being made.—Ed. T. M. W.) At the end of last year nothing more warlike than "Tipperary records" was turned out. To-day 4,000 men, women, boys and girls—twice the normal staff in male employes and 1,000 more women and girls than the fifty or sixty formerly employed—are at work there days, nights, Sundays and holidays. Among the articles now produced are cartridge cases, charges, lead cases for gun cotton, fuses, igniters, cordite reels, wooden rifle boxes, ammunition boxes, field hospital furniture and aeroplane parts. Tens of thousands of pounds' worth of new machinery has had to be installed. Several 900-ton "punch presses" were imported from the United States. They convert heavy brass discs into cartridge cases for sixteen-pounders almost by the pulling of a lever. But the company found, to its great satisfaction, that much of its existing mechanical equipment was suitable for the making of munitions.

Export Trade Shows Increase.

Notwithstanding submarines, mines and other ship-wrecking elements, our export trade shows a satisfactory increase month by month. This is as much true of gramophone exports as of ordinary commerce. Unfortunately many orders for machines and parts are held up for want of supplies. A substantial oversea trade is nevertheless being maintained, large shipments to the British Colonies especially predominating. On the other hand, it is curious to record that gramophone consignments from America to England are for some reason slow of delivery. The explanation may be found in the congested state of our railways or partial shortage of labor to promptly handle the shipments as they arrive from the States. As far as I know the fault does not rest on your side, but maybe you could throw some light on this important subject?

"A Good Soldier and Friend."

It is with deep regret that the death in action of R. V. Graham, son of Jake Graham, of Liverpool, was recorded in last month's World. "A good soldier and a friend" is the expression of his company officer in a letter to Mr. Graham, to whom The World begs to tender its respectful sympathy

Brown Bros.' Report.

The annual report of Messrs. Brown Bros. for the year ended December last shows a profit of £27,221, after making certain allowances for depreciation of plant, etc. A dividend of 7½ per cent. on the ordinary shares is recommended.

Since the commencement of the war over 200 of the company's employes have joined the army!

A Pleasing Bill of Fare.

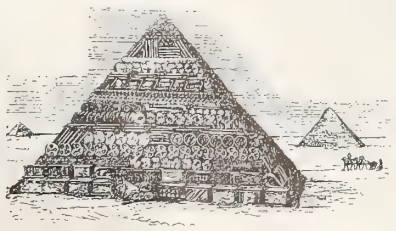
A glance through the Zonophone monthly program of musical fare is always a pleasing instruction in the ever-varied moods of public taste. In brief, Zono records are abreast of the times. The last phase being fox trots, no time has been lost by the company in offering an abundant supply. Zono fox trot records are now trotting into big sales! Other popular issues in great variety are itemized on the current list, and it only remains to add that only live dealers get it. See the point?

Progressive Ideas on Advertising.

With J. E. Hough, Ltd., the time for instituting progressive ideas and business-stimulating plans is ever present. Particularly in the direction of publicity is this borne out. Of late new thought has guided the composition and production of their advertisement and general publicity matter, which merits a well-deserved eulogy without, I think, disparagement of the firm's previous effort in this direction. Brightly written and forcibly designed, yet withal pleasing to the eye, the new Edison Bell and Winner record copy is the work of an old press colleague of mine, Stuart Griffin, whose knowledge of the gramophone industry and its particular requirements makes for the best possible foundation of success in his new sphere of activity.

"RENO"

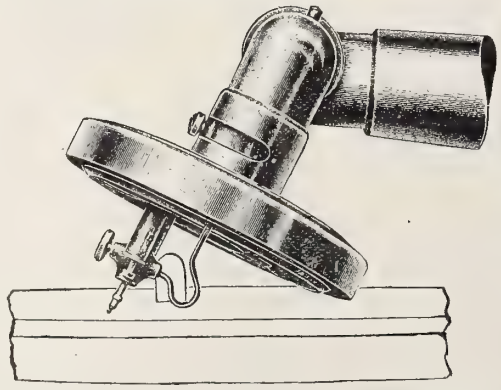
Parts and accessories for any machine ever made from the year Dot to 1915.



The Man of Many Parts

"Reno" Triplex Soundbox

SEND FOR 64-PAGE CATALOGUE



The only Soundbox in the world that will fit ANY make of machine and play ANY make of Records EVER made from Adam to Edison-Roosevelt.

W. H. REYNOLDS, Ltd., Knotaslepe, London, England

Experiencing Satisfactory Business.

W. H. Reynolds, Ltd., of 45 City Road, London, manufacturers of the by now famous Reno sound boxes and a hundred-and-one parts for all kinds of gramophones, is experiencing a very satisfactory demand for his various lines. The factory has of late been considerably extended, but its resources are largely utilized for Government work, hence some little delay in the production of the ordinary talking machine goods has been unavoidable. Recent arrangements, however, are expected to neutralize any restriction of output within the near future. As an old naval man, Mr. Reynolds very naturally gives first consideration to the needs of old England and, while apologizing for any delay in delivery of goods, he relies with confidence upon his customers' temporary indulgence. The which, I feel sure, will not be withheld.

Partnership Dissolved.

The partnership hitherto existing between H. E. Hessel and T. Gilberg, trading as the Utility Trading Co., 21 Paper street, London, has been dissolved. All debts by T. Gilberg.

"Hits" from London's New Revues.

Oversea dealers who are interested in "His Master's Voice" records will learn with great pleasure of the issue of practically all the "hits" from London's new revues and musical plays. And without a doubt they are splendid records. George Grossmith, the Gaiety Theater idol, is to be heard in good form on new "H. M. V." discs of "Tonight's the Night," and I learn that the records have proved a big draw. That excellent organization, the Mayfair Orchestra, contributes waltz and other selections from "Betty," a pleasing comedy now being played at Daly's. "Watch Your Step," "5064 Gerrard," "The Passing Show of 1915" include many popular numbers which "His Master's Voice" is in a position to expatiate upon to the full satisfaction of any who care to listen. Of the recording I need scarcely speak. Let it suffice to say that only perfect records are allowed to leave the "H. M. V." factory.

The company, by the way, is not content merely to issue records; it believes in the power of wide publicity to insure a big demand, and it is publicity of choice production, executed in a brilliant and highly attractive manner. Each announcement to the trade of the above records is accompanied by window streamers, beautifully designed showcards, lists, etc., many produced in two or three color printing of the best class. With these sales-aids in support of records which might almost be left to sell without extraneous aid, it is not surprising that even in these times "H. M. V." agents are busy.

Royal Warrants Canceled.

The disgrace of alien firms being allowed to hold warrants of royal appointments is, I am glad to learn, gradually being removed. Recent Gazette announcements advise that royal warrants have been canceled in the following cases: Julius Blüthner & Co., pianoforte manufacturers; Carl Bechstein, Ltd., pianoforte manufacturers; Schott & Co., music publishers. These announcements have given great satisfaction in British musical instrument trade circles.

Formalities Cause Annoyance.

Some little resentment has been aroused this side by the formalities imposed by the Russian Government on the would-be traders with that country. A certificate of origin signed by the Russian consul must accompany each parcel or consignment, the fee for which is 9s. 7½d., in addition to 3s. 9d. charged by the London Chamber of Commerce for a similar service. Small consignments cannot bear this expense and consequently it is said that a number of British firms have had to decline certain Russian orders. Under the circumstances one might reasonably anticipate some revision of this regulation or, better still, a reduction of the fees.

Music Out of Doors.

This month's Columbia supplement gives a happily suggestive list of records suitable for music out of doors.

Bonci's Records.

Referring to the Grand Opera season at the Regia Theater, Turin, before Italy joined the Allies, Musical Opinion gives details of the most popular productions, and then adds: "But Bonci's singing in 'Ballo in Maschera' brought the best receipts." Bonci is, of course, the world's leading exponent of the *bel canto,* the lyric tenor as compared with the dramatic tenor, and in consequence the artist's Columbia records, standing as the supreme examples of the great voice, are always in demand. His 10-inch records, double-sided, at 8s. each, are, of course, the most popular, the prime favorites being, perhaps, the "Rigoletto" and "Tosca" selections.

Harry Lauder's Recruiting Band.

Harry Lauder's recruiting band of Scottish pipers is paying a fortnight's visit to London, commencing June 14. This famous band is represented by exclusive records on the current Columbia list, so that the visit to London is a timely one.

Sings "The Joy Bird."

"The Joy Bird," a pleasing ballad that has secured no little success, is one of the songs in which the famous New Zealand soprano, Rosina Buckman, is featured on Columbia this month. Miss Buckman is just now very much in the public eye by reason of a constant run of concert appearances following closely upon her signal triumphs in opera at the Shaftesbury and previously at Covent Garden. The tuneful "Happy Summer Song" completes the combination of this very desirable record.

Columbia Paragraphs.

Bransby Williams, that king of character-actors, whose "Spotty" on a recent Columbia record has passed into a classic, is represented by a new record on the No. 11 Columbia Supplement.

The brave work of our Australian troops at the

(*Continued on page* 54.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: E. J. Hyams & Co., Post Box 45, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

GUARDSMAN DOUBLE SIDED RECORDS AND GRAMOPHONES

REGISTERED

TRADE MARK

TO OVERSEA'S BUYERS

We manufacture Records and Gramophones of the highest quality and can quote prices to compete in any market in the world. Send for lists of records containing over 700 titles, and our 1915 catalogue of 26 new models of Gramophones and Cabinets. All the latest English and American Songs are on our List.

Address inquiries to:

Export Manager, INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

YOU ARE PAYING TOO MUCH FOR GRAMOPHONES AND RECORDS.

A GLANCE AT OUR CATALOGUES WILL CONVINCE YOU.

FROM OUR LONDON HEADQUARTERS—(Continued from page 53).

Dardanelles will center particular interest on Australia's national song, issued on Columbia this month. This anthem, "Song of Australia," is stirringly declaimed by Lloyd Johnson, supported by a strong quartet. It has won considerable praise from the musical fraternity.

The distinguished work of David Bispham has been so long a feature of Columbia records that there must be a wide circle of admirers to welcome his new record this month. One of the selections he sings, the old Scotch melody "Loch Lomond," has received much timely and favorable advertisement of late because our Scotch troops have used it so freely.

"The Arcadians" Successes.

The successful revival of that melodious musical comedy "The Arcadians" gives special point to the issue of vocal numbers by the original singers on Columbia this month. To get the inimitable "Peter Doody" in the person of Alfred Lester singing "Always Merry and Bright" in record form is something for which we ought to feel profoundly thankful in these days. But when, in addition thereto, we have the delightful soprano voice of Miss Florence Smithson to charm us with the harmonies of "The Pipes of Pan" and three other delightful new numbers we should feel blessed indeed.

KNOWING BEST HOW TO HANDLE THE OTHER FELLOW.

Most Successful Men Owe Their Success Largely to Skill in Handling Men—Different Temperaments Must Be Treated Differently—Character Analysis Is Necessary.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands of dollars have been lost by not knowing the other fellow and by putting him in the wrong place.

Thousands of dollars have been expended by fond parents in their attempt to make doctors and lawyers of sons that nature never intended for such professions.

Thousands of hours of honest effort have been wasted by those who have been advised to go into lines of business for which they had no ability.

Thousands of lives have been ruined by persons of jarring temperaments marrying.

Thousands of parents have quarreled with their children and turned them adrift—simply because they did not understand their children.

Thousands of children have quarreled with their parents for the same reason.

Thousands of men on the road fail as salesmen simply because they don't understand the other fellow.

Thousands of merchants become bankrupt because they do not understand men and women. Instead of securing and retaining patrons, through their want of tact they lose those who come to them with trade.

We put the question to you, Mr. Employer, how can you handle the men under you if you do not understand them?

We put the question to you, Mr. Salesman, how can you sell the goods to persons you do not understand?

Since the greatest statesmen and the greatest professional men owe their success largely to their skill in handling men and women, can you afford to be without this knowledge?

Can directors of banks and railroads and corporations, in whose power it lies to select men for executive offices, afford to put the wrong man in the high place?

Such a mistake may involve a railroad or corporation in bankruptcy because of the incompetency of the man selected. A man may be elected president of a bank who is by nature a defaulter.

There was an excuse for this before character analysis had become a science. Now, however, this science has been formulated and developed to a high degree of accuracy. The man who would be progressive must master it to keep up with the age.

There is a story told of a doctor being called to treat a shoemaker who was thought to be dying. The shoemaker craved salmon. The doctor thought the man was in such a desperate state that he might as well let the fellow have what he wanted, as at the worst the salmon would kill him a few moments earlier only. However, to the doctor's surprise the salmon cured him.

Later the doctor was called to cure a blacksmith suffering from the same complaint. As the salmon had been so efficacious in the case of the shoemaker the doctor thought it would be equally so in the case of the blacksmith. The result, though, was different. The blacksmith died. So the doctor wrote down in his memorandum book, "Salmon cures dying shoemakers, but not dying blacksmiths."

"What is sauce for the goose is sauce for the gander" is not true in the business world. You can't cure the blacksmith with the same medicine that cures the shoemaker.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

If all men were alike salesmanship would not be an art.

You know you must handle the quick-tempered man with gloves; the lethargic person you must urge to action. This much the novice knows. But mankind is not divided simply into the quick and the slow. There are many types and variations.

The art of analyzing character scientifically is not as simple as the alphabet.

Before you can properly judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be remarked.

The value of such study you must feel. If you are looking for commercial or professional success master it. It will repay you largely.

Equally important is the third success injunction, KNOW YOUR BUSINESS.

This means more than know your job, though you should make sure you know that first. After that, however, you should get busy, and know the job above yours. Yes, even the job above that. For the fellow just above you may not be able to fill the job above him. If you can, there is your chance.

While it is THE DOING that counts in the BATTLE FOR SUCCESS, it is not The Doing that starts the BATTLE FOR SUCCESS. It is your preparation to do the things that should be done when the opportunity arrives that makes you "make good" at the supreme moment.

So-called "luck" in advertising is usually nothing more than a blending of a good article, good judgment, good copy and a good medium, says Fame.

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

Manufacturers of

Coliseum Records, Gramophones and Accessories

Specialties

NEEDLES, MOTORS, SPRINGS
for all makes of machines

CABINETS, TONE ARMS, SOUND BOXES

We are the oldest established firm specializing in all replacement parts for Gramophones and Phonographs, and are in a position to supply any gear of any standard make on the market. We have a special plant, dealing with wheels of odd manufacture, which can be turned out in a few hours' notice.

NOTE! FOREIGN AND COLONIAL BUYERS are you Stocking COLISEUM RECORDS,—IF NOT, WHY NOT?

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

Two new selections by Ferrari-Fontana are in the Columbia August list; also new selections by Alice Nielsen, Felice Lyne, Morgan Kingston; also the best mid-summer song hits, latest dance numbers, band and orchestral novelties—recordings for every occasion to meet every demand for music. ***No chance at all of missing a sale!***

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

U. S. COURT DECIDES IN FAVOR OF THOMAS A. EDISON, INC.

Judge Learned Hand of U. S. District Court Dismisses Complaint of Victor Talking Machine Co. Against Thos. A. Edison, Inc., for Infringement of Patent

The patent suit instituted last year by the Victor Talking Machine Co. against Thomas A. Edison, Inc., charging infringement of certain patents was decided in the defendant's favor last month by Judge Learned Hand, of the United States District Court, who dismissed the complaint in the following opinion:

UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF NEW YORK.

VICTOR TALKING MACHINE COMPANY
Against
THOMAS A. EDISON, Incorporated.

Learned Hand, D.J.:

Patent 785,362 being withdrawn I have only to consider patents 814,786 and 1,060,550. The plaintiff urges that the "reorganized" machine infringes claims 16, 23 and 37 of patent 814,786 and claims 39 and 42 of patent 1,060,550. Claim 23, of patent 814,786, if considered verbally, is clearly not applicable; the "bent pivoted tube" is especially designed not "to carry the sound-box in substantial alignment with the tapering portion of said arm." Therefore claim 23 may be disregarded at once; because where so many claims are put into a patent each element in a given claim must be supposed to be especially necessary to the combination. In such a patent there is little room for latitude of interpretation. In claim 16 the term, "sound-tube," used in the claim should be confined to the movable section 29, which is called a "sound-tube" on page 2, lines 49, 50, 64, 70 and 93, and which is used in that sense in a number of the claims. The defendant has no "sound-tube" because it has no such element as Johnson's disclosure, the whole organization of its machine being quite different and being derived from another part of the art, that is, from the solid horn art.

If, however, that part of the solid horn which comes above the record be deemed the "sound-tube" so that the defendant infringes, then the claim in my judgment presents no patentable novelty over the prior art. I shall assume for the moment and until I take up claim 37, that the Clark patent, 759,348, and the Lake patent (1902) Brit. 785, show a sound-tube with an end piece, to which the sound-box is rigidly attached, but which itself moves freely upon two axes, vertical and horizontal; the proof of that I shall give later. If so, it was not patentable to give to the sound-box that double motion when annexed to a solid horn. Johnson's own patent, 785,363, which was in the office at the same time as the patent in suit would have been a good reference otherwise upon this very point. Moreover, Johnson's patent, 634,944, shows the horn bent through ninety degrees to meet the sound-box with a solid connection. Surely it was not invention to make the straight tube of Clark and Lake into a bent tube like Johnson, 634,944, or to vary the bend into a semi-circle as the defendant has done. In the patent in suit the joint between the sound-tube and semi-circular part may well be patentable, but the defendant does not use it or anything like it. The bend in its tube is a twist in the solid metal, which puts the sound-box in the same vertical plane with the horn, when the tube is in a straight line with the horn, but which has no functional significance. At least I am not willing to attribute invention to that particular feature, and that is the only feature which is new. Therefore, I think that claim 16 must be limited to the disclosure as shown where there is a separated horn of which one part is a sound-tube in the sense mentioned in the patent.

Claim 37 contains an element described as "a hollow sound-conducting arm movable in a plane parallel with" the record support. The phrase, "sound-conducting arm" or "tube" is used in the patent interchangeably with "sound-tube" to mean the element, 29, distinct from the horn proper (page 2, lines 27, 41); but it may be (page 1, line 18) that this use is not throughout as consistent as in the case of the "sound-tube." However that may be as mere matter of terminology, the element must be limited to the organization disclosed or it is invalid, because if the element include the whole of a solid horn, as it must to cover the defendant's device, it is invalid under Clark, supra, and Lake, supra. Here there is a hollow sound-conducting arm in the sense of a horn which moves parallel with the record. The sound-box has a vertical movement about the horizontal pivot, i, which permits the box to move from or to the record independently of the horn, sufficiently to remove the stylus. However, the plaintiff urges that as the Clark and Lake patents are clearly for a feed machine, the sound-box cannot therefore move freely laterally across the record as the defendant's does and as the plaintiff's does. That in all feed machines there must be some play which permits a slight amount of accommodation to the grooves of the record all agree. The whole phonograph art shows this, but it is urged with some plausibility that such slight accommodation as this should not be confounded with a deliberate adaptation for tracking through the guidance of the record alone. Hence it is insisted that patents like von Madaler (1899), British, 23,497, and the MacDonald patents are not applicable, and that there must be understood in the patent in suit a machine made like the original Berliner machine, where the stylus drifts freely in a lateral plane.

The organization of Clark's machine leaves no doubt in my mind that a lateral movement was contemplated about the vertical pivot, j, within the sleeve, m. Figures 5 and 9 show how this is to be done, the pin, j, being that on the upper end of which the guide arm, D, was fastened. The disclosure page 1, lines 45-70, leaves no doubt as to the patentee's purposes, the phrase, "universal joint," line 60, being wholly unambiguous. Just how much play was permitted depended upon the relative lengths of m and k within the joint, and of their difference in caliber, but the degree of motion is not a patentable detail. The fact that the defendant's universal joint is a ball and socket is irrelevant.

Lake's patent (1902), British, 785, illustrates precisely the same thing and quite as clearly, not, as the plaintiff thinks, confusedly. Thus the patentee says, page 5, lines 1-3, that the device "permits a very slight motion in the horizontal direction, to the tubes of the diaphragm as arranged in Figures 15 and 16. This horizontal movement is just sufficient to permit the ball to follow smoothly the path of the spiral groove." All the defendant has done is to allow this play in a "horizontal direction" to be large enough "to permit the ball stylus to follow smoothly the path of the spiral groove." The fact that it allows the stylus to follow a spiral groove which was of altogether different threading from that which the feed was meant to accommodate cannot have any bearing upon patentability. The plans are shown and all that need be done is to proportion the parts m and k so as to allow enough play to accommodate for whatever the total difference is between the feed and the record. No patent can reside in the mere size of these parts. Unless therefore claim 37 is limited to the disclosure, it will meet these two patents and it will be invalid. Therefore, I find no infringement of patent, 714,856. Patent, 1,060,550, was in the office more than ten years and the claims in suit were interjected into the application after the patent had been once allowed, and after the defendant's machine had appeared upon the market. Just how it can happen that a patentee can hold an invention secreted for so long and can then adopt it so as to cover the subsequent art does not appear. The result is, assuming that the claims do not constitute a new invention, that the patentee has got from eight to nine added years to his monopoly from the time when he would otherwise have been obliged to leave the art unhampered. To let him reserve his patent till the trade independently develops and then to pounce upon it for a full term would seem to violate the conditions upon which his grant depends and to convert the system into a mere means of checking industry. This is especially true where as here a fundamental patent like the Berliner protected the whole invention until 1912. The case certainly suggests a purpose to monopolize that invention still further by reserving in the Patent Office patents upon other similar machines known long before. Whether this be true or not, the practise is so obviously mischievous that the courts should discourage it as much as possible, as well as the practise which permits forty-eight claims upon a simple and perfectly obvious machine like this. Such claims violate the very purpose of any claims at all, which is to define the forbidden field. In such a waste of abstract verbiage it is quite impossible to find any guide. It takes the scholastic ingenuity of a St. Thomas with the patience of a yogi to decipher their meaning, as they stand.

Claim 39 is certainly not infringed because the tapering sound amplifier has no "free swinging movement." On the contrary it is rigidly controlled during its operation by the feed mechanism. The disclosure is of a freely floating horn and it is only a literal reading of the claim which can cover any part of the "reorganized" machine but the little adjunct tube which carries the sound-box, about which more in a moment. If, however, we disregard the limitation of the claim and consider it as covering the tapering portion, we find that portion, anticipated by Jeffries (1900), Brit. 16,897, von Madaler (1899), Brit., 23,497, and Lake, supra, in all of which a tapering horn moves exactly as the tapering part of the defendant's horn moves in the "reorganized" machine, and has a sound-box which can be raised up and down into and out of co-operation with the record. Therefore, the claim cannot safely be allowed an expansion which it would, as matter of interpretation, be absurd to permit, that is, to disregard the freely swinging movement. If, on the other hand, one were to disregard the other element of the claim, *i. e.*, the taper in the arm and apply it to the adjunct tube which swings freely, one would get no further than Lake, supra, which, as I have shown at length, has a free swing in all directions dependent in amount upon the proportion of the elements, m and k. Therefore, even with a latitude of interpretation which would be wholly unwarranted in view of patent as a whole, the claims cannot be regarded as infringed.

Claim 42 differs in that the element of free swing is eliminated and the condition of parallel motion is substituted. This difference makes the claim more verbally applicable to the defendant's "reorganized" machine than claim 39, though here, too, the disclosure must be disregarded altogether. If, however, the claim be interpreted to cover a feed control tapering horn, then von Madaler, supra, and Lake, supra, at once become good references, because the tapering part of the defendant's horn is under feed-control like them. If, again, as in claim 39, the taper of the horn be disregarded, notwithstanding the words of the claim and it apply to the adjunct tube, then Lake, supra, is as good a reference as upon claim 39. The only change in consideration of these two claims is that Jeffries, supra, does not apply to claim 42.

It hardly seems necessary to consider the defendant's "normal" machine, except to note how far beyond any possible scope of the closure the plaintiff is willing to press the literal interpretation of the claims.

Blagden, 671,305, does not seem to me to be apposite to this patent, because the member which moves laterally parallel to the record is not the tapering horn. This patent is derived from the broken horn art, not from the solid horn. Edison's original patent does not seem to me very relevant either to claim 39 or 42.

In all this art there was no room for any great pioneer invention in the mere relations of the horn to the sound-box or its connections. The great invention was the floating of the stylus upon the face of the record and that was Berliner's discovery. A mere glance at the defendant's machine shows that its original organization proceeded upon wholly different lines. When the Berliner patent expired I see no reason in law or morals why they should not have availed themselves of an attachment of the floating sound-box type to play Berliner records in the Berliner fashion. They, with the rest of the world, were the beneficiaries of that disclosure. While the floating sound-box was somewhat crudely devised by Berliner, the pregnant idea became public, and I cannot see how the defendant has borrowed anything from the plaintiff, except the semi-circular twist in its tube. However, amid the wilderness of words I have tried to find and tread a path of logic, though the simpler way might have been to rest the case upon broader lines. The bill is dismissed with costs.

SHIP IMMEDIATELY—RUSH—TO-DAY SURE Every wire or special we receive demanding a quick shipment is a test of our efficiency as Victor Distributors. We receive thousands of them in the course of a year's business. Our response earns us each year a big increase. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

THE OLDEST VICTOR DISTRIBUTORS IN THE SOUTHWEST — Schmelzer Arms Co. — 1214-16-18 GRAND AVENUE KANSAS CITY, MO.

NEWS FROM TALKING MACHINE CENTERS IN CANADA.

Lindsay's Striking Window Display—W. T. Ott Returns from Panama—Delmar Co., of Montreal, Incorporates—Columbia Co. Reopens Victoria Street Store in Montreal—Robert Shaw Tells of Conditions in Manitoba, Saskatchewan, Alberta—Sells Phonola Patent.

(Special to The Talking Machine World.)

MONTREAL, CAN., July 3.—C. W. Lindsay, Ltd., recently had one of the most striking window displays of Victrolas, covering all models, ever on view. Their show windows are the best in the local piano worlddom, and in this instance they gave their whole space to the display. Real artistic taste was shown in the arrangement of machines and supplies, and was the subject of much admiration.

The Edison distributers of Vancouver, B. C., are running a series in the daily newspapers entitled "Summer Letters," the whole being devoted to the furtherance of the Edison product and the idea of popularizing this machine as an outdoor enjoyment as well as an inside.

Extradition papers have been sent by the Toronto police to the British Consul in Panama, who will act for the local authorities in the case of W. T. Ott, arrested in a South American republic (as reported in these columns recently), at the request of the Provincial and local police. He will be brought back to Toronto to stand trial for forgery. Ott was accountant in the Toronto offices of the Columbia Graphophone Co.

The London, Ont., store of the Nordheimer Piano & Music Co., Ltd., has added a talking machine department.

E. A. Stevenson, who has had many years' experience in wholesaling and retailing Columbia graphophones and records, has joined the selling staff of the Nordheimer Piano & Music Co.'s talking machine department in Toronto.

Former Chief John Thompson of the Toronto fire department was lately presented with a Victrola and an illuminated address by the members of the department.

A couple of Montreal talking machine dealers are advertising the "Marvel," one at $12.50 and the other at $12. On inquiry, information was furnished to the effect that a good number of these machines had been sold.

The Delmar Co., Ltd., Montreal, has been incorporated with a capital stock of $50,000. Its charter includes the right to manufacture, buy, sell, deal in phonographs and the like, and records to be used in connection therewith.

N. G. Valiquette, Ltd., 477 St. Catherine street East, one of Montreal's leading retail furniture emporiums, has just concluded arrangements whereby it will feature the Columbia line, and is showing a complete range. It has in stock upward of 4,000 records.

The R. S. Williams & Sons Co., Ltd., Toronto, has closed a long lease of a store at 19 King street, East Hamilton. The building will be entirely remodeled and will embody six talking machine demonstration rooms, each 8 by 10 feet, soundproof, and finished in different woods to be in keeping with the styles of machines displayed. Adjoining these is a commodious record stock room, accommodating 100 feet of record shelving.

For the convenience of its patrons living in the central and western portions of the city the Canadian Graphophone Co., Montreal, Columbia distributer for the Province of Quebec, has reopened its Victoria street store, where there is now on display the full line of Columbia instruments. In order to fasten the address of its new store on the minds of the public, the firm included a supply of needles, bought some time ago, while they lasted, with each record purchased at the opening of the new store.

James P. Bradt, general sales manager of the Columbia Graphophone Co., New York, has just arrived in Toronto.

The retail house of Thomas Claxton, Ltd., has taken on the representation of the Columbia, and reports some nice sales of Grafonolas and high-priced records.

Miss Maggie Teyte, the famous singer and Columbia artist, while in Winnipeg recently, paid a visit to the warerooms of the Winnipeg Piano Co. with her accompanist, Mr. Waller, of the Boston Opera Company.

So popular are Columbia Grafonolas in the West that Robert Shaw, who has charge of Manitoba, Saskatchewan and Alberta for Columbia lines, reports that he is still over a hundred machines behind. He has made special intercessions in behalf of his cutomers, however, and manufacturing headquarters assure him of early deliveries of everything on order. Mr. Shaw, who is familiar with the talking machine industry from its inception in Canada, is consistently enthusiastic as to the mission of Grafonolas.

A. B. Pollock, president of the Pollock Manufacturing Co., Ltd., of Berlin, Ont., has returned from New York, where he concluded the sale of the United States patents of the new Phonola, that his firm is bringing out. Reference has already been made in these columns to this new Phonola, which embraces an entirely new idea in the sound producing world. It is the invention of A. H. Welker, the secretary-treasurer of the company, who has made a special study of tone reproduction and acoustics. The pipe organ principle is applied in a manner that amplifies and purifies the tones being reproduced, and the series of chambers employed are determined by scientific calculation.

The Phonograph Shop in Ottawa has sold to one gentleman three different Edison Disc phonographs. First it sold him an Edison A200 for his country home, an Edison A150 for his city home, and now an Edison B60 for his son, who is going to the front. He has also spent over $200 in Edison records, making over $700 business with this one firm alone. Nor is this an isolated case, as the Phonograph Shop has a couple of sales to several different people, and has another man who has invested over $500 in its goods. These transactions indicate the development of phonograph business among persons able to buy high-class types.

IMPORTANT FACT WELL PRESENTED.

"Economy in needles is extravagance in records" is one of the arguments used by the Silas E. Pearsall Co., Victor distributers, 16 West Forty-sixth street, New York, of which Thomas F. Green is general manager. This is a unique way of presenting the important fact to the owners of talking machines that needles should be used only once, and it has been shown that a short snappy statement of the character above is often times better than a volume of "reason why" copy.

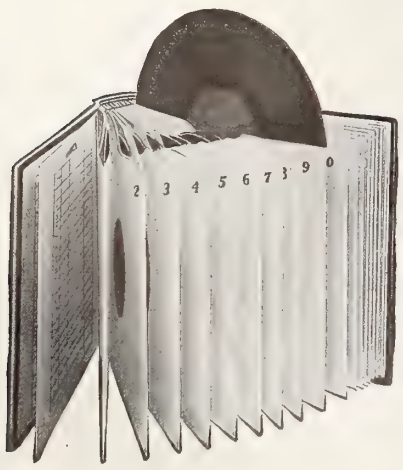
Business with this well-known Victor distributer is reported to be in excellent shape by Mr. Green and it is interesting to learn that the shipping department of the concern has earned a new record for itself, not only in the quickness of sending the goods out, but in the completeness of the orders, all of which adds further prestige to the value of "Pearsall Victor Service."

FLOWERY TUNE.

On Friday, Miss Lillian Plant and Eugene Weed were married at Westfield, Mass. The best man, Old Wally Eaton suggests, should have been Henry Blossom and Flora Mae Holly should have been flower giri. And Robert Hoe should have turned on a Mary Garden record, bought from Sol Bloom.

If somebody had to write an account of the wedding, it should have been Elliott Flower or Charley Field.—New York Tribune.

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

SOUTHERN CALIFORNIA NEWS ITEMS.

Great Activity in Musical Circles—National Federation of Musical Clubs Holding Annual Convention in Los Angeles—Other News.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., July 6.—Los Angeles is now busy entertaining the National Federation of Musical Clubs convention and a great many musicians of note from every part of the country are in the city. A great deal of publicity has been given to this convention by the local papers, and this has had a good effect on business, especially during the last two weeks has it been noticeable.

The scarcity of talking machines and records has been a great trial to all local dealers, but the situation is getting better slowly, and all the jobbing houses promise a full stock before August 1.

The Wiley B. Allen Co. is contemplating several changes in its talking machine department which, when completed, will give it one of the finest departments on the Coast. According to the plans the entire ground floor will be devoted to demonstrating and showrooms, with the exception of a small space allotted to the Lindsay Music Co., which handles small goods and sheet music only. This is more than double the space occupied by the talking machine department at present.

Sherman, Clay & Co., Victor wholesale dealers, were able to get but two of the new model Victrola XVIII. Not being able to supply all the Victor dealers, Mr. Ruggles, the manager, had to resort to a drawing, in which Barker Bros. and the Wiley B. Allen Co. were the lucky winners.

F. H. Thomas, of the F. H. Thomas Music Co., 691 Boylston street, Boston, Mass., Edison dealer of that city, is in Los Angeles for a short stay.

Mr. Guyette, manager of the talking machine department for the Broadway Department Store, is very much pleased with the showing made by the Sonora talking machine during the last month. The Broadway is the exclusive agent for this machine and is looking for a steady increase in sales for it in the future.

Herman J. Efker, for four years president and general manager of the Music Co., Tucson, Ariz., has purchased the T. T. Gardner Music Co., of Gardena, Cal. Mr. Gardner, who has been identified with the talking machine business in and around Los Angeles for several years, is retiring from business. The new house will be known as the Gardena Music Co.

Mrs. Frances Elliott Clark, head of the educational department of the Victor Talking Machine Co., is in the city attending the convention of the National Federation of Musical Clubs. Mrs. Clark expresses herself as very well pleased at the number of Victrolas now being used in the public schools in Los Angeles. Mrs. Clark, as chairman of the public school music department of the federation, presided at the morning session June 26, at which meeting she read an excellent paper on "Recent Developments in Public School Music." In her paper Mrs. Clark called particular attention to the following interesting facts: "At the present time so many new and advanced ideas are being put into use in so many places that it amounts almost to complete revolution in the purpose and methods of teaching music in the schools. Sight reading has again come into popularity, but the processes are so much improved as to be scarcely recognizable. Rote singing is being put in its proper place. Good tone quality occupies first place as an indispensable requirement in any organized system. The talking machine has brought into the schools a hitherto impossible joy and value of hearing much of the very best music, interpreted by great artists, thus making it possible for the first time in the world's history to really use the great cultural and intellectual value of music in the process of regular education. Largely because of this wider knowledge of the music itself more time is left for the technical study." Mrs. Clark is very enthusiastic over southern California and intends to prolong her stay as long as possible.

H. W. Johnson, who has been connected with the Victor department of the George J. Birkel Co. for quite a number of years, has recently had a streak of extra good luck. A lady customer of Mr. Johnson's recently died and in her will remembered him to the extent of several thousand dollars. We are unable to give the exact amount, but from a reliable source we understand that it was a very tidy sum. Mr. Johnson's friends were both surprised and pleased at his good luck. Report has it that he is in a quandary as to which girl's proposal to accept. However, leave it to "Hank."

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

No. 3 Strap

Heavily Padded and Quilted

(Made in two grades)

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

PROGRESSIVE.

"I hear your daughter is making great progress with her music."

"I'm afraid she's overtrained. She won't play anything now that sounds the least bit like a tune."

To secure those Victor machines and records for your summer business you need the Pearsall Service.

MOST of the summer business is "quick" business; people make up their minds to buy on the spur of the moment, and profits are made only if you have the goods in stock. They won't wait for you "to get them." Look over your stock now and test Pearsall Service with an order for both machines—all types—and records. Let us show you that Pearsall service means more profits for you.

Silas E. Pearsall Company

16 West 46th Street, near Fifth Avenue

NEW YORK

GREAT TRADE ACTIVITY PREVAILS IN DETROIT.

Jobbers and Dealers Tell of Progress—Labor Well Employed and Able to Spend Money for Talking Machines—Association to Consider the Question of Sending Records Out on Approval—Expansion of Old and Forming of New Concerns—Other News of Month.

(Special to The Talking Machine World.)

DETROIT, MICH., July 8.—There isn't a single talking machine dealer in Detroit who hasn't a lot of nice things to say about business for the month of June. Sales increased over the same month last year and were a great deal better than May of this year. One of the best arguments to prove that talking machine business in Detroit is above the average is that more jobbers have been visiting here during the past thirty days than ever before. Jobbers who heretofore have never solicited Detroit business came several times to get acquainted with local dealers with the end in view of ultimately working up a clientele. A number of these jobbers seen by The Talking Machine World correspondent stated that Detroit was the only city in the Middle West that was doing any "real business." One thing is pretty certain—any jobber getting "in right" with Detroit dealers can be sure of good-sized orders at least once a month.

Detroit banks have never had as much money as they have to-day. There is no such thing as the word "unemployed" for anybody who is willing to work. Factories in all lines are just as busy as they can be. The motor car factories will turn out about 800,000 cars this year and are now planning on over a million cars during 1916. Most of them are way behind in orders. Henry Ford comes out with the announcement that he will build an immense factory in West Detroit, employing 32,000 men. He has purchased some 2,000 acres of land and plans to sell each workman enough ground to build a home and have a good-sized garden. He also says that every man employed there will receive $5 per day on the same plan as is now in vogue at the Ford Motor Co. plant in Highland Park. It is expected that when the new West Detroit plant is operating our city's population will increase 100,000; all of which means greater prosperity, more homes and the sale of more talking machines.

The Detroit Music Trades Association held its last summer meeting June 8 at the Hotel Charlevoix. The next meeting will not be until September. At the June gathering the question of sending records out on approval was discussed for the third time. A committee consisting of Messrs. Denison (Columbia), Rupp (Grinnell Bros.) and Brown (Wallace Brown Edison Shop) were instructed to thoroughly consider the matter and to make some definite report at the September meeting. Following adjournment the members walked to the new J. L. Hudson music store, where Manager E. P. Andrew took them for a complete tour of inspection.

A. A. Grinnell, treasurer of Grinnell Bros., returned July 6 from a two months' Pacific Coast trip. C. A. Grinnell, accompanied by Mrs. Grinnell, left July 1 for a six weeks' Western trip. He will attend the annual convention of the talking machine jobbers at San Francisco, as well as the piano merchants' convention and the Shriners' Convention at Seattle. He will be back in Detroit about August 20.

Jacob Oppenheim, proprietor of the Woodward Talking Machine Shop, 2982 Woodward avenue, reports good success with Columbia machines and records. He is getting a great deal of the North Woodward trade, which formerly went to the downtown stores.

Wallace Brown, the local Edison dealer, says that June was a "crackerjack" for business. June 7 was his lucky day—he sold seven machines, two of them being for $200 cash each. He says that the Edison advertising and demonstrating campaign in the moving picture theaters and on the pleasure boats is bringing good results. A great compliment was paid by a leading advertising expert to Wallace Brown, who said: "I think the Wallace Brown Edison Shop has the best advertising copy of any dealer in the country. It is the best written copy and the best arranged copy I have ever seen for a talking machine dealer." (Yes, Wallace Brown writes his own stuff. He used to be in the newspaper business.)

Rudolph Wurlitzer, of Cincinnati, Victor jobber, was in town the last week in July with his family, who were on their way to Harbor Beach, Mich., where they have a summer home. He called on E. K. Andrew, of the J. L. Hudson store; Max Strasburg, and Manager Rupp, of the Grinnell store.

Max Strasburg, who handles Victor and Columbia goods, says that May showed a 22 per cent. gain, and that June was also a good month. "We are very busy selling $25 machines for summer homes," he said. "We are also shipping and packing a lot of machines for owners who want them sent to their summer places." W. B. Keith, sales manager of the Max Strasburg shop, and who has been in the business for thirteen years, leaves July 12 for his summer cottage at Algonac, Mich., where he will remain until August 2.

Charles K. Bennett, now manager of the Eclipse Music Co., of Cleveland, Victor jobbers, was in Detroit June 14 in search of business. Mr. Bennett was formerly with the Victor Co. at Camden, N. J.

Stanford B. Curry, formerly with the Jenkins Music Co., of Kansas City, is now with the J. L. Hudson talking machine department as salesman.

Miss Ethel Lawler, who has been associated with Max Strasburg for the past fifteen years, left June 9 on a trip through Northwest Canada, Seattle, Los Angeles, San Francisco and other points West. She will be home July 15.

Both Grinnell Bros. and the J. L. Hudson Co. deserve great praise for the attractive displays in their windows over July 4. Both displays were very appropriate and attracted a great deal of attention.

The J. L. Hudson store has recently purchased a new automobile delivery car, exclusively for the use of the talking machine department.

H. Ballagh, of the Hudson talking machine department, owing to ill-health is spending a few weeks in the country.

The Board of Education of Detroit has been receiving bids on forty-eight Victor school talking machines for use in connection with its public playgrounds. All bids have been referred to Ira W. Jayne, superintendent of the Recreation Commission, handling the playgrounds.

The Highland Park store of Grinnell Bros., Woodward and Pasadena avenues, Detroit, has opened for business in charge of G. T. Johnston, who has been with the firm for some time.

The Saginaw, Mich., store of Grinnell Bros. has moved after thirteen years to 114 North Baum street. E. L. Jones is manager.

The Ecco Talking Machine Co., of Detroit, has been organized with a capital stock of $6,000 to manufacture a ten dollar talking machine. The principal stockholders include two very prominent young Detroit business men, Horace J. Caulkins, Jr., and F. Harold Bourke. The third stockholder is Charles E. Poyer, of East Orange, N. J. Of the $6,000 capital stock, $3,000 has been paid in in cash.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison jobbers, has joined the Detroit Board of Commerce, comprising over 4,000 leading business men.

Pending the completion of its new twelve-story building at Michigan and Shelby streets, the People's Outfitting Co. has moved to Michigan and Cass streets. This concern handles Victor goods.

Joe Adcock, of the W. E. Metzger Co., Victor dealers, says that since moving into the new location at 501 Woodward avenue, he has been selling more high-priced goods. He says that every month shows nearly double the amount of business of last year.

NYOIL

For polishing varnished woodwork it is extremely satisfactory. No oil is so clean.

Ask your watch repairer whose oil he uses on your watch.

Mr. Dealer—for your benefit we maintain two of the largest stocks of Victor and Edison Cylinder Machines, Records and Supplies. Our prompt shipments will convince you that we have both goods and service. With seventeen railroads, four express companies, and the boat service of the Great Lakes, our facilities for prompt service are perfect. Try us and be convinced.

Victor and Edison Cylinder Distributor

W. D. ANDREWS

BUFFALO, N. Y.

Music lovers want music in summer as well as in winter. Therefore, don't change gears—keep in high—forget that you have always heretofore gone into second at this season.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TALKERS POPULAR AS GIFTS.

Prominent Persons Receive Presents of Victrola and Grafonola—Interesting Review of Business Conditions—Trade Uneven in Cincinnati with Trend Showing Steady Increase.

(Special to The Talking Machine World.)

CINCINNATI, O., July 8.—All reports agree that June was a favorable month for the talking machine dealers, the results as a whole being satisfactory. There is some complaint from the firms which use the talking machine as a side line, they find the stiuation in many respects similar to the piano trade, which falls off with the coming of the hot weather.

Talking machines are now the proper gifts, according to the pace set in this city during the past month. The police chiefs of the country enjoyed their convention here so much that they decided to give Colonel Copelan a testimonial of their esteem. It was a Grafonola. On Saturday night the law students who were a part of Attorney Frank Gusweiler's "quiz" class last year gave him a dinner. The guest was presented with an electric Victrola.

Manager Dittrich, of the talking machine department of the Rudolph Wurlitzer Co., speaks of the local situation as follows:

"The month of June was as changeable in business as it was in its weather. Splendid business alternated with stagnation, and the net result was very satisfactory. It is impossible to account for the conditions, as the best business days were often the most rainy and stormy. Certain facts, however, stand out, and these should be most encouraging to the salesmen and dealers. They are the splendid record sales, which were without doubt the largest that have ever been made at this time of the year, and the uniformly good demand for the higher-priced machines.

"The largest sale of the year in the retail record department was made during the month of June, which is supposed to record the lowest ebb of the record trade. Several of the new Victrola XVIII were sold, as well as Electric XVI's, and so you see that we can well claim that there is no longer a season when the talking machine dealer can say that his business is dead.

"Machines are plentiful, and it is likewise certain that many dealers are taking full advantage of this fact and pushing their business with results. We are filling immense orders, and with dealers continuing active there is no reason to look for abatement at this time or later in the summer. In fact, if we can go by past experience, there is every reason to look for constantly improving sales during the balance of the year. The demand exists, and the only matter that is undecided is the financial conditions that we will have to meet. What these conditions will be we can only surmise, but the fact remains that the greatest demand ever known for a specialty exists in the case of the Victrola, and it is for the individual dealer to reap the harvest."

Manager Whelen, of the local Columbia store, when asked about June business, stated: "Business the latter part of the month was exceptionally good and the net sales exceeded June of last year. The first of the month was a little slow in the retail department, but the wholesale steadily increased throughout the month. From all indications, the net results for the entire year will soar way ahead of last year, and in anticipation of this we are piling up orders for fall delivery, and the way in which the dealers are responding to our request for future shipment orders goes to show that they, too, are looking for big business. The factory is making preparations to supply the demand, and there is no doubt but that the demand is increasing daily. It is a surprising fact that the greatest demand this summer has been for the larger type machines, while heretofore the summer demand has been for the smaller types."

A. Thallmayer, special foreign representative of the Columbia Co., visited the Cincinnati store the latter part of the month. Mr. Thallmayer is making a tour of the United States, booming foreign records and investigating the foreign situation.

S. H. Nichols, district manager of the Columbia Graphophone Co., visited the Cincinnati store duirng the past month. Mr. Nichols was formerly manager of the Cincinnati store and is quite a favorite among the Cincinnati trade.

Mr. Byars, of the talking machine department of the Aeolian Co., found the June situation a rather interesting one, the month starting off quietly and ending with a satisfactory flourish. He and his assistants sold quite a number of small Grafonolas for camping purposes. The Vocalion, he finds, is attracting much interest from owners of other machines, and reports meeting with good success in selling those who have made a study of the several machines.

There is reason to believe that the Starr Piano Co. will have a talking machine department before the end of another month.

INTERESTING CHURCH RECITAL.

R. H. Sadler, Jr., gave a recital on the new Edison Diamond Disc phonograph at the First Baptist Church, Laurel, Md., on June 29, and aroused the greatest enthusiasm. He prepared a very interesting program, which was interspersed with selections on the piano and by numbers given by a local soprano. The records were heard distinctly throughout the entire edifice. The last piece on the program was "The Star Spangled Banner," sung by Thomas Chalmers and chorus, on the Edison phonograph. All lights were turned out as soon as this piece started. Then, when it was all dark, a large American flag was thrown over an easel previously provided or the purpose, and while the record was still running an electric flashlight was thrown on the flag. This produced a fine effect, the flag appearing to rise out of the darkness, which of course brought very generous applause, as the flag of our country generally does.

BUSINESS SURPRISINGLY GOOD.

"We have found general business surprisingly good for this time of the year," said Philip A. Ravis, vice-president of the New York Album & Card Co., 25 Lispenard street, New York, manufacturer of Nyacco disc record and photo albums.

"We are working our factory to capacity at the present time and will continue to do so during the entire summer. Many of our dealers are placing advance fall orders and the outlook indicates a banner fall and winter season for the end of this year."

The man whose conversation is heavy should be careful about dropping a remark.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

11 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with
THE Heise SYSTEM
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially Prepared for The Talking Machine World.)

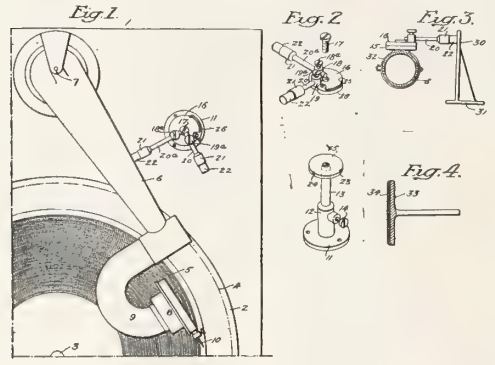
WASHINGTON, D. C., July 3.—STOP FOR TONE ARMS OF TALKING MACHINES.—Gerhard Busch, Philadelphia, Pa. Patent No. 1,141,437.

One object of this invention is to provide a relatively simple, inexpensive and conveniently operated device for limiting the movement of the tone arm of a talking machine relatively to a record disc on the rotary plate or table thereof in order that said arm may be prevented from moving beyond that point at which the reproducer needle, carried by the sound box on said arm, will strike said disc immediately adjacent the beginning of the record thereon.

A further object of the invention is to provide a stop which will limit the movement of the tone arm to such a point as will cause the reproducer needle carried thereby to engage the record disc between the edge and the beginning of the record groove with a view to preventing the sound-box being moved into a position in which the needle may drop beyond the edge of the record, as well as to avoid the loss of time otherwise incidental in properly starting the talking machine.

The invention also contemplates a novel form of a stop for the tone arm of the talking machine which shall be adjustable to cause it to properly position such arm for records of a number of different diameters, and that regardless of whether said tone arm is movable solely in a horizontal plane or whether it is moved in both horizontal and vertical planes while being brought to a position in which the machine is ready for operation.

Another object of the invention is to provide a device of the character described which, in addition to being adjustable to suit it to tone arms of various heights above the surface of the talking



machine casing, shall also include means whereby its arm-engaging abutment or abutments may be conveniently adjustable to cause them to stop such arm with the reproducer needle in the desired position relatively to a record disc.

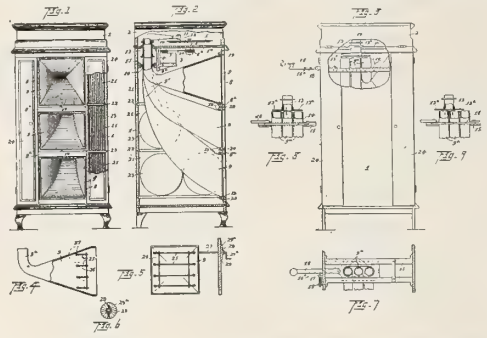
Fig. 1 is a plan of a portion of a talking machine showing the invention as applied thereto; Fig. 2 is a detached perspective view of certain of the parts of the invention; Fig. 3 is a side elevation of a slightly modified form of the stop, and Fig. 4 is a side elevation of a special form of arm-engaging member.

SOUND-REPRODUCING MACHINE.—Charles W. Waller, Chicago, Ill. Patent No. 1,139,387.

The primary object of this invention is to provide a generally improved sound-reproducing machine having improved amplifying means whereby the quality of the reproduction may be improved and regulated at the will of the operator and while the machine is in operation. In carrying out this object the inventor provides for a plurality of graduated amplifiers or horns having their open ends arranged at one side of the cabinet and their neck portions movably supported and adapted to be brought into and out of communication with the common sound-conduit of the sound-reproducing means whereby one or more amplifiers may be brought into use and the volume or strength of the tone regulated as desired. For example, in the present embodiment of the invention the amplifiers or horns have their open ends superimposed and are graduated from top to bottom for the production of a mild, medium or strong tone, respectively, or by bringing two of such amplifiers or horns in communication with the sound-conduit a blended or intermediate tone will result.

A further object of the invention is to provide means whereby the reproduced sound issuing from the amplifier may be modified, controlled and directed at the mouth or open end of the respective amplifier and as issuing from the open side of the cabinet.

Referring to the drawings forming a part of this specification, Fig. 1 is a front elevation of the improved sound-reproducing machine of the cabinet type, a portion of the walls of the latter being broken away for the purpose of clearer illustration



of the parts. Fig. 2, a similar view of the same, partly in section and partly in side elevation. Fig. 3, a rear view of the same, a portion of the rear wall being broken away for the purpose of clearer illustration of the parts. Fig. 4, a side elevation of an amplifying horn provided in its mouth or open end with sound-modifying and deflecting elements. Fig. 5, a front elevation of the same. Fig. 6, a view of the handle operating and adjusting mechanism used in connection with the sound-modifying and deflecting elements shown in Figs. 4 and 5. Fig. 7, a top plan view of the mechanism for movably supporting and adjusting the neck portions of the amplifiers or horns with respect to the common sound-conduit communicating with the sound-reproducing means. Fig. 8, a rear view of the same, showing an adjustment whereby the sound-waves from the common sound-conduit communicate directly with the neck portion of the second or intermediate amplifier. Fig. 9, a similar view showing an adjustment in which the sound-waves communicate with the neck portions of two of such amplifiers.

TALKING MACHINE.—William H. Camfield, Newark, N. J. Patent No. 1,138,843.

This invention relates to an improved talking machine of either the disc or cylinder type in which a casing with a lid is used, and the invention is designed to provide for the winding of the motor of the machine by the moving of the lid.

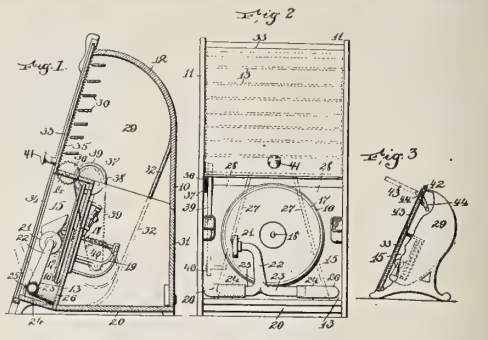
The machine has a connection between the winding means of the motor and the lid, so that when the lid is operated the winding means is actuated to put the motor under tension to play the succeeding record.

The invention permits the use of a light weight or spring as motive power, as the automatic winding of the motor at each operation of the lid necessitates only enough power to play one record.

To more fully perfect the machine a construction is devised in which the parts are so disposed that the lid must be operated to give access to the record and must be again operated to uncover the horn, in this way insuring a winding of the motor at the installation of each record.

The invention further provides for an improved talking machine in which the arrangement of the parts allows the base of the machine to be small so that it can be placed on an ordinary stand or table, but at the same time allows a comparatively long sound-passage or horn, which is desirable to secure clear and loud reproductions from the record.

A still further object of the invention is to provide a horn, which is contained within the casing of the machine but which avoids the motor in order to prevent the noise of the motor from being heard during the reproduction by the machine. This is preferably accomplished by forming the sound-



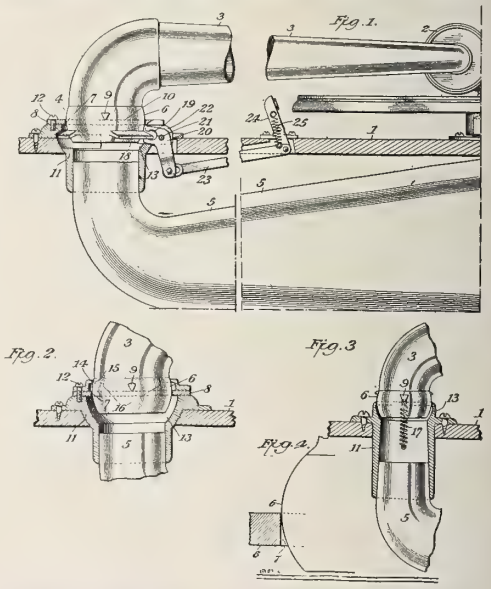
passage into two channels between its outlet end and its reproducer end to form a space in which the motor is placed. This arrangement also permits the inspection of the motor while the machine is operating. It will be further understood in this invention that the motor is in a casing formed by walls of the horn passages, and the casing thus formed provides a convenient position of the motor of the talking machine and at the same time does not interfere in any way with the transmission of sound through the horn passages.

Fig. 1 is a vertical section through the center of Fig. 2, illustrating the new form of talking machine. Fig. 2 is a front view of the machine shown in Fig. 1. Fig. 3 is a side view, partly broken away, showing a talking machine with a modified form of lid.

TALKING MACHINE.—Walter Hyer Pumphrey, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,139,224.

The object of this invention is to produce a mounting for the tone arm employing a minimum number of parts, of extremely simple construction, which may be manufactured at a comparatively low cost and quickly assembled.

A further object is to arrange the parts in such relation as to make them readily accessible and



facilitate their removal for purposes of examination or repair, etc.

A further object is to minimize friction in the mounting without in any way interfering with or limiting the freedom of movement of the tone arm.

In the drawings Fig. 1 is a longitudinal section illustrating the application of the invention to a well-known type of talking machine, employing a disc record and a concealed horn. Fig. 2 is a similar view, showing the use of a ring for retaining the tone arm in position. Fig. 3 is a sectional view, illustrating a modified form of mounting. Fig. 4 is an enlarged detail view.

STYLUS-POSITIONING AND CIRCUIT-CONTROLLING MEANS FOR SOUND-REPRODUCING MACHINES.—Chas. W. Ebeling, Wheeling, W. Va. Patent No. 1,138,646.

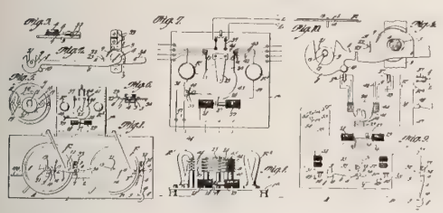
The present invention relates to improvements in a stylus-positioning and circuit-controlling means

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 60).

for sound-reproducing machines, one object of the present invention being the provision of means which will properly guide the stylus to the phonic groove of the record at the initial rotation of the sound record carrier, said means being automatically released and moved out of the path of the stylus and from above the record to simultaneously close an electric circuit for electrically connecting a telephonic transmission means including the reproducer of the sound-reproducing machine.

The present invention is especially applicable to sound-reproducing machines used in connection with motion picture projectors, and more particularly to the structure set forth in co-pending application filed even date herewith, serial No. 798,295, and also the main invention as shown in the application for patent of Harrison W. Rogers, filed February 7, 1913, serial No. 746,890, the present mechanism being the result of experimenting with the mechanisms set forth in the above two applications, it being necessary only in the present instance to attach a device at the center of the record in combination with a pivoted arm capable of a slight sliding movement adjacent the record, the arm and the means carried by the record co-operating to move the stylus toward the beginning of the phonic groove during the initial starting of the record and to release the stylus-guiding arm at such point so that it is automatically swung out of the path of the record and from thereabove to automatically close the circuit to the telephonic-transmission device of the sound-reproducing machine.

In the drawings Fig. 1 is a top plan view of the complete mechanism for guiding the stylus and controlling the circuit. Fig. 2 is a top plan view on an enlarged scale of the stylus-controlling and guiding arm. Fig. 3 is a section taken on line 3—3 of Fig. 2. Fig. 4 is a view similar to Fig. 2 on an

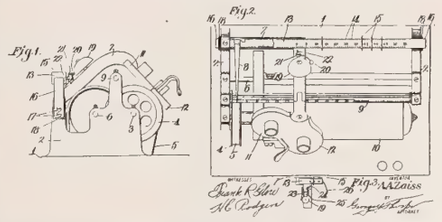


enlarged scale, with the pin head removed to show the elongated slot to permit the longitudinal movement of the stylus-guiding arm. Fig. 5 is a top plan view of the record-carried means for actuating and releasing the arm. Fig. 6 is a section taken on line 6—6 of Fig. 2. Fig. 7 is an enlarged top plan view of the selecting switch for the talking circuit and the solenoid for actuating the same. Fig. 8 is a front elevation thereof looking in the direction of the arrow Fig. 7. Fig. 9 is a diagrammatic view of the electrical circuit used in connection with the present invention and including the electrical circuit controlled by a moving film in a projector. Fig. 10 is a sectional view of a record disc upon its carrier illustrating the method of insuring the proper positioning thereof upon the carrier and also its positive rotation with the carrier.

Commercial Talking Machine.—Alma A. Zaiss, Kansas City, Mo. Patent No. 1,139,947.

This invention relates to talking machines of that class known generally as dictating machines or commercial phonographs, and has for its object to produce means to be used upon such a machine, when used for transcribing purposes, for the purpose of indicating to the typist the point at which an error appears on the record cylinder, so that she may "listen" at that point and then make the required correction, it being noted in this connection that the preferred signal will be an audible signal, but that, in any event, it shall be of such character that there will be no necessity for the typist to glance at the talking machine while transcribing therefrom, it being obvious that the necessity for frequently glancing at the talking machine or an index sheet is troublesome and, of course, results in diminishing the amount of work turned out.

At present it is customary for the dictator to have handy, when dictating, an index sheet marked to correspond with the scale on the dictating machine, by preference, so that when an error is made its point on the scale of the machine is noted and the dictator makes a mark at the corresponding point on the index sheet or its equivalent. When the record cylinder is turned over to the transcriber the index referred to accompanies it so that the transcriber may ascertain, by inspection of the index, just where errors have been made and then use the reproducer to ascertain what correction is to be made at any particular point, and in transcribing it is necessary for the typist, as hereinbefore stated, to keep close watch on the index sheet and the index finger of the machine, to avoid the necessity of transcribing the error and perhaps rewriting the page.



The preferred construction of this invention embodies an audible signal—such as a bell—and means for operating the signal at the point or points where an error or errors occur, the audible signal thus saving the typist the annoyance of repeatedly glancing away from her typewriter to the index finger and index sheet containing the marks made thereon by the dictator.

Fig. 1 is an end view of a part of a commercial talking machine embodying the invention. Fig. 2 is a top plan view of the same. Fig. 3 is a fragmentary view showing an electrically operated bell, as distinguished from the mechanically operated bell of the preceding figures.

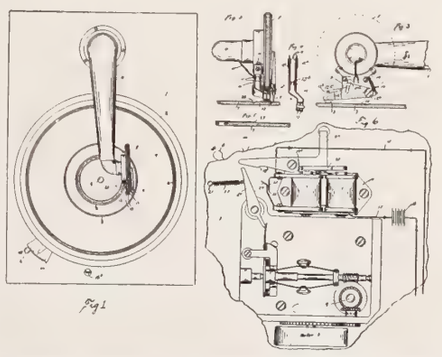
Automatic Stopping Device for Phonographs. Edward C. Walter, New York. Patent No. 1,141,507.

The object of the invention is to provide means for automatically stopping a phonograph or a machine of like character, which means is entirely automatic in its action.

Another object is to eliminate all mechanism which requires setting by an operator.

Another object is to provide a structure which will not interfere in any way with the operation of the machine, which will be of neat appearance, and which can be manufactured at low cost.

Another object is so to construct the device that it will be self-adjusting for different lengths of needles and for different thicknesses of records.



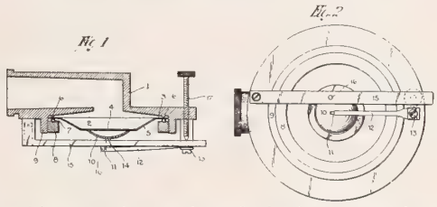
Another object is to provide manually operated means, in addition to the automatic means, for causing arresting operation of the machine.

In the accompanying drawings: Figure 1 is a view in plan of a phonograph showing a tone-arm, a reproducer mounted thereon, a revolving disc and record, and starting and stopping devices; Fig. 2 is a fragmentary view, in front elevation and partly in section, of the tone-arm and reproducer with the automatic device attached; Fig. 3 is a fragmentary view, in side elevation, and partly in section, of the parts shown in Fig. 2; Fig. 4 is a detail view in plan of the plates and the arms carried thereby, and showing the overlapping portion and the cushions; Fig. 5 is a fragmentary view in section of a record, showing a mechanism-controlling ridge; and Fig. 6 is a fragmentary view in plan of the under side of the top of the cabinet, showing the lower end of the starting and stopping lever, the magnet and its connections, and the motor.

Sound Recording Device. Thomas A. Edison, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 1,142,507.

This invention relates to devices for recording sound and is an improvement on the structures described in applications Serial No. 556,469, filed April 20, 1910, and Serial No. 566,069, filed June 9, 1910, both applications being entitled Sound Recording Apparatus.

The objects are the provision of an extremely



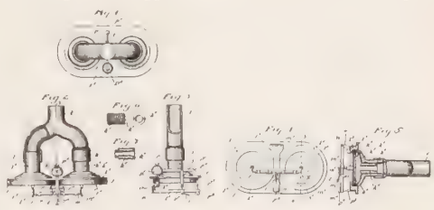
sensitive sound recorder of simple construction, one which may be readily manufactured, and which is intended to record sounds both weak and strong more truly that has heretofore been possible.

In order that a clearer understanding of this invention may be had, attention is hereby directed to the accompanying drawings, forming part of this specification, and in which Figure 1 represents a vertical central cross section through a sound recorder embodying one form of the invention, and Fig. 2 is a bottom plan view thereof.

Sound Reproducing or Recording Machine George H. Underhill, Boston, Mass. Patent No. 1,141,672.

This invention relates to phonographic apparatus, being more particularly concerned with improvements in the sound reproducing and sound recording mechanism thereof.

The present application is a divisional of prior



co-pending application, Serial No. 212,079, filed June 11, 1904.

This invention will be best understood by reference to the following description, when taken in connection with the accompanying illustration of one specific embodiment selected for illustrative purposes only.

In the drawings, Figure 1 is a plan showing one form of sound box constructed according to the invention; Fig. 2 is a front elevation thereof, partially broken away; Fig. 3 is a section of the line 3—3, Fig. 2; Fig. 4 is a view looking from beneath the sound box as seen in Fig. 2; Fig. 5 is a section on the line 5—5 in Fig. 4; Fig. 6 shows one form of the removable throat; and Fig. 7 is a different form thereof.

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RECORD BULLETINS FOR AUGUST, 1915.

VICTOR TALKING MACHINE CO.

No. Size.

35468 The Peasant Girl Waltz Medley (Rudolph Friml) Victor Military Band 12
The Magic Melody Fox Trot, including "The San Francisco Fair," from "Nobody Home" (Jerome Kern) .....Victor Military Band 12
35469 Those Charlie Chaplin Feet—Medley One-step.. Victor Military Band 12
My Little Dream Girl—Medley One-step..... Victor Military Band 12

"GEMS" FROM TWO NEW MUSICAL COMEDIES.

35471 Gems from "Nobody Home"—Chorus, "Any Old Night"; Duet and Quartet, "You Know and I Know"; Solo and Quartet, "In Arcady"; Chorus, "The Magic Melody"; Finale, "At that San Francisco Fair"..... Victor Light Opera Company 12
Gems from "A Modern Eve"—Chorus, "When the Madam Goes Away"; Solo, "When Love Comes Stealing In"; Quartet, "Quiet Little Evenings at Home"; Duet, "I've Just Been Waiting for You"; Finale, "Good-bye Everybody" .....Victor Light Opera Company 12

ANOTHER RECORD BY THE FAMOUS BROWN BROTHERS.

17799 Chicken Reel Comedy Medley (Saxophone Sextet) "Poet and Peasant," "Chicken Reel," "Virginia Lee" "Bull Frog and the Coon".... Six Brown Brothers 10
I Wonder What Will William Tell One-step (Jos. M. Daly-Thos. S. Allen) (Banjo, Piano and Drums) .....Van Eps Trio 10

POPULAR SONGS FOR AUGUST.

17809 Are You the O'Reilly? (Blime Me, O'Reilly, You Are Lookin' Well) (Pat Rooney-New Version by Emmett) .....Billy Murray 10
The War in Snider's Grocery Store (Hancock-Macdonald-Carroll) .....Billy Murray 10
17721 In the Land of Love with the Song Birds (with bird effects by Joe Belmont) (F. Wallace Regá) .....Albert Campbell-Henry Burr 10
The Dress My Mother Wore (Marion Sunshine-Henry I. Marshall).....Henry Burr 10
17812 Open Up Your Heart (Let Me In) (L. Wolfe Gilbert-Dave Lee)...James Reed-J. F. Harrison 10
My Hula Maid (with mandolin) Winter Garden's Passing Show of 1915 (Harold Atteridge-Leo Edwards).....James Reed-J. F. Harrison 10
17813 Jane (Halsey K. Mohr).....Peerless Quartet 10
If We Can't Be the Same Old Sweethearts, We'll Just Be the Same Old Friends (Joe McCarthy-James V. Monaco)..Irving Kaufman 10
17810 My Little Girl (Lewis-Dillon-A. von Tilzer).... Albert Campbell-Henry Burr 10
There's a Little White Church in the Valley (Jeff Branen-Arthur Lange).....Peerless Quartet 10
17811 One Wonderful Night (You Told Me You Loved Me) (Keithley-Lyons-Jones)....Lyric Quartet 10
You for Me in the Sumertime (Roy Ingraham) Lyric Quartet 10

BLUE LABEL RECORD.

45064 Will-o-the-Wisp (Benjamin-Spross) (Harp accompaniment by Francis J. Lapatino)..... Florence Hinkle 10
Spring Song (Frühlingslied) (Oscar Weil) In English .....Florence Hinkle 10

PURPLE LABEL RECORD.

60136 Fair Moon, from "H. M. S. Pinafore" (Gilbert-Sullivan) Baritone Solo in English..... George MacFarlane 10
17781 On, Wisconsin!—March (W. T. Purdy)..... Victor Military Band 10
Pasadena Day March (Marco Vessella)..... Vessella's Italian Band 10
17794 The Pineville Band (Rural Monologue with violin Specialty).....Charles Ross Taggart 10
At the Country Fair (Rural Monologue with Violin Specialty) .....Charles Ross Taggart 10
17785 Serenade (Franz Drdla)..Vessella's Italian Band 10
La Manola—Spanish Serenade (Richard Eilenberg) Patrick Conway, director..... Conway's Band 10
17786 I Am Coming Home (Revival Hymn) (Rev. A. H. Ackley-B. D. Ackley)..Homer Rodeheaver 10
He Knows the Way (Revival Hymn) (A. H. Ackley) .....Homer Rodeheaver 10
17784 Album Leaf (Violin, Flute, 'Cello and Harp) (Richard Wagner) .....Florentine Quartet 10
Twilight (Crépuscule) (Violin, 'Cella and Harp) (Massenet-Hubay) .....Venetian Trio 10

Two Movements from Grieg's "Peer Gynt."

35470 Peer Gynt Suite No. 1—Part 1—"Morning" (Edvard Grieg) .....Victor Concert Orchestra 12
Peer Gynt Suite No. 2—Part 2—"The Death of Ase" (Edvard Grieg).Victor Concert Orchestra 12

NEW EDUCATIONAL RECORDS.

17686 (1) Poppy Lady (2) The Tulips (3) Marguerites from "Lilts and Lyrics" and "Songs of Child World No. 1" (Riley-Gaynor) Soprano Solo with Piano, Flute and Violin.....Olive Kline 10
(1) The Wood-pecker (2) Robin Red Breast (3) The Owl (4) The Bobolink from "Songs of Child World Nos. 1 and 2" (Riley-Gaynor).... Elsie Baker 10
17793 Il bianco signo (D'Arcadelt—1514-1575) from "Échos du Temps Passé," Vol. 1 (with Lute and Harp) In Italian .....Raymond Dixon 10
Mon coeur se recommande à vous (Orlando de Lassus—1520-1594) from "Échos du Temps Passé," Vol. I (with Harp and Lute) In French .....Raymond Dixon 10
17717 Airs Sung by Ophelia, from "Hamlet" (Shakespeare-Traditional) ("13 Standard Songs of Shakespeare") (Harp accomp.)....Olive Kline 10
Blow, Blow, Thou Winter Wind, from "As You Like It" (Shakespeare-Stevens) ("Novello Standard Glee Book") (with woodwind accomp.) .....Raymond Dixon and Male Quartet 10
55051 Stizzoso, mio stizzoso ("Unruly, Sir, Unruly?") "La serva padronna" (Pergolesi—1710-1736) (First Comic Opera) ("Anthology of Italian Song" Vol. 1) In Italian.....Lucy Marsh 12
Funeste piaggie ("Ye Dismal Hillsides") "Euridice" (Peri) (1600—First Opera Ever Produced) ("Voices from the Golden Age of Bel Canto") (with woodwind, brass and harp) In Italian..... Reinald Werrenrath 12

NEW RED SEAL RECORDS.

64416 The Braes o' Balquhidder (Scotch Air) Words Robert Tannahill—Music, Highland Air. Soprano Solo, in English.....Alma Gluck 10
64433 Ben Bolt (Thomas Dunn English-Nelson Kneass) Tenor Solo in English.....John McCormack 10
64496 Evening Song (Sidney Lanier-Henry Hadley) Tenor Solo in English.....John McCormack 10
64512 A Spray of Roses (Fred G. Bowles-Wilfrid Sanderson) Tenor Solo in English..Evan Williams 10
74412 Largo (Handel) Violin Solo.....Maud Powell 12
74430 Samson et Dalila—Printemps qui commence (Delilah's Song of Spring Act I) (Saint-Saëns) Contralto Solo in French.....Julia Culp 12
74440 L'Africana—O Paradiso! (Oh, Paradise! Act IV) (Meyerbeer) Tenor Solo in Italian..... Giovanni Martinelli 12
74441 Dem Unendlichen (To the Infinite) (Schubert) Contralto Solo in German; pianoforte by Arthur Arndt).....Margarete Ober 12
87213 La mia canzone (My Song to Thee) (Tosti) Tenor Solo in Italian.....Enrico Caruso 10
87219 Iris—In pure stille (Life is Gaily Passing. Act I) (Mascagni) Soprano Solo in Italian..... Lucrezia Bori 10
87224 Drunten im Unterland—(Down in the Lowlands) (Unterländers Heimweh) (Schwäbisches Volkslied) (Gottlieb Weigle) Soprano and Tenor Duet in German....Alma Gluck-Paul Reimers 10
88530 Trovatore—Miserère (Ah, I Have Sighed to Rest Me) (Act V, Scene I) (Verdi) Soprano and Tenor Duet in Italian with Metropolitan Opera Chorus.....Emmy Destinn-Giovanni Martinelli 12

NEW DOUBLE FACED RECORDS.

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35444 Gems from "The Sunshine Girl" (Raleigh-Wimperis-Reubens) Chorus, "When You Want a Cake of Soap"; Solo, "Ladies"; Solo, "A Tiny Touch"; Solo, "Take Me for a Walk"; Duet, "The Argentine"; Chorus, "Little Girl"; Chorus, "Get a Move On"; Chorus, "Here's to Love".....Victor Light Opera Company 12
Gems from "The Lady of the Slipper" (Caldwell-McCarty-O'Dea-Herbert) Chorus, "Games of Hallowe'en"; Trio, "Like a Real, Real Man"; Solo, "Bagdad"; Duet, "A Little Girl at Home"; Solo and Chorus, "Princess of Far Away"; Chorus, "Beautiful Bal Masque" Victor Light Opera Company 12
35451 Gems from "Florodora" (Stuart) Opening Chorus, "Florodora"; Solo, "In the Shade of the Palm"; Sextet, "Tell Me Pretty Maiden"; Solo and Chorus, "I Want to Be a Military Man"; Finale, "The Island of Love" ..... Victor Light Opera Company 12
Gems from "Erminie" (Jakobowski) Opening Chorus, "A Soldier's Life"; Solo and Chorus, "When Love is Young All the World is Gay"; Chorus, "Join in the Pleasure"; Solo, "What the Dicky Birds Say"; Chorus, "Lullaby"; Chorus, "Deign Pray to Cheer Each Heart"; Solo and Chorus, "Marriage is a Holy Union"; Finale, "Away to the Chateau."..... Victor Light Opera Company 12
35456 Rigoletto—Bella figlia dell' amore (Fairest Daughter of the Graces) (Act III) (Verdi) In Italian ..... Huguet, Zaccaria, Lanzirotti and Cigada 12
Trovatore—Miserère (I Have Sighed to Rest Me) (Act IV) (Verdi) In Italian with chorus..... Ida Giacomelli-Gino Martinez-Patti 12

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Voce di Primavera (Strauss) "Voices of Spring" Soprano Solo in Italian with orch. accomp..... Felice Lyne 12

Operatic Arias by Edoardo Ferrari-Fontana.

A1731 Pagliacci (Leoncavallo) "Un tal gioco" (Such a game's not worth the playing). Tenor Solo, in Italian with orch. accomp..... Edoardo Ferrari-Fontana 10
Tristan Und Isolde (Wagner). "Noto regina e a me" (Well, do I know the queen). Tenor Solo in Italian with orch. accomp..... Edoardo Ferrari-Fontana 10

Two Ballads by Alice Nielsen.

A1732 From the Land of the Sky-Blue Water (Cadman) Soprano Solo in English with orch. accomp... Alice Nielsen 10
By the Waters of Minnetonka (Lieurance). Soprano Solo in English with orch. accomp..... Alice Nielsen 10

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A5670 Love's Old Sweet Song (Molloy) Soprano Solo in English with orch. accomp....Alice Nielsen 12
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A1143 Darling Nelly Gray (Hanby) Soprano Solo in English with orch accomp..... Alice Nielsen 10
You're the Flower of My Heart, Sweet Adeline (Armstrong) Soprano Solo in English with orch. accomp. .....Alice Nielsen 10

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A1735 Because (D'Hardelot) Instrumental Trio—'cello, violin and piano.....Taylor-Hackel-Berge 10
Mother Machree (Olcott and Ball) Instrumental Trio—'cello, violin and piano..... Taylor, Hackel-Berge 10

DOUBLE-DISC BLUE-LABEL RECORDS.

A1741 Sweet and Low (Barnby)..... Columbia Stellar Quartet 10
Goodbye, Sweet Day (Vannah) Violin, Flute 'cello and harp accomp..... Columbia Mixed Quartet 10
A1744 La Tyrolienne (Zeller) Nightingale Song. Soprano Solo, orch. accomp.....Grace Kerns 10
Among the Lilies (Czibulka) Soprano Solo, orch. accomp. .....Grace Kerns 10

DOUBLE-DISC RECORDS.

A5684 In the Clock Store (Orth) Descriptive sketch.... Prince's Orchestra 12
Chinese Wedding Procession (Hosmer)..... Prince's Orchestra 12
A5685 Spanish Serenade (Friml.)...Prince's Orchestra..12
Serenade from "Les Millions D'Arlequin" (Drigo) .....Prince's Orchestra 12
A5692 Love's Garden of Roses (Wood) Tenor Solo, orch. accomp. .....Morgan Kingston 12
Avourneen (King) Tenor Solo, orch. accomp... Morgan Kingston 12

August Dance Records.

A5689 Irish Waltz (Medley of Irish Melodies) (Arr. by Maurice Smith—Waltz..Prince's Orchestra. 12
Geraldine Waltz (Lodge) ....Prince's Orchestra 12
A5687 Nobody Home (Kern) Magic Melody—Fox Trot. Prince's Band 12
Georgia Grind (Dabney)—Fot Trot..... Prince's Orchestra 12
A5688 My Bird of Paradise Medley (Berlin-Gottler)—One-step. .....Prince's Band 12
Paprika (Nelms)—One-step.....Prince's Band 12
A5690 A La Carte (Holzman)—Paul Jones..... Prince's Band 12
Marigny (Sarablo and Candiolo) — Parisian Tango .....Prince's Band 12
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A1728 Italian Echoes—Two-step Marimba Selection... Played by Cardenas Quartet 10
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Accordeon Solos by Guido Deiro.

A1739 I Don't Care (Deiro)—Polka. Accordeon Solo. Guido Deiro 10
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A1740 There Shall Be Showers of Blessings (McGranahan) Tenor and Baritone Duet, orch. accomp... Henry Burr and Gwilym Miles 10
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Two Gems of Orchestral Composition.

A1767 Canzonetta (D'Ambrosio)....Prince's Orchestra 10
Birds of Spring—Mazurka....Prince's Orchestra 10
A1762 Milwaukee Light Guard March (Hempsted).... Prince's Band 10
On Wisconsin (Purdy).....Prince's Band 10

Midsummer Song Hits

A1768 In Matteawan (H. Von Tilzer) Baritone Solo, orch. accomp. .....Arthur Fields 10
Hop a Jitney With Me (Donovan) Tenor Solo, orch. accomp.....George O'Connor 10
A1769 Darkies' Serenade (Johnson-Glogau-Piantadosi) Baritone and Tenor Duet., orch. accomp..... Arthur Collins and Byron G. Harlan 10
When Sunday Comes to Town (H. Von Tilzer) Baritone Solo, orch. accomp.....Arthur Fields 10
A1771 You For Me in the Summertime (Ingraham) Soprano and Tenor Duet, orch. accomp..... Ethel Costello and Henry Burr 10
Mother, May I Go In to Swim? (Carroll) Soprano Solo, orch. accomp... .....Ada Jones 10
A1773 When the Bells of Shandon Ring Our Wedding Chimes (Helf) Baritone and Tenor Duet, orch. accomp. .....Herbert Stuart-Billy Burton 10
Dancing 'Neath the Irish Moon (Fuck) Orch. accomp. .....Peerless Quartet 10
A1774 Dearie Girl, Do You Miss Me? (Whitney) Tenor Solo, orch. accomp.....Henry Burr 10
Jane (Mohr) Tenor Solo, orch. accomp..... Will Robbins 10
A1772 When I Leave the World Behind (Berlin) Tenor Solo, orch. accomp.....Sam Ash 10
When the Lusitania Went Down (McCarron and Vincent) Baritone Solo, orch accomp..... Herbert Stuart 10

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CONCERT LIST.

28209 Before the Dawn (G. W. Chadwick) Tenor Solo, orch. accomp. .....Paul Althouse
28210 O Lord, Be Merciful (Homer N. Bartlett) Soprano Solo, organ and orch. accomp..Marie Rappold

REGULAR LIST.

2631 America (My Country 'Tis of Thee) Mixed Voices, orch. accomp. .....Metropolitan Quartet
2651 Andante in F (Molique) Flute with orch. accomp .....Weyert A. Moor
2637 Auntie Skinner's Chicken Dinner (Morse) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan
2636 Desperate Desmond—Drama (Rehearsing the Orchestra) Vaudeville Specialty.....Fred Duprez
2641 I Didn't Raise My Boy to Be a Soldier Medley—One-step (For dancing)..... Jaudas' Society Orchestra
2648 Indiana (Magnolia Miller Rowland) Tenor Solo, orch. accomp.....Walter Van Brunt and Chorus
2653 King of the Air March (Carl Everlof) Xylophone, orch. accomp.....Charles Daab
2638 Land of My Dreams and You (H. Sullivan Brooke) Tenor Solo, orch. accomp..... Walter Van Brunt
2646 Laughing Love (H. Christine) Whistling Solo... Charles Crawford Gorst
2633 Listen to That Dixie Band (Geo. L. Cobb) Tenor Solo, orch. accomp.....Irving Kaufman and Chorus
2635 Little Grey House in the West (Herman Löhr) Tenor Solo, orch. accomp..... Emory B. Randolph and Chorus
2643 Love is King of Everything (Jack Vernon) Tenor Solo, orch. accomp.....Reed Miller
2647 Oh, How That Woman Could Cook, (Grace Le Boy) Comic Song, orch. accomp..Maurice Burkhart
2642 Oh Maritana—Maritana (W. Vincent Wallace) Cornet and Trombone Duet, orch. accomp.... Louis Katzman and Simone Mantia
2639 Only Girl—Waltz Hesitation (Victor Herbert) For Dancing.....Jaudas' Society Orchestra
2650 On My Way to New Orleans (Albert Von Tilzer) Baritone and Tenor Duet, orch. accomp... Arthur Collins and Byron G. Harlan
2645 Pick a Chicken—One-step (Mel. B. Kaufman) For Dancing .....Jaudas' Society Orchestra
2649 Song of the Chimes (Cradle Song) (Lola Carrier Worrell) Contralto Solo, orch. accomp..... Beatrice Collin
2652 Star Spangled Banner (Dr. Samuel Arnold) Baritone Solo, orchestra accomp..... Thomas Chalmers and Chorus
2640 There Must Be Little Cupids in the Briny (Jack Foley) Tenor Solo, orch. accomp.....Billy Murray
2644 United Service Passing in Review.....Sousa's Band
2634 Valcartier—Canadian March (Frederick J. Pearsall) .....Sodero's Band
2632 When the Daffodils are Blooming (Ed. Cuthbertson) Mixed Voices.....Metropolitan Quartet

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VOL. XI. No. 8.

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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, August 15, 1915

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The Talking Machine World

Vol. 11. No. 8. New York, August 15, 1915. Price Ten Cents

BALTIMORE TALKING MACHINE MEN ORGANIZE.

Association Formed with Henry Eisenbrandt as Temporary President—Special Committees Appointed to Take Action on a Number of Matters—Constitution to Be Adopted at Next Meeting of Association Scheduled to Be Held During First Week of September.

(Special to The Talking Machine World.)

BALTIMORE, MD., August 7.—After many months of hard work a group of talking machine dealers of Baltimore gathered at the New Howard Hotel this week and formally organized an association, with temporary officers, and made plans to bring into its fold all of the dealers and distributers in Baltimore and vicinity.

The association is to be known as the Associated Talking Machine Dealers of Baltimore. Henry Eisenbrandt, of R. H. Eisenbrandt & Sons, Inc., Victor distributers, was chosen as temporary president; Elmer Greensfelder, of Cohen & Hughes, Inc., Victor distributers, was chosen vice-president, and J. O. Gibbons, manager of the Victrola department of Stewart & Co., was selected as secretary-treasurer. The officers will remain in charge until the organization is in shape to adopt its constitution and working agreement. The next meeting of the association will be held the first week in September, at which it is hoped that every dealer of note and distributer in the city will attend.

Last night's representation included besides the above mentioned: William Reiser, of E. F. Droop Sons & Co.; Joseph Fink, of the Kranz-Fink Talking Machine Co.; J. C. Sauer, of R. H. Eisenbrandt & Sons, Inc.; Mr. and Mrs. Theodore Hentschel, L. A. Wilson, manager of East Baltimore street branch of Cohen & Hughes, Inc.; E. H. Gretzner, of William Knabe & Co.; J. Ichelson and M. Bogash, of A. Burdwise; Joseph A. Kunkel and George L. Becker, of the Kunkel Piano Co.; R. Ember; A. J. Oldewurtel; H. Doeplitz, manager Victrola department of M. C. Hecht; George A. Rether, manager of music department Hecht Bros. & Co., and M. Greenwald.

W. W. Gibson, manager of the McKee Co., Inc., Edison distributers, sent a letter showing sympathy with the organization, but was out of town. A. J. Heath, manager of the Columbia Co., was unable to be present, but also notified the organization that it could count on his support.

In calling the meeting to order Mr. Eisenbrandt said: "There is little use of wasting words and we might as well get down to business. Our purpose of gathering together must be one of unity, and above all there must be a confidence to each other and not any petty sign of meanness. There must be a spirit of freemasonry to one another and let our obligations to each other be open and fair. We must remember that we are all in the same boat, and that if one of us rocks the boat the damage will result. To be successful we must look upon our contracts as binding and one which cannot be violated."

After a general discussion of the plans and suggestions by Messrs. Fink, Doeplitz and Eisenbrandt, the name of "Associated Talking Machine Dealers" was adopted.

Mr. Eisenbrandt, who appeared to be the right man in the right place, then aroused the gathering by another address, in which he spoke of the errors that have been made especially in the terms under which the machines are sold.

"The one price system of the factories is the only thing that has held the business up," continued Mr. Eisenbrandt, "and unless we have unbounded loyalty we might as well stop right now. For as Shakespeare said, 'This above all to thine ownself be true, and it must follow as the night the day, thou canst not then be false to any man.'

"The piano business is in bad shape, and we all have to acknowledge it is in a demoralized condition, and it is just because the factories and the dealers didn't hold up the prices and the terms. One of the biggest piano manufacturers in the country told me only the other day he regretted that he did not close out fifteen years ago and go into the talking machine business. We must impress on ourselves the necessity of loyalty, and if we are not going to abide by that decision to uphold one another there is no use going any further."

Mr. Eisenbrandt then said that he already saw the rumblings in the municipalities and the time was coming when laws would be put into effect specifying the hours of playing machines, just as is now done in certain parts of Germany, in the great student centers. He said the trouble was caused by the low-priced machine, some as low as $1 having appeared, and it is these machines, he said, cause the trouble.

A standard price for Victor machines was then submitted, and they will be discussed at the next meeting.

A committee to take up membership includes Messrs. Reiser, of Droop; Greensfelder, of Cohen & Hughes; Sauer, of Eisenbrandt; Heath, of Columbia; Gibson, of Edison, and Jesse Rosenstein, of Pathé. This committee includes all distributers, all of whom have already signified their intention to become members, with the exception of Mr. Rosenstein, who has not been communcated with.

Another committee to introduce by-laws, constitution and general price scale includes Messrs. Greenwald, Boucha, Wilson, Becker and Fink. Refreshments were served at the close of the business session.

MAKING SALES IN THE SUMMER.

Early Music House, Fort Dodge, Ia., Adopts New Methods for Exploiting the Edison Diamond Disc Phonograph and Records in Public and Gets Most Satisfactory Results.

(Special to The Talking Machine World.)

FORT DODGE, IA., August 6.—The Early Music House, of this city, which for some time has been included among the most energetic representatives of the Edison Diamond Disc phonograph, is not to be included among the concerns which relax their sales efforts during the summer months and believe in resting and complaining during that season instead of hustling for business.

During the past couple of months the Early Music House has been conducting a series of free demonstrations of the Edison diamond disc phonograph in various newsstands, restaurants and candy kitchens in the busy sections of the city. In speaking of the demonstrations a member of the company said: "We find the plan is working very well in making one-night demonstrations and getting personal interviews with those who stop to look at and listen to the machine. Already several sales have been closed as a direct result of this special work. We are now contemplating a series of twilight concerts in the small parks and also in the small outlying churches. This work is being done by a young college man who is particularly fitted for it, and, therefore, it does not in any way interfere with the activities of our regular sales force."

PLANS ADDITION TO QUARTERS.

One-Story Extension in Rear of Present Stores of Emanuel Blout to Afford Him Much Needed Storage Space for Victor Goods.

Emanuel Blout, the well-known Victor distributer, 2799 Broadway, New York, has just had plans drawn for one-story and basement addition to the quarters at present occupied by him, and which take in four store fronts directly on Broadway. The new addition will give Mr. Blout nearly 20,000 square feet of additional space for the storage of machines and records, increased facilities that are badly needed to handle his present business demands, for in addition to his wholesale trade Mr. Blout draws an extensive retail patronage from the exclusive residence section in which he is located. Being a believer in the theory of mixing business with pleasure, Mr. Blout recently made the ideal tour through New England in his automobile, accompanied by Mrs. Blout and the Misses Blout. He also breaks the monotony of business by week-end trips to Atlantic City and other popular shore resorts.

Have you a smile for everybody, bar none? Don't you like to meet smiling people? Don't they help you, encourage you a whole lot? And as the other fellow's smiles encourage and help you, so will yours, in turn, help many another fellow. Worth thinking about, isn't it?

LEASES NEW BUILDING IN DETROIT.

Phonograph Co., of Detroit, Will Occupy Building at 258 Woodward Avenue When Alterations Are Completed About October 1—Will Give Needed Additional Room.

(Special to The Talking Machine World.)

DETROIT, MICH., August 5.—The Phonograph Co., of Detroit has leased the building at 258 Woodward avenue, Detroit, now occupied by the American Express Co. It is a four-story building and has a basement. It will take possession August 16, and alterations will start at once, same to be completed by October 1, or earlier. The company will then move from its present quarters in the Liggett building. The Woodward avenue building will be used as a retail store as well as for State distribution of Edison talking machines, the company being sole Michigan representative. From what can be learned the first floor of the new building will be used as a recital hall; the second floor will have booths for demonstrating machines and records; the general offices will be on the third floor, while the fourth floor and basement will be for storage. Approximately $25,000 is to be spent to make this store one of the handsomest Edison shops in the country; it will even surpass the Chicago store. R. B. Alling, manager of the Phonograph Co., of Detroit, would not give out any details, saying that negotiations were not quite closed, although he frankly admitted that there wasn't the least question of the deal going through.

TO STUDY VICTROLA MAKING.

Jack Scofields, of Toledo, to Spend Part of Vacation Period at Victor Factory.

(Special to The Talking Machine World.)

TOLEDO, O., August 5.—One of the active and popular members in the talking machine business in this city is Jack Scofields, a member of the staff of the talking machine department of the Cable Piano Co., of which F. D. Moran is manager. Mr. Scofields has been a member of the trade for some time, and has accomplished some unusual results as a salesman. He is now in the East on his vacation, and after spending some time with relatives in Connecticut will pay a visit to the factory of the Victor Talking Machine Co., in Camden, N. J., and there study the mysteries of talking machine and record manufacture at first hand—a valuable aid in salesmanship.

Jack Scofields.

Take the situation by the horns—go the limit with your selling plan and your campaigning. Half way is half lost.

FAMOUS RECORD ALBUMS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

SAN FRANCISCO BUSY IN A TRADE AND SOCIAL WAY.

Despite Numerous Conventions Being Held in Exposition City Business in Talking Machine Field Proceeds Apace—Victrola Popular with Excursionists—Final Award of Prizes for Columbia Exhibits—Eilers Talking Machine Co. Incorporated—Other News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 31.—With the conventions of the talking machine jobbers and the piano merchants both in San Francisco within the last month, it might be expected that the ordinary course of business would have been somewhat interrupted; and it certainly has been with a considerable number of individuals. However, business at the stores has gone on much as usual. A lot of other conventions also have been held at San Francisco, Portland and Los Angeles; everybody is entertaining visitors, and it looks as if a lot of new records are being bought as part of the entertainment. In fact, the excursions to the Coast from Eastern points are resulting in some sales of machines. The talking machine jobbers were not the only ones to have a Victrola in their special car. A big bunch of New York wine men, bound for the International Viticultural Congress at San Francisco early in July, bought one of these machines in New York, and raffled it off to a member of the party when Los Angeles was reached, after getting a lot of pleasure out of it. This, of course, is only one instance that has come to the writer's attention; there must be many others, and several of the local dealers report the best July they have ever had. The last few days of the month the wholesale talking machine houses or branches were well crowded with visitors, as many piano men who handle talking machines came in from points in the Pacific Coast territory to attend the convention, see the exposition and look after some business.

Many Awards for Columbia Co.

On Sunday, July 25, the open-air performance in the Band Concourse of the exposition, near the Inside Inn, was turned over to Hal Dorian, manager of the Columbia Graphophone Co.'s exhibit in the Palace of Liberal Arts. He put on the exhibition of modern dancing, which has been the big attraction at the Columbia booth on Wednesday and Saturday afternoons for some time past, and the exhibition was a decided hit, drawing a large crowd in spite of rather unfavorable weather. Mr. Dorian announces the final award of prizes for the Columbia exhibit. Three grand prizes were granted, one for tone, construction, etc., of the Graphophone and records; one for educational value, and one for the Dictaphone. In addition the Columbia Co. is awarded a gold medal as originator in the talking machine field, and another for advancement and improvements achieved.

Byron Mauzy says business is booming in his talking machine department at present, notwithstanding the fact that he is still making improvements in the department. His facilities in this line have already been greatly increased, and he expects before long to have everything as he wants it.

F. R. Anglemeier, San Francisco manager for the Columbia Graphophone Co., has just returned from a vacation, having been thoroughly thawed out in a temperature of 115 degrees. According to members of the local Columbia force, this office has just about doubled its sales record for July, 1914. The goods are coming through in fine shape, and the records are the best ever.

W. S. Gray, Coast manager for the Columbia Co., is expected back within the next week from a tour of the Northwest.

J. S. Baley, manager of the Edison Shop on Geary street, is away on a vacation.

A recent visitor to San Francisco and the exposition was Frederick Babson, of Babson Bros., Chicago, who first opened the Edison Shop in this city. Another recent visitor was T. E. Williams, who does a large wholesale business in Edison goods at Adelaide, Australia. He is making quite an extended tour of this country.

Exploiting Edison Line at Exposition.

The exploitation of the Edison line in the recital hall of the Eilers exhibit at the exposition, under the management of Mrs. Norris, has been proceeding most satisfactorily and to the advantage of the Eilers as well as the Edison interests. The machine is kept in almost constant operation and is a great attraction.

H. L. Marshall, special representative of Thomas A. Edison, Inc., is spending a few weeks visiting the Northern branches of the Pacific Phonograph Co. A. R. Pommer, of the Pacific Phonograph Co., expresses great satisfaction with the summer's business, and believes the trade will be greatly stimulated with the arrival of the new diamond disc machines. Mr. Pommer was visited about the end of July by Mr. Schiller, from the Edison plant.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

The Columbia Educational Department is better prepared than ever before to help you secure school business in your locality. Now is the time to go after it.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

New Columbia Department in Los Angeles.

The Fitzgerald Music Co., of Los Angeles, has taken up the Columbia Graphophone on a large scale, installing a fully equipped department embodying the most modern ideas on talking machine demonstration.

Sherman, Clay & Co. are having a fine new store fitted up in a new building at Fresno, Cal., and will put in a large talking machine department, having arranged for six Victrola demonstration rooms.

The Emporium department store has added some more demonstration rooms to its talking machine department, under the management of A. W. White, for the sale of the Cheney line. A lot of these goods are now on hand. The Edison and Columbia lines are handled as before.

The Wiley B. Allen Co. recently completed the overhauling and redecoration of its talking machine department.

Eilers Talking Machine Co. Incorporated.

The Eilers Talking Machine Co. has been incorporated in San Francisco, with a capital stock of $25,000, by F. A. Levy, G. F. Eilers, R. S. Irvine and L. Feigenbaum. The leading members of the company have been in charge of the talking machine department of the local Eilers store for some time, and expect to continue the business along the former lines, for the present at least.

Sigmund W. Meyerfeld, Monadnock building, San Francisco, has had the Pacific Coast agency for the Mastrola for the last three months, and is now getting the business of this territory in good shape, having placed the line with many dealers up and down the Coast. He is preparing from now on to conduct a vigorous campaign on the Mastrola. The newest distributers of this machine are the Eilers Talking Machine Co., at Seattle, Wash., and the Broadway Department Store, at Los Angeles. Mr. Meyerfeld's long experience in handling large trade and his wide acquaintance throughout the territory has undoubtedly aided materially in securing so many good concerns to handle the Mastrola. He anticipates a large business on the new twenty-five-cent double-disc records which are just being placed on the market.

NEW PATHE STORE IN DETROIT.

Elaborate Quarters Just Opened by Pathé Frères Phonograph Co. in That City Under the Management of C. F. Morrison.

(Special to The Talking Machine World.)

DETROIT, MICH., August 6.—The Pathé Frères Phonograph Co. has opened a store at 114 Farmer street, in this city, where it will sell at retail and wholesale Pathé Frères phonographs and records. The store is in the heart of the "talking machine center of Detroit," there being four other concerns selling talking machines within a stone's throw. The new Pathé store is indeed a beautiful one. No expense was apparently spared in alterations and decorations, as well as the installation of equipment. The size is 20 by 100 feet, and has a large window extending across the front for display purposes. The entire floor is covered with rich green carpet. There is a large reception room toward the front, and to one side there are four large booths, partitioned off with wood and the best plate glass. The partitions are painted in white, inside and out, and make a splendid contrast against the green carpet and the walls, which are embellished with a light brown design.

There is an attractive mezzanine balcony in the rear, which will be used for the general offices, while the rear part of the main floor will be used as the shipping and receiving room. While there is plenty of room to carry a large stock of machines and records at this store, the company has rented a loft in the immediate vicinity, which will be used for general storage. C. F. Morrison is in charge of the store, while Harry C. Shea, general manager of the business, will spend most of his time on the road, signing up dealers in the State and getting orders. He has already arranged for dealers in many of the principalities, and writes in that prospects are very bright for a big business by fall. The company in addition to selling at retail is the Michigan distributer for Pathé machines and records, and will carry a complete line.

COMPLETE NUMBER OF CHANGES.

Chas. H. Womeldorff Now in Charge of Whitney & Currier's Talking Machine Department—Road Work Being Looked After by W. E. Kellogg—Aggressive Business Policy Inaugurated by Prominent Toledo House.

(Special to The Talking Machine World.)

TOLEDO, O., August 8.—The Whitney & Currier Co., whose ad appears in this issue, has recently made a number of changes in its Victor department. Chas. H. Womeldorff, for a number of years on the Victor Co.'s traveling force, is in charge of the department. Warren E. Kellogg, also of the Victor traveling force, represents the company on the road.

Mr. Womeldorff tells us that the company has adopted an aggressive policy and is making a decided effort to establish itself in the minds of the trade as a house of good Victor service. The results so far obtained have been most gratifying and the prospects for the future, very bright. Fall business is coming in in very nice shape.

NO BARKS FROM DOGFISH NEEDLES.

This dogfish story is popular with piscatorial reporters this summer, both in Western as well as Eastern papers. For instance, this clipping is from a Freeport, L. I., paper.

"Dogfish are so numerous in these waters that they are cluttering up the fishermen's lines. No use had been found for them until some days ago, when Roger Carman cut the two little horns off one of the fish and used them for needles on his phonograph.

"Mr. Carman says these dogfish horns reproduce the records perfectly, without any grating noise, and that there does not seem to be any wear out to them. Contrary to expectations there was no barking sound, no more than there would be a meowing if catfish horns were used.

"All the fishermen hereabouts are now saving the two little horns on each dogfish, with the expectation that there will be a big demand for them by phonograph users."

(Attachment for Columbia Machines Ready Soon.)

DO YOU WISH TO PLAY EDISON OR PATHÉ DISCS?

Attachment Complete with Permanent Sapphire Needle

PRICE (NICKEL) $2.00
GOLD PLATED $2.50

(Sample to Dealers Upon Receipt of $1.00)
GOLD PLATED $1.50

(Specify whether for Edison or Pathe Records.)
Extra needles either Style 75c. each retail.

LEXTON SPECIALTY CO., 216 West 99th St., N. Y.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Glad. Henderson, C. Chace, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, August J. Timpe, L. M. Robinson.

Boston: John H. Wilson, 324 Washington Street.

Chicago Office: E. P. Van Harlingen, Consumers' Building, 220 South State Street. Henry S. Kingwill, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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ADVERTISEMENTS: $3.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, $120.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Money Order.

☞ **NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.**

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, AUGUST 15, 1915.

THUS far the summer in most lines of trade has been quiet. There is no denying that fact. It has perhaps been duller than most seasons. Factories save those which are creating war supplies, have been running on reduced time, save in the talking machine trade, which has been singularly blessed, but indications now point to a trade of unusual proportions.

Go in any line of industrial effort and you will find that stocks are greatly depleted. You will find that merchants have been buying in the main to meet only immediate demands. There has not been a free buying and selling market. The merchants have taken no chances in accumulating stock. They have simply bought enough to meet with the sure demands of their local trade.

By pursuing this policy they have permitted their stocks to become reduced to a very low point. Manufacturers have run on reduced time and have, therefore, no accumulated stock. Individuals as well have been buying very lightly. In fact, all of America has been purchasing on a reduced buying speed, so to speak.

Now, a glance at the reverse side of the medal.

Money has been pouring into this country at an enormous rate. Banks have been piling up great reserves, and crop prospects are superb. We have been holding in our nervous energy for some time, and now the time is rapidly approaching when people must buy—when merchants will be compelled to enlarge their stocks, thus making imperative demands upon manufacturers to run their industrial machinery at high speed.

What will the result be?

Activity in every department of human endeavor.

America, the only great country which is not at war, must move on to an industrial activity such as has never been experienced within her confines. It cannot be otherwise.

THE Ninth Annual Convention of the National Association of Talking Machine Jobbers was held in San Francisco late last month. The details of this important event are covered elsewhere in this issue. It was a notable gathering of talking machine men, and the trans-continental trip on the special train leaving Chicago, July 13, was most enjoyable in all details.

These annual gatherings of the association are looked upon by the jobbers as an occasion not only to get together for good fellowship, but to take up matters of direct interest to the trade.

In San Francisco the social affairs of the Convention were carried out in a most notable manner, and Victor Talking Machine Jobbers' Day in the exposition was celebrated fittingly.

Every jobber who has enjoyed Victor hospitality appreciates just what Victor entertainment means at past conventions.

This year the Victor officials planned a most enjoyable entertainment, which consisted of an excursion and luncheon on the top of Mt. Talmapais, followed by a steamer excursion through the Golden Gate. The event was one which will be long remembered by those who participated.

ANYONE who studies the trend of American publicity methods must be convinced that advertising men everywhere are preaching the gospel of truth, and we now have laws against dishonest and misleading advertising in twenty-nine States and special ordinances in many cities.

Business men and owners of newspapers and periodicals are all co-operating because they are beginning to realize that truth in advertising is something more than mere preachment—that it stands for a great business principle, not merely because it is right, but because it is the one basis for successful business.

In the talking machine trade we have had but little misleading advertising, and one of the reasons why this satisfactory condition has existed is due to the fact that the creative systems are in the hands of a few men whose broadminded business principles give protection to the jobber and dealer and beyond that to the great purchasing public.

Periodicals in all lines are becoming more and more careful regarding the quality of their advertising. Many exercise the right to edit all advertising copy. They realize that the greatest evil in the business world is the man who fakes in advertising, and that every misleading advertisement printed weakens the pulling power of legitimate advertising.

Many of the great newspapers have rejected kinds of advertising which in years gone by was eagerly accepted. They wish no more copy which is unclean and reeks with misrepresentation.

IN the old days it was thought to be legitimate to publish any kind of advertising offered that would go through the mails, but all that is changed, and the idea now prevails to a certain extent that the publisher should be responsible for what goes into his columns. This, of course, means a fuller confidence on the part of the public in all kinds of newspapers, and confidence, after all, is the mainstay in business of any kind.

Advertising creates public confidence. It is fertile with blessings to the public, and is one of the most important factors in accelerating the widened distribution of commodities of all kinds.

In the conduct of this trade newspaper we have always sought to investigate the character and reliability of advertisers who are unknown to us, and whose business has been proffered. In some instanecs we have been compelled to reject advertising because the proof offered was not sufficient to convince us that we would be fair to our readers or to ourselves in permitting certain statements to appear in our columns.

Again, at the risk of offending some reputable business clients we have objected to printing certain copy which has been sent to us. In all ways this publication has endeavored to work in a hearty spirit of co-operation with the legitimate interests of the trade, and our readers should rely upon this publication for news and the presentation of reliable publicity.

SALESMEN should read not only the publicity put forth by the great national advertisers, but they should read every line inserted by the firms with whom they are associated in their local papers. That is the only way to keep in touch with what their own houses are doing, and when they make it a point to scan the daily papers for what their own advertising departments are putting forth, they become acquainted with just what their competitors are doing.

Advertising in all seasons, year in and year out, is a necessary and most vital part of selling effort.

Honest advertising is not only the best policy, but the only one that will succeed permanently. It is constructive in its results, and it creates confidence instead of distrust.

A dealer who succeeds, through advertising fair prices, good service and courteous treatment, in securing the confidence of the community in which he lives and conducts his business will not have to resort to sensational methods, including price cutting, in order to gain a livelihood.

Price cutting in any line, save on special occasions, is injurious to the best interests of a trade, and price cutting on articles which are standard has a retroactive effect.

CLEVELAND BUSINESS SHOWS INCREASE OVER 1914.

Distributers and Dealers of Talking Machines Optimistic Over Fall Outlook Following Successful Six Months' Business—Eighteen New Pathé Dealers—W. H. Maxwell, Vice-President of Thos. A. Edison, Inc., Recent Visitor—New Edison Models Announced.

(Special to The Talking Machine World.)

CLEVELAND, O., August 8.—Among the various jobbers and dealers in this city there prevails a spirit of optimism, since every talking machine man interviewed reported an increase over 1914 business. Many companies have had special talking machine sales for campers. Collections are good, and the fact that interest will be charged on talking machines helps to induce prospective customers to pay in larger payments.

The Euclid Music Co., which is located in the business district of the East End, reports that the summer business is all that can be expected. It takes a good deal of plugging in the summer, but its splendid sales force is amply able to take care of that. James G. Card is president of the company and is a hustler. Grant S. Smith, the man who has been instrumental in making the Euclid Music Co. what it is to-day—one of the most progressive and luxuriously equipped talking machine stores in the city—is the general manager of the company. Mr. Smith and family are at present in their summer home on the lake shore at Wicliffe, O.

The Fischer Piano Co., distributer of the Pathé talking machine, reports that eighteen new dealers have been recently added. The company has the entire State for its territory. Louis Rich, popular violinist, went to New York with Mr. Caldwell, where he expects to make a series of records for the Pathé.

Earle Poling, recently appointed manager of the W. F. Frederick Piano Co., and who was formerly assistant manager of the talking machine department of the McCreery Co., Pittsburgh, reports that the special sale of Red Seal records was a decided success.

The G. M. Ott Piano Manufacturing Co. now occupies the store formerly occupied by the H. M. Brainard Piano Co. Manager Morton, of the Columbia Grafonola department, just returned from his vacation at Atlanta, Ga., his home city. He got back on the job by landing several cash deals on high-priced machines.

The Eclipse Music Co. under its new management is putting forth every effort during this season to prepare for the fall season. C. K. Bennett, general manager, just returned from a trip to the Victor factory. He said he was very successful in arranging for increased shipments of goods, so that the company is in better shape than ever to supply its numerous dealers. Mr. Bennett visited the Victor jobbers in Philadelphia, Pa., and stated that they are optimistic concerning the fall business. T. H. Towell just returned from a trip to the Coast.

George D. Ornstein, manager of sales for the Victor Talking Machine Co., stopped in Cleveland on his way to the Coast.

Edward B. Lyons, sales manager of the Eclipse Musical Co., finished his trip around the territory and secured many large orders for immediate and future delivery. He said that the trade was very much pleased with the service it was getting.

Mr. Yahrling and Mr. Raynor, both prosperous talking machine men of Youngstown, O., were in Cleveland visiting the Eclipse Musical Co.

Norman Cook, from the Boggs & Buhl Co., Pittsburgh, called on his friends in town. He was formerly manager of the Victrola department of the Frederick Piano Co.

W. H. Maxwell, vice-president of T. A. Edison, Inc., was in Cleveland talking over fall plans concerning the campaign that is to be launched. He called on all the local jobbers and was very much pleased over the increase as compared with a year ago. The Edison Co. has placed three new model phonographs on the market. The machines—the $100, the $150 model and the $200—are now in the hands of the local trade. On August 1 several new dealers were added to the list of the Phonograph Co. The demonstration work that was started about a year ago is still being continued in this territory. Manager Brophy is very energetic in advertising and demonstrating the Edison machine. He said that the lake excursion boats between Cleveland and Put-in-Bay, Cedar Point and Port Stanley are supplied with the Edison diamond point phonograph for demonstration.

P. A. Davis, manager of the Victrola department of the William Taylor & Sons Co., said that his department has been enlarged to such an extent that it is now the biggest and best talking machine department in town. He said business was good, and, with the added facilities, looks forward to a greater volume of business.

THREE EDISONS FOR HIGH SCHOOLS.

J. H. Sunier, of 112 Washington street, Iowa City, Ia., who recently took on the agency for the Edison diamond disc phonographs and records, recently sold three expensive styles to the High School in his city. His business is steadily growing—beyond his expectations.

HAS COMPREHENSIVE STOCK.

F. E. Beach Handles Four Prominent Lines of Talking Machines and Records in Bridgeport.

(Special to The Talking Machine World.)

BRIDGEPORT, CONN., August 5.—One of the most comprehensive stocks of talking machines and records in this city is that of F. E. Beach. The business has developed from a stock of three machines and 100 records to a point where close to 100 machines and a library of 15,000 records are required to take care of current demands. Mr. Beach handles the Victor, Columbia, Edison Diamond Disc and Sonora machines and records, this department of the business being under the direction of Charles Potts, an experienced talking machine man.

Study the other fellow's advertising—you'll get many a good pointer about the lacks in your own.

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments, such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both class.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next four months.

Ditson Victor Service

What Is The "Acid Test" For a Phonograph?

When an artificial tone can bear favorable comparison with the original, heard side by side, it can truly be said that perfection has been attained.

It now seems that in the New Edison Diamond Disc Phonograph the science of sound reproduction has been developed to a degree beyond which it is impossible to go. The Edison and the artists stand side by side and the practiced musical ear hears in the phonograph only the artist's subtle character and fine distinctions of tone.

The life-like tone of the Edison has passed through this "acid test" with marked and convincing success.

The New Edison Diamond Disc Phonograph has been heard in conjunction with such eminent artists as Anna Case, the Metropolitan Opera Star, and Albert Spalding, the renowned American violinist.

The result was a revelation!

Those who heard this daring experiment awoke to the realization that here, at last, was a tone in which all the human quality, the purity and richness of the original was preserved. "Real music at last."

Neither before nor since the advent of the New Edison Diamond Disc Phonograph has anyone dared to submit an artificial tone to the same "acid test" which has so completely established the perfection of the New Edison.

New Edison Diamond Disc Phonograph

A great wave of popular recognition shows that the musical public is quick to appreciate a fidelity of tone that is the realization of all their hopes.

The public has wanted an artificial tone for which no apologies need be made. They have waited for a phonograph that could conscientiously be called a *real musical instrument*. One whose tone could bear the "acid test" of comparison with the original.

This the New Edison Diamond Disc Phonograph has brought them. It marks the dawn of a new era in music.

The perfection of the New Edison is the greatest recent development in the music trades. Every dealer in musical instruments who allies himself with this perfected phonograph, immediately stamps himself as a progressive merchant of sound judgment. His up-to-date methods will inspire confidence and prestige. He will profit by that universal favor that inevitably comes to a product of proved merit.

Every wide awake dealer will be interested in the details of our merchandise and our proposition. We will gladly send full particulars upon request.

Thomas A Edison
INCORPORATED

279 LAKESIDE PLACE ORANGE, N. J.

We still talk "Columbia Double-Disc Records, 65 cents," because it is the biggest thing in the industry to talk about. (See the Columbia Saturday Evening Post advertisement, issue August 21st.)

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ANOTHER GREAT MONTH FOR TALKER MEN OF DETROIT

July Made a Splendid Showing in All Departments of Business—Wallace Brown Enlarges Store—Grinnell to Exhibit at State Fair—Dealers Stocking Up for Early Fall—Detroit Music Co. Changes—Starr Co.'s Talking Machine Plans—News of the Month.

(Special to The Talking Machine World.)

DETROIT, MICH., August 5.—July was another great month for the talking machine men of this city, and I refer to "great" in the sense that business was considerably above expectations. Usually June, July and August are dull, off and quiet months, but it seems this year as if there would be no dull period. In July—the vacation month—dealers enjoyed as good trade as they did any month except December. August looks promising, and every indication points to "better than usual trade" for the remainder of this year. Many improvements are to be made by Detroit dealers within the next sixty days, and whenever you hear of a store expanding it is because business justifies larger room.

W. H. Huttie, district manager in Detroit for the Starr Piano Co., visited the company's factory the first week in August to get full details regarding the new talking machine which the Starr Co. is going to bring out. Mr. Huttie is now arranging to make the necessary changes in the floor arrangement. A "talking machine" sign has already been painted on the front window.

F. A. Denison, manager of the Columbia branch in Detroit, was again the winner of the $25 prize for the "best collections" for the month of June. This makes him winner for four consecutive months. He feels sure that he will win for July also. Mr. Denison says that sales in July just passed were several times greater than during the same month last year. "Dealers are stocking up for early fall, and this makes our summer business as heavy as at any other time of the year," he added. Mr. Denison will leave on a two weeks' vacation about the middle of August. He will spend it in Washington, where he was located for a number of years, and will also visit Baltimore, Philadelphia and New York, in addition to visiting the Columbia factory.

S. E. Lind, city salesman for the Columbia, returned July 31 from St. Louis, where he spent two weeks. St. Louis is his former home.

Grinnell Bros. have already arranged for space at the Michigan State Fair, which will be held in Detroit early in September. The company will exhibit talking machines and pianos.

The Crowley-Milner department store in Detroit is erecting an eight-story addition, which will mean larger space for the talking machine department when completed.

The Schmelzer furniture store at 511 Genessee street, Saginaw, has opened a talking machine department on the eighth floor. It is in charge of Mrs. Elsie Burroughs, who for the past seven years has been in charge of the talking machine department at the Cable Piano Co. store. The room is white enameled throughout.

A five-dollar talking machine will be manufactured by the Ecco Talking Machine Co., recently incorporated in Detroit. An order has already been received for several thousand for export purposes.

Sturgis, Mich., is to have a new enterprise, to be known as the Howard Phonograph Co. It is said to be backed by Pacific Coast capital. Operations will be started soon. The company will make talking machines.

Wallace Brown has taken a lease of the adjoining store at 33 East Grand River avenue, Detroit, which will give him two stores, or double his present capacity. He takes possession of the adjoining store by September 1, and will at once start tearing out the wall, remodeling and making the necessary changes. Three large booths, 15 by 9 feet each, will be installed in the new part. Mr. Brown's total frontage on the avenue will be thirty-five feet. The stores are fifty feet deep. There is a full basement under both stores, in which stock is carried. Sales by the Wallace Brown Edison Shop during the past thirty days were made to some of the wealthiest and best known families of Detroit. Three Edison machines were sold to C. A. Newcomb, of the Newcomb-Endicott Co.; one went to his summer home at Harbor Beach, Mich., and the other two to his Detroit residence. Mrs. Henry Ford, wife of the millionaire automobile manufacturer, who owns a $400 Edison machine, bought one for her brother, who will live at the new Ford mansion at Dearborn. Mrs. Theodore Buhl, who owns a magnificent home on East Jefferson avenue, bought a $450 Circassian walnut Edison machine for her Circassian walnut music room. She also bought one for her yacht. Mrs. H. D. Sheldon, another member of the "400," bought a $400 Louis XVI. special model Edison. Mrs. Campau Thompson bought a Sheraton model, while Mrs. Dr. Adlington Newman bought a special finish oak machine to match the organ in her music room. "You bet we are doing business," said Wallace Brown. "Lots of it."

GET IN LINE—ORDER STOCK NOW

THE WISE DEALERS ARE GETTING THEIR FALL STOCK IN
BE ONE OF THE WISE DEALERS AND PREPARE YOURSELF

YOU CAN DEPEND UPON AMERICAN SERVICE

Place your orders with us and let us show you that we are as good as the best. We have been giving good service since 1903 and are improving all the time. BE ONE OF OUR REGULAR DEALERS AND INSURE GOOD SERVICE FOR THE FALL

MESSENGER SERVICE AND AUTOMOBILE DELIVERY

AMERICAN TALKING MACHINE COMPANY
368 LIVINGSTON STREET **BROOKLYN, N. Y.**
DISTRIBUTORS OF VICTROLAS AND VICTOR RECORDS EXCLUSIVELY

Dan J. Nolan, manager of the piano and talking machine department of the May Co. store in Cleveland, was in Detroit July 15. His purpose here was to go through the new J. L. Hudson music store and get pointers on "stock keeping." He told Manager Andrews, of the Hudson store, who explained his system to him, that he believed it to be the most thorough, most complete and simplest he had ever seen.

Our readers will be interested to learn that the very latest statistics give Detroit a population of 760,000. Predictions are that by 1920 the population of Detroit will be 1,000,000.

The Detroit Music Co., which recently took on the Columbia line, has made extensive changes and improvements. A new floor has been laid and the interior of the store redecorated. Manager Trebilcock reports excellent business in the talking machine department.

Rudolph Wurlitzer, who has a summer home at Harbor Beach, Mich., was a recent visitor in Detroit. While in town he visited with the leading Victor dealers.

Ernest Mitton, salesman in the talking machine department of Grinnell Bros., was married recently to a Saginaw girl. Blessings.

E. P. Andrews, manager of the J. L. Hudson music store, has been elected secretary of the Department Managers' Association, recently organized by the various buyers and department managers of the J. L. Hudson Co. It will meet monthly and talk over selling prob'ems.

Charles A. Bush, secretary and treasurer of the Durand Phonograph Co., Detroit, celebrated his forty-sixth birthday on June 26.

C. A. Grinnell, of Grinnell Bros., was the only Michigander who attended the Talking Machine Jobbers' Convention at San Francisco the week of July 26.

MUSIC IN OPERATIONS.

The Important Part Played by the Victrola in St. Joseph's Hospital, Aurora, Ill.

The Chicago Herald and the Chicago Tribune both featured on the front page recently one of the unusual uses to which a Victrola is put. The Victrola in question was sold by the Cable Piano Co.'s Aurora store to Dr. Sherman, a surgeon of that city, who uses it as a soothing agency in operations.

Miss A. L. Mylius, manager of the Victrola department of the Aurora store of the Cable Piano Co., writes that the patients upon whom Dr. Sherman has operated speak most highly of the Victrola idea.

It seems that Dr. Sherman is a very close friend of Dr. G. W. Crile, of Cleveland, O., a surgeon of note the country over. Dr. Crile devised a method of shockless operating, which involves a mental as well as a physical preparation for an operation and the giving of nitrous dioxide gas with oxygen for an anasthetic instead of ether with its evil after effects. This is what Dr. Sherman is using, and the Victrola is just another step toward keeping "fear thoughts" out of the patient's mind and putting him in splendid condition for the operation.

THE AUTO AS TRADE DEVELOPER.

How C. H. Shumaker Has Developed a Splendid Line of Business by Getting After the Dwellers in the Smaller Towns and Semi-Isolated Districts of Missouri and Kaw Valleys—An Example Worth Following.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., Aug. 9.—The Columbia Grafonola is being presented to the dwellers in the smaller towns and semi-isolated districts of the Missouri and Kaw valleys this summer as never before. Hardly a town is missed; and the missionary work, for such in effect it is, is particularly pleasant to note because so many persons are made acquainted with the instrument and its possibilities who perhaps never had got closer to one than to its picture.

C. H. Shumaker and His Trade Promoting Auto.

The man who is taking the Grafonola to the out-of-the-way places, the villages far from railroads, the farmhouses of the backwoods, is C. H. Shumaker; one of those men with the courage of their convictions, and with no aversion to hardships and hard work. Mr. Shumaker took a Ford automobile a few weeks ago, had a special body built for it, with such laths and strips and bolts built in as would allow two talking machines to be safely carried thereby. In this truck he loads two machines and travels the territory. Some territory it is, too. There are no restrictions, except that the places visited must be out-of-the-way. He goes into Missouri and Kansas off corners, and into the broader "deserts" of Oklahoma. He demonstrates the machine in the small town, on the street corner, in a hall, at a corner store; he demonstrates in farm houses, where special festivals are arranged, often for the benefit of a lone farm wife, who sees instantly the comfort to her loneliness. And he sells Grafonolas—a lot of them.

In the picture Mr. Shumaker is leaning against the front wheel of the Ford. Next is H. J. Ivey, city salesman of the Columbia at Kansas City; with his foot on the running board is C. R. Trostler, retail salesman at Kansas City's Columbia headquarters.

Mr. Shumaker's energetic campaign is well worth emulation by those seeking new business.

AUTHORIZED TO DO BUSINESS.

The Hoffay Talking Machine Co., incorporated in Delaware, has been authorized to do business in the State of New York; capital stock, $1,000,000. Local representative, M. Tucker, 500 Fifth avenue. ceiver.

THE VICTOR AT THE EXPOSITION.

Impressive Grouping of Newspaper Clippings Referring to the Various Musical and Dancing Festivals Held at the Victor Temple.

A most convincing illustration of the prominence of the Victor Talking Machine Co. exhibit at the Panama-Pacific Exposition in San Francisco is afforded by a poster just sent out and which bears the reproduction of an immense half-tone plate, 18 by 27½ inches, showing some of the elaborate articles, many of them illustrated, appearing in the San Francisco newspapers regarding the musical and dancing festivals held in the Victor Temple of Music at the exposition or on the lawns near the temple, for which the Victrola supplied the music.

A Little Message to Victor Dealers in the Central States

Victor Dealers generally understand the machine situation—that it is necessary to order far enough ahead—or suffer accordingly. There are never enough Victrolas to handle the last big rush each year.

So then, the only real service any Victor jobber can give is on records and other small but important items.

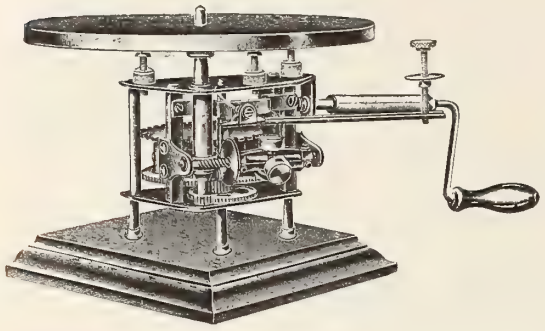
Last year we protected our Dealers by ordering larger stocks of the best selling records in the early Fall and were able to furnish them records during the busy months.

We are planning again to have all of the best sellers during the approaching busy season and you ought to get in touch with us, and share in this "rapid fire" record service a little later on.

A great many Dealers, large ones, too, tell us our record service is the best that they can find, all of which information we gladly pass along to you.

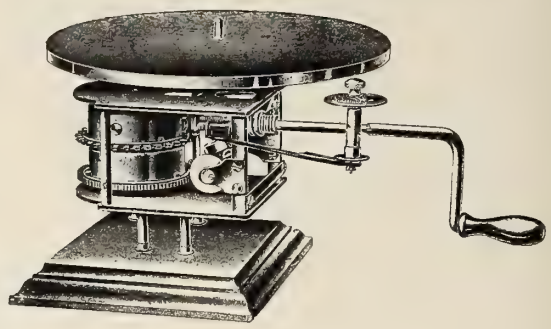
THE PERRY B. WHITSIT CO., COLUMBUS, OHIO

No. 1A—Motor, with Worm Gear. Plays One 12-Inch Record.



LINDSTRÖM MOTORS

No. 2—Motor, with Worm Gear. Plays 3 10-Inch or 2 12-Inch Victor or 2 10-Inch Edison Records.



THE MOTOR IS

The Heart of the Talking Machine

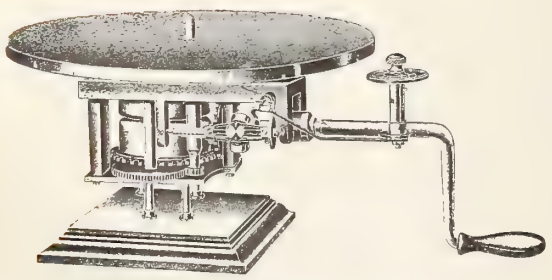
Lindström Motors

Are the Product of Experience
Are giving Perfect Satisfaction
Are in use the World Over
Are Guaranteed for One Year

OTTO HEINEMAN

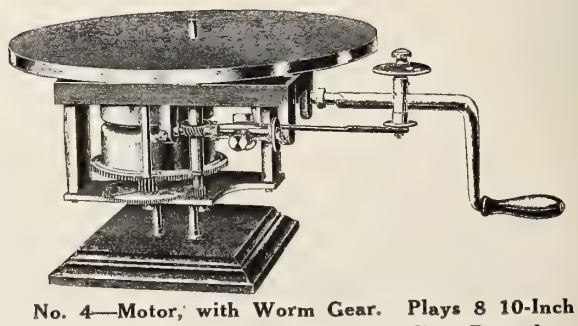
45 Broadway, New York

2701 Armitage Avenue, Chicago



No. 3—Motor, with Worm Gear. Plays 4 10-Inch or 3 12-Inch Victor or 3 10-Inch Edison Records.

LINDSTRÖM MOTORS



No. 4—Motor, with Worm Gear. Plays 8 10-Inch or 5 12-Inch Victor or 5 10-Inch Edison Records.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., August 9.—Manager Arthur Erisman reports Columbia business, so far as retail goes, as about normal for this season of the year, but it is quite a different story in the wholesale end, which is really phenomenal. Manager Erisman called attention to a single order just received from a dealer and which is for immediate delivery, that is equal to the sum total of many dealers' orders in a long time. When Manager Erisman got this order it fairly took his breath away. Some of the new dealers that he has lately signed up include the Household Furniture Co., of Providence, R. I.; the Hanover Furniture Co., of 289 Hanover street, Boston, which, it should be stated, has been doing a big business since starting in to handle Columbia outfits, and the Beedle Piano Co., of Keene, N. H., which is the most up-to-date music store in that place. All of these have helped in large measure to popularize the Columbia line. Manager Erisman states that it is highly gratifying that so many dealers are coming to realize the importance of keeping on hand a full stock of records. For a long time it has been hard to convince dealers of the value of such a procedure and that by so doing they can keep the business within their own town or city rather than allow a customer, as so often has been the case, to go to or send to a city for the desired records.

Organizing New Selling System.

Harland R. Skelton, of the Thomas A. Edison forces, is back in Boston for a few days from Syracuse, N. Y., where he has been organizing a new selling system which will work out advantageously for jobbers and dealers. On Monday he goes to the Edison factory at East Orange to attend a conference of dealers, and after a few days' stay there he will return to Syracuse and stay there probably until October and help arrange an exhibit at the State Fair for F. E. Bolway & Son, Inc., of Syracuse, who are making unusual efforts to have this exhibit, which will be in a special building, something out of the ordinary among talking machine displays. F. E. Bolway & Son carry the Edison line and the house is one of the largest jobbers in the Syracuse zone.

Eastern Co. Boys Enjoying Vacation.

Two of the staff of the Eastern Talking Machine Co.—Mark Read and Jerry Spillane—are at Camp 'Tis Ours at Southport, Me., where a bunch of the boys go each summer, but while they write home they are having a good time it scarcely can be to the accompaniment of sunny days, for the vacation weather has been about as bad as one's worst enemy could wish for. In a week's time these boys will have returned and a second group, consisting of Billy Fitzgerald, Ed Welch and James White will start away for the same camp. It's to be hoped they will have warm, dry weather. Mr. Fitzgerald, by-the-bye, is receiving the sympathy of many friends just now because of his having suffered an attack of ptomaine poisoning which incapacitated him for work for several days. The sickness took such hold of him that he lost considerably in weight, and a vacation just about this time looks pretty good to him.

Benefited by His Rest.

John Alsen, manager of the talking machine department for George Lincoln Parker, has returned from his vacation spent in a camp at Phillips Lake, Me., and he is looking as brown as a nigger. He spent much of his time fishing; he gained in weight, and returns feeling in fine condition and in good time to map out his campaign for big business this fall.

Where the Columbia Boys Are Rusticating.

Those at present on a vacation from the Columbia Graphophone Co.'s warerooms include John O'Hara, who is at Green Hill, Nantasket; George Krumscheid, one of the company's traveling salesmen for Vermont and New Hampshire, who is at Scituate Beach; Miss Elvira Cragin, who is at Bellows Falls, Vt.; John Burke and Edgar Dooley, of the wholesale department, who are off on a camping trip; Sergeant Arthur Collins, of the Coast Artillery, and who is captain of the Columbia repair department, has returned from a two weeks' tour of duty at Fort Andrews, where he did some good work as a crack marksman. Fred Erisman, Manager Arthur Erisman's brother, has gone to the White Mountains accompanied by Mrs. Erisman, who has returned from a visit at her home in Wilmington, Del.

John L. Gately Opens in Albany, N. Y.

John L. Gately, well remembeded as a Victor traveling man in the New England territory, has taken an interest in the firm of Finch & Hahn, of Albany, N. Y., general talking machine distributers, and henceforth will devote his time to popularizing goods in that territory. His friends in the New England field will miss him considerably.

Enjoying Automobile Trips.

Elton F. Taft, manager of the Eastern Talking Machine Co., is taking his summer vacation in long trips in his new car. He starts away toward the end of the week taking friends with him, and in this way is able to visit many of the popular places and see much of the country.

Manager Erisman Entertains Senator Johnson.

Senator Johnson, of New Jersey, one of the directors of the Columbia Co., paid a visit to Boston a week ago while en route to Poland Springs, Me., where he went to spend a few weeks with his family. Manager Erisman pleasantly entertained him while he was in town. The Senator had much to say of the wonderful growth of the company. Other visitors here were Mr. Madison, of the Cleveland office of the Columbia, and Mr. Stacey, manager of the dictaphone department of the company in the same city. They traveled East in their auto, reaching Boston without a mishap of any kind. Later when they took Manager Erisman off on a trip along the south shore they were the victims of all kinds of minor accidents.

Enjoy Good Summer Business.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., states that he has had a good summer's business. He will start away on his vacation toward the end of the month. Lewis W. Samuels, Mr. Sylvester's able young assistant, leaves in a few days for the coast of Maine.

William Maxwell Visits Boston.

William Maxwell, second vice-president of the Thomas A. Edison Co., Inc., was a caller the other day at the Pardee-Ellenberger Co.'s Oliver street, Boston, headquarters. It was a business trip, and a few days were pleasantly spent here with Manager Silliman playing the role of host. Mr. Pardee, head of the Pardee-Ellenberger Co., was over here from New Haven a day or two ago. He is planning to take his family to a resort outside of Bath, Me., for a vacation. Manager Silliman and his family are leaving town on the 13th instant for Boothbay Harbor, Me., where they will be for the rest of August. Manager Silliman reports business as unusually good and the prospects for the fall something out of the ordinary. Mr. Sillman's able, hustling son, Horace H. Silliman, who was demonstrating the Edison diamond

(*Continued on page* 14.)

Real Music At Last

PARDEE-ELLENBERGER COMPANY, Inc.

BOSTON, MASS. NEW HAVEN, CONN.

When the musician wants a means of securing music as it is written and as it ought to sound, he buys the NEW Edison Diamond Disc Phonograph. There are many other people who are following this example, for it is evident that the TRUE reproduction of music is obtained only by the new Edison and the new Edison disc records.

No needle nuisance; no scratching nuisance; no nasal nuisance; nothing but MUSIC

THE TRADE IN BOSTON AND NEW ENGLAND—Continued from page 13).

disc at some of the fashionable watering places last summer, has gone into the advertising business as a side line between his Harvard College courses.

Adeline Francis Delights Bostonians.

An interesting feature attracting much attention at Keith's beautiful Boston playhouse this week is the clever work of Adeline Francis, styled on the playbill "The Graphophone Girl." She actually sings with herself, and here is how she does it: She rolls out onto the stage what she calls a push-mobile. On this is a Columbia graphophone which necessarily has a horn so that the registered voice tones may be the farther carried. The records used are of her own voice, and thus with herself she carries on a conversation and sings duets with herself in a way to highly entertain her audience. This is one of a first-class program such as one always finds at Keith's Theatre. Miss Francis has enjoyed great success in London and throughout this country.

Pardee-Ellenberger Co. News.

Guy R. Coner, of the Pardee-Ellenberger Co.'s field staff, spent his vacation over in New York with frequent trips to the Edison laboratories at East Orange. F. S. Boyd, of the staff, will soon go to Duxbury for his fortnight's vacation, and L. H. Ripley on September 1 will go to his old home in Winchester, N. H.

STRIKING WINDOW DISPLAY

Being Made in Fitchburg, Mass., by Kidder & Davis in Which the Columbia Is Featured.

(Special to The Talking Machine World.)

FITCHBURG, MASS., August 9.—A window display that is attracting much attention throughout the city is that of the well-known furniture house of Kidder & Davis at 696 Main street. A small lagoon has been arranged in the center of the floor and this is surrounded with a covering of thick pine cones and forest growth that gives the scene a woodland appearance. A camp tent is set in the background with a canoe close by. A Columbia Grafonola is mounted on a tree stump, which suggests a day or evening of delight to the accompaniment of music. The manager of the Grafonola department of this house, Victor Guay, is deserving of the greatest credit for his admirable arrangement of this window. This house is doing a large business in Columbia outfits.

SOME GOOD ADVICE ON "HOW TO EXTEND CREDIT"

Offered to Wisconsin Jewelers' Association by James A. Fetterly, an Expert in This Field—Some Rules on the Handling of Credits That Apply to the Talking Machine Trade.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., August 5.—James A. Fetterly, secretary of the retail division of the Merchants and Manufacturers' Association, of Milwaukee, in a speech entitled "How to Extend Credit," delivered before the tenth annual convention of the Wisconsin Retail Jewelers' Association, held at the Hotel Wisconsin in Milwaukee, July 20, 21 and 22, gave some highly interesting information to all retailers, talking machine dealers included.

Mr. Fetterly has had wide experience in the credit field, as he was the organizer and is in general charge of the credit bureau of the Merchants and Manufacturers' Association, one of the first credit organizations of its kind in this country. His ideas were highly regarded by the jewelers, many of whom carry talking machines as a side line, and dealers all over the country could well profit by his address.

Mr. Fetterly said that in former years from 75 to 90 per cent. of retail business was done on a cash basis, but that to-day from 40 to 75 per cent. (depending upon the line) is done on a credit basis, and the percentage is rapidly mounting. He classed the credit man as the "governor that regulates the activity of the sales department and on whose reliability, infallibility, keen judgment of human nature and diplomacy frequently depends whether the balance at the end of the year shall be on the right or the wrong side of the ledger."

The speaker gave Bradstreet's definition of credit: "An estimate of the ability and disposition of an individual, firm or corporation to meet a business engagement."

"The paying ability of a man has some weight in determining his standing as a credit customer, but far above that in importance, according to my theory, is his paying disposition, or paying habits," said Mr. Fetterly. "His paying habit is the final test to determine whether he is a desirable credit risk; his paying ability is merely the yardstick which fixes the amount to which credit should be given. While at first glance it would appear that 'paying ability' should be the supreme test, experience has proved beyond the shadow of a doubt that it is secondary in importance and that paying disposition or paying habit is the acid test that should be applied to every application for a credit account.

"Experience has definitely proven that in the granting of retail credit the first and most important fact to ascertain regarding the opening of a new account is the paying habit of the individual. After that has been ascertained, and if it is decided to open the account, the paying ability of the applicant is then to be considered in fixing or measuring the amount for which credit shall be given.

"It, therefore, logically follows that the principal work of the credit man of to-day is in securing the necessary information that will enable him to determine the paying habit of the applicant, and on his work along this line depends his success and, to a large measure, the success of his employer.

"The work of securing credit information must be thorough; it must be as complete and authentic as possible, and it must be secured, if possible, without alarming the applicant, for so comparatively new is our credit system that the average credit applicant—particularly if it be a woman—acts 'gun shy' and takes it as a personal insult if she ascertains that inquiries are being made regarding her. He (or she) can see no injustice in asking you to trust him implicitly with whatever portion of your stock his fancy may desire, and to do it on his unsupported word as to his character and standing. This credit information must therefore be secured as confidentially as is possible and consistent with the necessity for getting all the facts.

"Concerted action is the great remedy for most abuses that are so flagrant in the retail merchandising field to-day. One standard for granting credits; one standard for the collection of accounts, and one standard for doing business in general. Concerted effort. All for one and one for all. So will come a greater peace, prosperity and contentment to the retailer and a greater justice and fairness to the customer."

OPENS OFFICES IN NEWARK, N. J.

Mark K. Mermod announces the opening of his new offices at 810 Broad street, Newark, N. J., where he is specializing in the manufacture and sale of "Mermod" motors, which are now being made in this country along the same lines of production that have been secured from the result of a century's experience.

Mr. Mermod is also handling a line of diamond and sapphire jewel needles for playing various makes of records, as well as a full line of tone arms in various shapes and sizes. He reports an excellent demand for his products.

Those in the talking machine trade who play "cow pasture pool," or, in other words, who are devotees of losing golf balls, have a challenge for a competitive match from P. C. Sweeny, of The Edison Shop, 437 Fifth avenue, New York. Side bets may or may not be made, but the boys who know Sweeny are backing him to win. Mr. Sweeny generally runs around courses with only a few strokes over par.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON
VICTOR
Distributors
LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND
Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

Both are Caruso

The Victor Record of Caruso's voice is just as truly Caruso as Caruso himself.

It actually *is* Caruso—his own magnificent voice, with all the wonderful power and beauty of tone that make him the greatest of all tenors.

Every one of the hundred and twenty Caruso records brings you not only his art, but his personality. When you hear Caruso on the Victrola in your own home, you hear him just as truly as if you were listening to him in the Metropolitan Opera House.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you Victor Records by Caruso or any other of the world's greatest artists. There are Victors and Victrolas in great variety of styles from $10 to $200.

Always use Victor Machines with Victor Records and Victor Needles—*the combination*. There is no other way to get the unequaled Victor tone.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors

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There are Victors and Victrolas i
from $10 to $250.

Victor Talking Machine Co., Cam
Berliner Gramophone Co., Montreal, Ca

Always use Victor Machines with Victor R
the combination. There is no other way to g

Both are Farrar

The Victor Record of Farrar's voice is just as truly Farrar as Farrar herself. The same singularly beautiful voice, with all the personal charm and individuality of the artist.

To hear the new Carmen records by Farrar is to be stirred with enthusiasm, just as were the vast audiences—the largest ever assembled in the Metropolitan Opera House—which greeted her performance of Carmen, and acclaimed it the supreme triumph of this great artist's career.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the sixty-two Farrar records, or Victor Records by any other of the world's greatest artists. There are Victors and Victrolas in great variety of styles from $10 to $250.

Always use Victor Machines with Victor Records and Victor Needles—*the combination*. There is no other way to get the unequaled Victor tone.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors

Victor supremacy

is firmly established on a basis of great things actually accomplished.

The Victor brings to every one the art of the world's greatest singers and musicians, and as these great achievements are constantly placed before the public eye through our extensive advertising, Victor dealers everywhere reap the benefit.

The measure of success they enjoy is in keeping with the great musical accomplishments of the Victor.

Both are Alma Gluck

The Victor Record of Gluck's voice is just as truly Gluck as Gluck herself.

You have only to hear her on the Victrola to realize that here *is* Alma Gluck.

Her sweet, sympathetic voice is there in all its simple beauty—as charming and lifelike on the Victrola as though you were hearing this great artist on the concert or opera stage.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the sixty-one Gluck records, or Victor Records by any other of the world's greatest artists.

There are Victors and Victrolas in great variety of styles from $10 to $250.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination*. There is no other way to get the unequaled Victor tone.

These advertisements are miniature reproductions of the full-page advertisements now appearing in leading magazines as a part of our nation-wide advertising campaign.

Both are McCormack

The Victor Record of McCormack's voice is just as truly McCormack as McCormack himself.

Whether you hear the great Irish tenor on the Victrola or on the concert stage, it is all the same.

The same natural voice of surpassing beauty, the same distinctness of enunciation—the same McCormack.

The proof is in the hearing. Any Victor dealer in any city in the world will gladly play for you any of the eighty-nine McCormack records, or Victor Records by any other of the world's greatest artists.

There are Victors and Victrolas in great variety of styles from $10 to $250.

Victor Talking Machine Co., Camden, N. J., U. S. A.
Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination*. There is no other way to get the unequaled Victor tone.

Copyright James & Bushnell

1. Shipping Department.
2. Machine Factory.
3. Machine Factory.
4. Record Pressing Plant.
5. Recording and Research Laboratory
6. Cabinet Factory.
7. Lumber Dry Kilns.
8. Cabinet Factory.
9. Storage Building.
10. Storage Building.
11. Grinding Plant.

Another evidence

This new picture of the immense Victor factories shows all the new additions to this gigantic plant—the greatest musical center in the whole world.

It shows what the Victor Company is doing in the efforts to satisfy the ever-increasing

Victor supremacy

mand for more Victors, ctrolas, and Victor Records. It shows what a splendid siness Victor dealers every- here are doing, for their osperity is reflected in the nderful growth of the great ctor factories.

12. Printing Department.
13. Garage.
14. Record Material Storage Department.
15. Record Material Storage Department.
16. Lumber Yards.
17. Supply Tank for Automatic Sprinkler System (Height 160 feet; tank capacity 100,000 gallons).
18. Victor Lunch Club.
19. Executive Building.
20. Power House.
21. Coal Yards and Docks.

"What a coincidence! That Caruso record you just played on the Victrola was the same aria we heard him sing at the opera tonight!"

Hearing the world's greatest artists sing the arias you like best is an everyday pleasure with a Victrola.

Just as real, just as enjoyable, in your own home as though you were hearing them in the great opera houses and theatres of the world.

Hearing them at home on the Victrola has these advantages: You can make your choice of artists and selections, and have as many encores as you desire.

Any Victor dealer in any city in the world will gladly play any music you wish to hear and demonstrate the various styles of the Victor and Victrola—$10 to $250.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

New Victor Records demonstrated at all dealers on the 28th of each month.

Victrola

Victor supremacy—everywhere and all the time

Every Victor advertisement further impresses the public with the supremacy of the Victor—and Victor advertising keeps right on month after month, year after year in the leading magazines, newspapers, farm papers, and educational journals throughout the country.

The advertisement shown above appears on the back covers of the Saturday Evening Post, Collier's, Life, Metropolitan, Leslie's and Theatre. It is a good example of the high character of Victor advertising—constantly building prestige for every Victor dealer.

Whether looked at from the viewpoint of art, reproduction, volume or tone, the Columbia Grafonola "De Luxe"—$200—is a winning article of merchandise.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ONWARD MOVE TO BUSINESS IN BALTIMORE.

Columbia Co. Manager Tells of 200 Per Cent. Increase in July Business—Victor Distributers and Dealers Also Make Cheering Reports—Everyone Seen Seems Certain of an Enormous Trade the Coming Fall and Winter—Outlook Is Most Satisfying to Trade.

(Special to The Talking Machine World.)

BALTIMORE, MD., August 6.—Business continued to move forward during the past month in most instances, and there was practically no let-up in trading. With the retail trade, however, the warm weather caused a lull in business, but all dealers are optimistic and look for a big fall trade. There is an inclination on the part of dealers to lay in heavily of fall stock to prevent a shortage of machines when fall buying gets under way.

A. J. Heath, manager for the Columbia Co., reports an increase of 200 per cent. in July business over last year. The retail business also kept up, and Mr. Heath looks for a continuance of trading. He made a trip during the month to North Carolina and Virginia and found business in good shape. He obtained a good fall order from James Cowan, the Richmond, Va., distributer of the Columbia line, and Mr. Cowan reported trade as very good. Mr. Heath left yesterday for another trip through various Virginia towns.

W. W. Gibson, manager of the McKee Co., Inc., the Edison distributer, is off on a vacation. At the headquarters of the company Mr. Goodfall reports a fair month's business, with a number of new accounts in sight. He also looks for a big fall trading.

Cohen & Hughes, Inc., Victor distributers, report a good month's business and had a number of men out on the road. I. Son Cohen, president of the firm, made several trips to New York during the month, and also to the Camden headquarters of the Victor Co., trying to get in more machines. Delivery is somewhat better, but not what it ought to be.

Jesse Rosenstein, of the National Piano Co., Pathé distributer, reports exceptional business with the line. A number of high-priced machines have been sold and he has also signed up several firms to handle the Pathé line. The Penn Talking Machine Co., of Baltimore, and a Washington concern have put in the line. The firm is also the Southern distributer for the little Wonder machines, a talking machine selling for about $7.50 and $15 retail.

Although no complaint is made, the summer weather seems to have had a somewhat telling effect upon the business of H. R. Eisenbrandt & Sons, Victor distributers. It is reported there that although some business was done far more could have been handled during July. Several higher-priced machines were sold last week.

W. C. Roberts, of E. F. Droop & Sons Co., another Victor distributer, is getting machines ahead for the fall trade. He does not want to be caught as he was last fall, when many of the orders had to remain on file for months before they could be filled. This company reports very good business.

The Victor business with Stewart & Co., one of Baltimore's large department stores, keeps up remarkably well, and J. L. Gibbons, the manager, is much pleased. Extensive improvements in this department are under way. Each of the five large rooms will be divided so there will be ten rooms, and Mr. Gibbons will have a private office.

Stewart & Co. report excellent business for the month. Mr. Gibbons says that the business more than doubled that done during July of 1914, therefore he has no complaint. The record sales also held up well and amount to 38 per cent. of the total sales during the month.

Charles Edward Stran, of the Stewart sales force, won the monthly race with a good margin to spare. He turned in some excellent orders for both machines and records.

The Kranz-Fink Talking Machine Co., through Mr. Fink, reports a good July business in both Columbia and Victor goods. The better grade of machines had the call. Mr. Fink reports an increased sale of records since the establishment of booths and a record salesroom on the first floor of the building. Dance records still are in the majority. Miss Alice Kirby, of the sales staff, has gone on a two weeks' vacation. Mr. Fink will leave on his vacation the latter part of the month. A few weeks ago G. Fred Kranz, of the firm, made a visit to the Victor factories at Camden, N. J., and was much gratified with his trip, which he said was truly a revelation to him.

July with the Victrola department of William Knabe & Co. was far better than was anticipated. During the month a large number of machines were sold and the record sales kept up remarkably well. One of the sales which makes Manager Milton Boucher particularly happy was to the handsome yacht "Alert," which is one of the finest boats of its kind on the Chesapeake Bay. The company sold two machines to the boat owners, to be used for dancing and to supply other music.

Leon Rosenstein, of the Hub Piano Co., Columbia dealer, says that the month was a good one both for machines and records.

Isaac Benesch & Sons, the Hammann-Levin Co., M. C. Hecht, Theodore Hentschel, the Rosenstein Piano Co. and Hecht Bros. & Co. all make encouraging reports regarding business.

The expected splurge of advertising by the Consolidated Gas & Electric Co., which signed up the Columbia line a few months ago, has not appeared as yet, but all of the local dealers are anxiously awaiting what will take place when the company's campaign gets under way. The company is getting its branches in shape to handle both records and machines. Its main offices downtown are already fitted up, and machines are kept going all through the day, which attracts customers. It is estimated that no less than 5,000 persons visit the main office daily, and the Columbia people argue that machines in places of this kind bring a vast amount of advertising to talking machines and aids wonderfully in the sale of records, not alone by the company, but indirectly by other dealers.

"The Best of Service"

CO-OPERATION is the keynote of our Dealer-Service. A big stock of every called-for Victor Specialty and exceptional facilities for handling "RUSH ORDERS" enable us to keep in advance of all competitors—in service—and satisfaction.

Proof on your next order. Mail it now.

The Corley Company INC.

The South's Leading Victor Distributors

213 EAST BROAD STREET RICHMOND, VA.

Victrolas Records and Supplies

The Talking Machine Jobbers' Trip Across the Continent

The Journey of the Members of the National Association of Talking Machine Jobbers from Chicago to San Francisco by Special Train, Full of Interesting Incidents and Experiences—A Happy Party That Missed No Opportunity to See the West at Close Range.

After a royal entertainment by Lyon & Healy at Chicago, which included a most delightful luncheon at the Country Club and a motor trip to see the sights of the city, which was reported in detail in The World last month, the talking machine jobbers boarded a special train at the La Salle street station on the evening of July 13. This was the first time in the history of the business that the members of the trade started on such a journey across the continent to attend a convention. The train included five cars, and on the rear was placed a handsome illuminated sign, showing the name electrically displayed of the National Association of Talking Machine Jobbers.

Jobbers and Party as Guests of Lyon & Healy at the South Shore Country Club, Chicago.

Auto Tour of Kansas City.

The first stop after leaving Chicago was Kansas City, which was reached somewhat behind the schedule owing to a washout, making it necessary to curtail part of the entertainment provided by had to be omitted, but an enjoyable spin was made at high speed through the most interesting parts of Kansas City, personally supervised by Messrs. Schmelzer and Jenkins, whose presence contributed much to the pleasure of the occasion.

Visiting Jobbers in Front of South Shore Coun try Club, Chicago.

The party was joined at Kansas City by A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., whose personality and genial manner made him a host in himself. Mr. Trostler had arranged for the party to visit the factories of the Schmelzer Arms Co. and J. W. Jenkins' Sons Co. The luncheon planned at the Country Club had to be omitted, but an enjoyable spin was made at high speed through the most interesting parts of Kansas City, personally supervised by Messrs. Schmelzer and Jenkins, whose presence contributed much to the pleasure of the occasion.

Brother Otis Conferring a Degree on the Conductor of the Special.

Some of the Ladies Viewing Station Sights at Denver—Left to Right: Mrs. Andrews, Mrs. Wade, Mrs. Powell, Mrs. Burchfield, Mrs. Fulghum, Mrs. Roush and Mrs. Ornstein.

The party was joined at Kansas City by A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., whose personality and genial manner made him a host in himself. Mr. Trostler had arranged for the party to visit the factories of the Schmelzer Arms Co. and J. W. Jenkins' Sons Co. The luncheon planned at the Country Club had to be omitted, but an enjoyable spin was made at high speed through the most interesting parts of Kansas City, personally supervised by Messrs. Schmelzer and Jenkins, whose presence contributed much to the pleasure of the occasion.

The party was joined at Kansas City by A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., whose persuasive eloquence won special privileges from the railroad authorities, contributing much to the comfort of the trip. The excursionists were delighted with their short tour of sight-seeing in the Southwestern metropolis, and as the special pulled out many expressions of regret were heard at the brevity of their stop there.

George E. Mickel, president of the association, had planned to join the party at Kansas City, but was unable to do so on account of washouts on the railroad, and went on to Denver, where he was met with a rousing reception.

After an interesting day's run through the grain belts of the great West the Rocky Mountain metropolis was reached. Here again, owing to delays, it was necessary to curtail the time for sight-seeing, but a considerable number of the party were enabled to see Denver in a hurried auto run.

Enjoy the Wonders of Colorado.

The ride from Denver to Colorado Springs was most enjoyable, and many members of the party who had never visited this part of the country were full of enthusiasm over the entrancing views. The beautiful city of Colorado Springs won everybody. During the day's visit here the party divided, some visiting Pike's Peak and the Garden of the Gods, while others took the Cripple Creek scenic road. At this time the members of the party began to realize (as they did more fully later in the trip) what America affords in variety of climate as well as of scenery, and some surprise was occasioned at the contrast between the temperature of the plains and that of Pike's Peak, where a heavy snowstorm occurred during the trip and heavy wraps and overcoats were called into use.

Leaving Colorado Springs, the route lay through a wonderful scenic country, where all the thrills imaginable were experienced. The ride through the Royal Gorge on the observation cars was a rare experience. From here the route lay across open country to Salt Lake City, where the jobbers and their families received a special invitation from the Consolidated Music Co. to enjoy the sights of the Mormon capital. Through the kind offices of members of this company, a special organ recital was rendered at the Mormon

Waiting for the Arrival of the Dining Car at Denver—Note the Wistful Look—Left to Right: Messrs. Dolbeer, Bowers, Mickel, Parmenter, Bill, Brown, Mrs. Wade.

THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from page 16).

Tabernacle. The wonderful acoustic properties of this building, and the splendid performance on the organ, roused great enthusiasm among the visitors. Following the visit to the Tabernacle, the party was conducted on a motor trip through

Reynalds, Trostler and Mickel Viewing the Sights at Del Monte.

the principal streets and the leading sights of Utah's capital were pointed out.

First View of the Pacific Coast.

The next stop was Los Angeles. The route

Charming Bit of the San Diego Exposition.

through the Mojave Valley and Rainbow Canyon gave the conventionists a full opportunity to ap-

In Center, W. A. Condon, Sighing for More Power.

preciate just what "Arid America" means, and the breath from the sea which reached them at San Diego was most welcome. Here the party was met by C. S. Ruggles, Los Angeles manager

Mrs. Parmenter Enjoying the Sights at San Diego.

for Sherman, Clay & Co., who accompanied the jobbers on the rest of the trip and added materially to the pleasure of the trip.

At San Diego the members of the party took great pleasure in a visit to one of the two great expositions which California built this year to entertain the host of visitors that are coming to the Pacific Coast. After a visit to the exposition, the members of the party divided for trips around San Diego, some crossing the boundary to the Mexican town of Tia Juana. This place is at present controlled by the Mexican leader, Villa, and it is understood that he derives a very con-

Drinking in the Beauties of Cripple Creek Tour —In Foreground, Left to Right: J. F. Bowers, Jr., J. F. Bowers, Sr., J. C. Roush.

siderable revenue from the gambling conducted here.

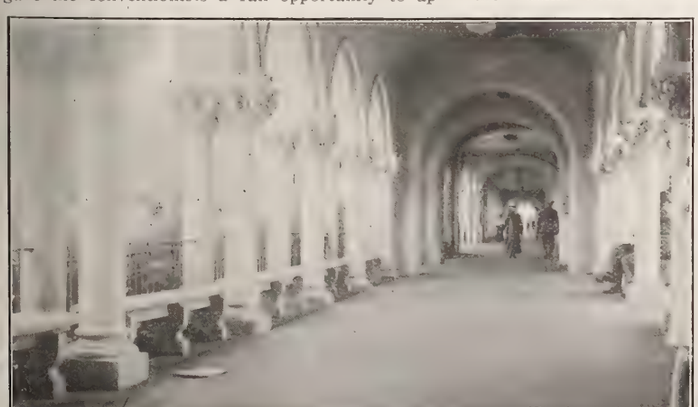
All were delighted with the views in and around

Mr. Fulghum Has No Thought Here of the Overcoat He Left at Home.

San Diego; the beautiful view of sea and shore at Point Loma was especially admired.

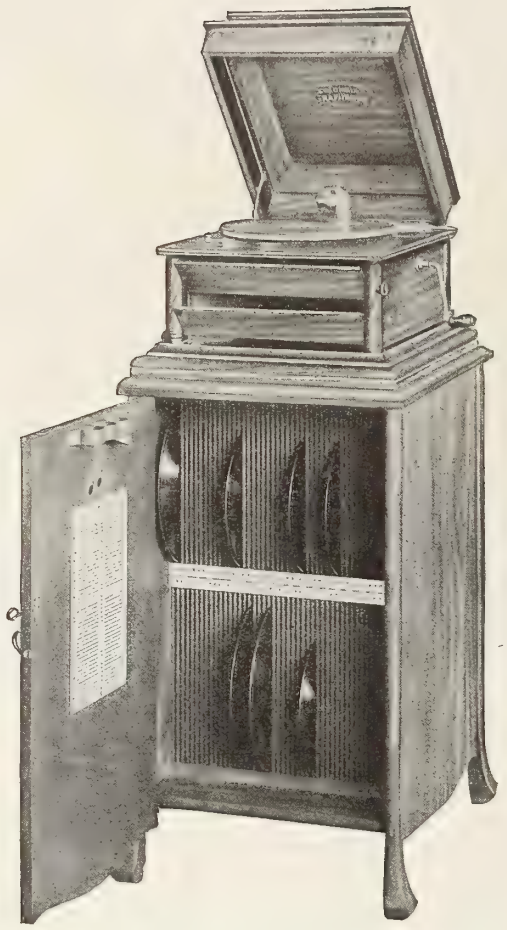
The trip back to Los Angeles was made by

(*Continued on page* 19.)



Here Is Where Mr. Parmenter Displayed His Art at the Panama-California Exposition, San Diego,

Conventionists at Del Monte—Messrs. Bowers and Mickel in Center.



NO. 111 WITH COLUMBIA "FAVORITE"

ORDER EARLY!

Don't place your order for Fall and Holiday goods at the last minute.

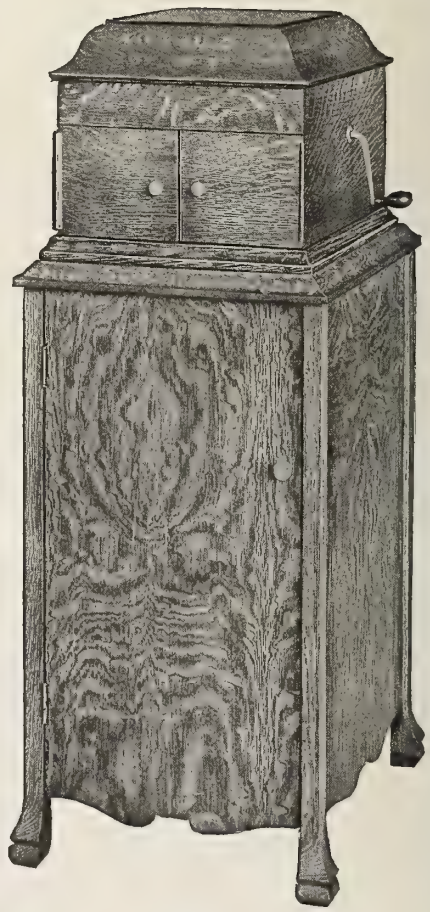
Nor depend upon your catalog and the slow-moving express companies.

Have your goods on hand!

Display them early and prominently.

Then, your sales will be sure and deliveries also.

Order now—to-day!



NO. 8 WITH VICTOR VIII

SALTER FELT-LINED CABINETS

have gone ahead—month by month and year by year until to-day they are acknowledged by manufacturers, jobbers and dealers everywhere to be the most reliable and fastest-selling cabinets on the market.

STANDARD IN THE INDUSTRY—

they are found wherever there are machine owners who want real protection for their records.

We make 37 different styles and can satisfy any demand in cabinets.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

Display Rooms: 1408 S. Wabash Ave. Gen. Offices and Factory: 339 N. Oakley Blvd

CHICAGO

THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from page 17).

Wayside Halt on Way to Cripple Creek.

night, so that all of July 20 was available for sight-seeing in this wonder city of the far West. To those who had not visited it for a number of years its development, in buildings, scope of business and population, seemed nothing less than marvelous.

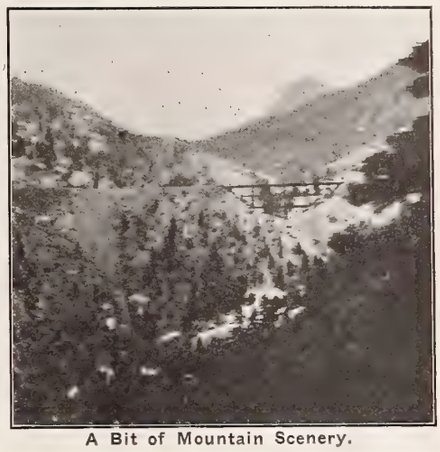
The next stop was at Del Monte, one of the most charming resorts in the world. Its picturesque environment was enjoyed for some two hours, the run through the Pajaro and Santa Clara valleys to San Francisco being made during the afternoon and evening. Thus the trip from Chicago to the World's Fair city was accomplished with a delay from the regular schedule time of only about two hours, and there was not a single real hitch in the arrangements as outlined in the published itinerary.

An Interesting Tree at Del Monta.

masterly management of the tour. He had given it a great deal of attention, and had worked up the plans in the most comprehensive manner, and everything which could add to the comfort and enjoyment of the talking machine men was provided.

L. C. Wiswell Honored for Good Work.

In appreciation of his activities the company prepared a pleasant surprise for Mr. Wiswell on the last day of the journey. Assembling in the observation car, they called Mr. Wiswell in and presented him with a complete automobile camping outfit. A. A. Trostler did the presentation in a characteristically clever way. Mr. Trostler's never-ending fund of good nature made him a decidedly popular member of the group.



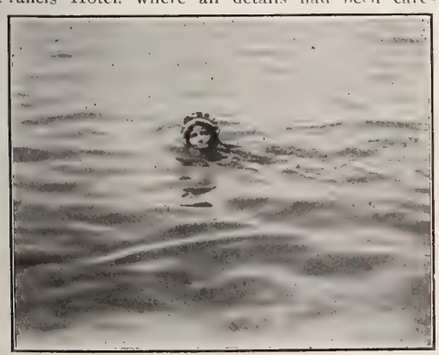
A Bit of Mountain Scenery.

At various times during the tour there were gatherings in the observation car, where music and song helped to pass the time most pleasantly. The executive committee held two or three sessions, and succeeded in transacting considerable business, which helped to reduce the number of hours required to carry out the actual work of the convention in San Francisco. The presence of the ladies at all times added greatly to the life and enjoyment of the trip.

Even Though Their Husbands Are Absent, the Ladies Are Not in the Least Bit Lonesome.

Note Pose of Messrs. Hauth and Burchfield, Extreme Left, as They Look Over the Sights of San Diego Exposition.

At the Townsend street station, San Francisco, Andrew G. McCarthy, George S. Bates and others, of Sherman, Clay & Co., the Pacific Coast distributers for the Victor, were on hand to welcome the conventionists, with an army of automobiles and trucks for the baggage so that they soon reached the convention headquarters at the St. Francis Hotel, where all details had been carefully arranged by the San Francisco representatives. Even the trunks had been sent ahead and placed in the rooms assigned to the visitors, so that nothing was overlooked which might add to their comfort and convenience.



When Burchfield Came to the Rescue.

Observation Car Added to Pleasure of Trip.

The observation car added greatly to the charm of the journey, being a popular rendezvous dur-

The Whitsit and Roush Party, Thinking Over That Catalina Island Trip.

Notes Flagged on the Journey.

Young James T. Bowers made a decided hit, and it is safe to say that the young man's popularity will be as great as that of his distinguished father.

Burton J. Pierce was missed at Kansas City, as he had already gone West with the Shriners, but met the talking machine delegation at San Francisco. Other members from various parts of the Pacific Coast and other far Western territory joined the party there, and the convention was

(*Continued on page* 20.)

"O You Charmers," Says the Ubiquitous Trostler at This Time.

Miners' Cottages at Cripple Creek.

THE TALKING MACHINE JOBBERS' TRIP ACROSS THE CONTINENT—(Continued from pape 19).

very well attended, considering its distance from the centers of population.

T. H. Towell and G. D. Ornstein motored up from Los Angeles and had a very enjoyable trip,

California Certainly Did Look Good After the Desert.

in which they saw more of the country than was possible for those on the train.

Wm. A. Condon joined a party at Denver and

A Halt by a Wayside Station.

accompanied it as far as San Francisco. His old friends were greatly interested in the Pathescope, which he now represents.

James F. Bowers, always the admirable toastmaster, added to his laurels on the occasion of the national banquet at which he presided, charging his introduction with an electric supply of witticisms.

L. Burchfield had a gripful of novelties, which he worked on all occasions. He evidently had been ransacking the country to secure all the latest novelty schemes possible. A number of the members "fell" for his perforated glass tricks. His perfume bombs, too, were in evidence as peace distributers.

L. C. Wiswell was a mighty proud man. He had

From Right to Left: L. C. Wiswell, James F. Bowers, Mrs. Bowers, Mrs. Wiswell—In Foreground, Charming Wiswell Children.

reason to be, because he had the prettiest family imaginable accompanying him.

"Yes," California Is Great.

It was alleged that in order to while away a few hours crossing the desert that certain members of the party sought the seclusion of their rooms in order to indulge in a little game of cards. This, however, later was found upon examination to be an erroneous charge and the rattle of the poker chips did not break the stilly stillness of the desert night. For verification ask Brown.

THE SCIENCE OF SHORT CUTS.

The young man who has accurate knowledge learns how to use short cuts. When you stop to think how much work some great railroad presidents are doing, you are amazed and feel sure you could never do that. They do it because they understand the science of short cuts.

WARNING!

THE FALL MACHINE SHORTAGE will be the most acute in the history of the talking machine business, and the successful dealer will be the one who PLACES HIS FALL ORDER AT ONCE.

Regular dealers in OUR OWN TERRITORY will be given every preference and where the order is placed immediately, his SHIPMENTS WILL BE GUARANTEED FOR FALL DELIVERY.

FINAL NOTICE!

Place your Fall Orders at once for September, October, November and December 1st deliveries.

Standard Talking Machine Co.

800-802 PENN AVENUE PITTSBURGH, PENNA.

Ninth Annual Convention

of the

National Association of Talking Machine Jobbers

San Francisco, Cal., July 22 to 25, 1915

FOR nine years the National Association of Talking Machine Jobbers has held its national convention at different points covering a period of days, and in no spirit of reflection upon the successes of previous conventions, it must be admitted that the one held in San Francisco on July 22, 23, 24 and 25, 1915, was the most remarkable of the entire nine years' series.

In the first place, it must be considered that it is not an easy task to have a successful business meeting, composed of members of an industry, thousands of miles away from the residences of the majority of the members; and yet this was accomplished in San Francisco in an extraordinarily satisfactory manner. So great were the interests of the talking machine jobbers in the national jobbers' organization, that a train composed of five cars, having on board the jobbers and their friends, moved out of Chicago on July 13. Never before in the history of this industry has such a move been undertaken, and that it was successful down to the minor details is due not merely to the indefatigable work and successful management of Mr. Wiswell and those who assisted him, but to the spirit of sympathetic co-operation on the part of the jobbers themselves.

The trip out is described elsewhere in these columns, and will always be a pleasurable event in the minds of those who took the transcontinental journey. The jobbers on the train had several business sessions on the way out, so that, while the actual convention session covered but one day, events were accomplished and matters thrashed out which would have taken a longer time had not there been advance preparation for the business session in San Francisco, which lasted throughout the entire day of July 22.

In the election of Andrew G. McCarthy to the presidency of the association, a compliment was paid to a deserving member of the trade, who has worked his way up through the ranks to a commanding position, where he enjoys the confidence and respect of those who are close to him and a wide-spreading popularity throughout the entire Coast.

The San Francisco people left nothing undone to make the stay of the talking machine men most enjoyable in every respect. The automobile tour through San Francisco, followed by a luncheon at the Cliff House, was a tribute from the great house of Sherman, Clay & Co. to the visiting talking machine men which will long be pleasantly remembered. The entire staff of this house vied with each other to add to the pleasure of their guests. The banquet, which was held in the Italian Room at the St. Francis Hotel, was a delightful one in many ways. Numerous innovations delighted the Eastern visitors. The little Chinese flower girls who distributed boutonnieres gave a new touch to the scene. The Hawaiian Orchestra was another feature of the entertainment which added distinct pleasure, and when Andrew G. McCarthy came in at the head of the Chinese Band the enthusiasm was unbounded. "The Angel Choir" added also to the charm of the evening. The presence of the president of the Victor Talking Machine Co., Eldridge R. Johnson, who delivered a splendid business address, was a delight to the jobbers. Other addresses which were made

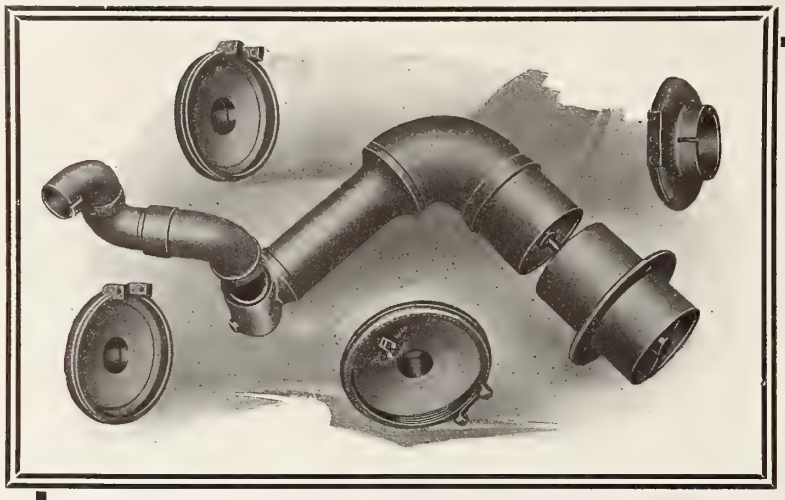
A Group of Conventionists on the Lawn in Union Square, San Francisco.

were interesting, and helped to make the function more than ordinarily interesting. The appointment of the Victor Talking Machine Jobbers' Day by the officials of the Panama-Pacific Exposition was a distinct compliment to the men composinng the forces of a great industry.

The jobbers' delegation was met by exposition officials and escorted, preceded by a band, to the Court of Abundance, where a bronze medal was presented by an exposition official in commemoration of the occasion. It was here that Henry C. Brown, advertising manager of the Victor Talking Machine Co., gave a short and interesting address on the development of the talking machine. Then the procession moved to the booth of the American Telephone and Telegraph Co., where every one was placed in direct communication with R. W. Morey, general manager of the New York Talking Machine Co., who was on the wire at the other end at New York City. Thus the talking machine men enjoyed a long-distance talk across the continent.

The concert and Victor talking machine demonstration, given in the afternoon in the Victor Temple of Music, illustrative of the Victor in entertaining the hundreds of thousands of visitors who have thronged this temple, gave new ideas to the talking machine visitors. Addresses by Messrs. Geissler, Dolbeer and Worthington were made at this time; also illustrative talks by Everett Worth-

(*Continued on page* 23.)



Doehler Die-Cast

Parts Are Closer to Mechanical Perfection Than the Average Machine-Finished Part

The illustration shows Doehler Die-Cast Talking Machine parts all ready for delivery and assembing.

You will notice that further finish of these parts is practically unnecessary—all holes, slots, threads, etc., are accurately located and, while the surface is smooth and beautiful, yet it is well adapted to buffing, polishing, plating or enameling.

To have parts Doehler Die-Cast is the logical method for every manufacturer harassed by excess overhead and searching for an economical method of producing all necessary parts.

The financial investment is confined to a few dies which are maintained by us in first class condition without further charge.

We give prompt, reliable service.

Send us your blue prints and models of parts, and let us tell you what your actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.

COURT AND NINTH STREETS BROOKLYN, N. Y.

WESTERN PLANT: E. WOODRUFF AND N. 12th STREET, TOLEDO, OHIO

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ington and Misses O'Connor and Arnold. This was followed by the classic dances on the lawn, under the direction of Mlle. Louise La Gai, to Victor music.

On Sunday, July 25, the jobbers and their friends, numbering about 150, were the guests of the Victor Talking Machine Co. for a day, which will be long remembered on account of its delightful experiences. The program consisted of a trip to Mt. Tamalpais, an al fresco luncheon in Muir Woods and a trip on San Francisco Bay through the Golden Gate at sunset. A special train conveyed the talking machine delegation up the heights of Tamalpais, and at every turn of the winding railroad new vistas of surpassing beauty became revealed. From the top of the mountain a panoramic effect was obtained which was entrancing. Far below lay the city of San Francisco with a wall of fleecy clouds between, while on the other side were continuous waves of hills exhibiting the most beautiful California scenery. The luncheon in Muir Woods, amid the wonderful giant redwood trees, was a wonderful revelation. Leaving the railroad, a footpath was taken down the mountain, where trees, thousands of years old, towered hundreds of feet in air, their trunks rising from a mass of moss and ferns. Here, with the sunlight glinting through the foliage, a most enjoyable luncheon was served. At this time Leon F. Douglas motored over from San Rafael and joined the party. Thus were present on this memorable occasion Messrs. Johnson, Geissler and Douglas. Then a special train conveyed the party to Sausalito, where a special chartered steamer awaited them. The steamer trip gave an opportunity to obtain an unsurpassed view of San Francisco Bay and harbor, and while on this trip refreshments were served continuously. Shortly after 7 o'clock the party were landed and special conveyances awaited them to carry them to the St. Francis Hotel, which had been the headquarters during the convention. Thus was brought to a close the most remarkable event in the history of the association.

THE BUSINESS SESSION.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 23.—Shortly after ten this morning the members began to assemble for the business session in the Red Room of the St. Francis Hotel. There were present the following members, representing thirty-three firms covering the territory from the Atlantic to the Pacific, and the country as a whole was splendidly represented:

Members Present at Convention.

H. A. Winkelman, Oliver Ditson Co., Boston, Mass.; J. F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago, Ill.; F. Sieman, Rudolph Wurlitzer Co., Chicago, Ill.; W. H. Buescher and C. F. Buescher, W. H. Buescher Co., Cleveland, O.; W. H. Reynalds, W. H. Reynalds Co., Mobile, Ala.; H. F. Miller, Penn Phonograph Co., Philadelphia, Pa.; J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; W. H. Parmenter, Whitney-Currier Co., Toledo, O.; C. B. Andrews, W. D Andrews, Buffalo, N. Y.; T. H. Towell, Eclipse Music Co., Cleveland, O.; L. Burchfield, Sanger Bros., Dallas, Tex.; G. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth and V. B. Taylor, Koerber-Brenner Co., St. Louis, Mo.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; W. A. Eisenbrandt, H. R. Eisenbrandt & Sons Co., Baltimore, Md.; M. C. G. Campbell and R. A. Bryant, Knight-Campbell Co., Denver, Col.; W. G. Walz, W. G. Walz & Co., El Paso, Tex.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; T. H. Regon, Thomas Goggan & Bro., Galveston, Tex.; C. F. Bruno, C. Bruno & Son, Inc., New York; A. D. Geissler, New York Talking Machine Co., New York; L. J. Gerson, John Wanamaker, New York; A. Hospe, A. Hospe & Co., Omaha, Neb.; B. J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; A. G. McCarthy, L. S. Sherman, C. S. Ruggles, P. T. Clay, G. R. Guppy, W. F. Morton, C. P. Little, R. M. Bird, C. H. Carder, E. Hunt and J. Dundore, Sherman, Clay & Co., San Francisco; L. V. B. Ridgway, T. B. Stone, A. R. Stone and E. P. Bliss, Lyon & Healy, Chicago, Ill.; G. B. Wiswell, Joliet, Ill.

PRESIDENT MICKEL'S ADDRESS.

President Mickel, in opening the business session, remarked:

"In opening the ninth annual meeting of the National Association of Talking Machine Jobbers we are to be congratulated on the unity of the organization. Never in our history has there been such a feeling of good-fellowship among the members; never was the industry which we represent more prosperous.

"When the association was organized there were about forty-five members. To-day we have a membership of eighty-eight, which comprises every individual and company that is interested in the distribution of Victor talking machines and records, with few exceptions.

"With our organization, comprising practically everyone interested in the distribution of Victor goods, and with a united membership as we now have, our association can continue to be of more practical benefit to every individual member than it has ever been before.

"With the industry growing as it is, new issues will be continually arising where we, by co-operating with the Victor Co., can be of vital importance to the talking machine trade.

"We are again to be congratulated that we are interested in a product in which there is such a growing interest. Doubly congratulated that we

George E. Mickel, Retiring President.

are associated with the Victor Talking Machine Co., whose farsighted policy, both constructive and initiative, has made the talking machine business what it is.

"During the past year the executive committee held one meeting in Chicago in January, at which a number of matters of interest to the membership were taken up and arrangements started for the holding of this convention. The details of this meeting will be given by the secretary. The arrangement committee held one other meeting at Chicago, in May, at which I was present, when plans were perfected as to the details of this convention.

Officers of the National Association of Talking Machine Jobbers for 1915-1916.

President, Andrew G. McCarthy, San Francisco, Cal.

Vice-President, H. F. Miller, Philadelphia, Pa.

Treasurer, W. H. Reynalds, Mobile, Ala.

Secretary, E. C. Rauth, St. Louis, Mo.

Next Convention City
Atlantic City

"In February Mr. Wiswell, chairman of the traffic committee and Secretary E. C. Rauth and myself were called to the factory by a telegram from Mr. Fulghum. Of course you are all aware that the rate on records has been changed by the Southern classification committee, and Mr. Fulghum wished to have us come down to formulate some plan to protect the interests of the members of the association.

"The freight rate proposition is one that requires the very careful attention of the association The details of what has been accomplished will be submitted by the report of the chairman of the traffic committee.

"While you will be gratified to learn the result, it but emphasizes the necessity of our organization and shows us what can be accomplished by co-operation.

"The finances of the association need adjustment, and I trust that at this meeting ample provision will be made, so that the officers who are elected for the coming year will have sufficient funds on hand to take whatever action may be necessary to protect our interests."

Many Important Topics Discussed.

A number of important topics were discussed, and brought out a free expression of opinion from the members present. Various committees rendered their reports, and the reading of the report of the traffic committee was greeted with prolonged applause. It will be seen that this committee has accomplished excellent results, which will be of material benefit financially to jobbers throughout the country. It is believed, indeed, that if this committee had not won the reduction from the Southern classification committee the move would have been an entering wedge, with the object of increasing rates in all parts of the country.

REPORT OF TRAFFIC COMMITTEE.

The report of the traffic committee, made by L. C. Wiswell, the chairman, was as follows:

"From a committee of seemingly minor importance your traffic committee has, during the past year, grown to be one of the most important committees of our association.

"We all realize that the expense item of our business is the one that should be carefully watched and, as transportation is entirely an item of expense, it is therefore necessary that this feature of our business be diligently looked after.

"As you all know, your committee has during the past few years appeared before the official and Western classification committees and successfully convinced them as to the reasonableness of the classification, first class, that we were enjoying on talking machines and records; hence the classification of first class on talking machines and records throughout the jurisdiction of the official and Western classification committees.

"Up to a year ago we were enjoying a uniform classification throughout the United States. However, at the June, 1914, meeting of the Southern classification committee, held at Chattanooga, Tenn., the committee, without knowledge on the part of talking machine manufacturers or your

(*Continued on page* 24.)

Members of the National Association of Talking Machine Jo

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 23).

traffic committee, increased the classification on disc and cylinder records from first class to double first class, or 100 per cent. Your committee was apprised of this action at the adjournment of our last convention at Atlantic City.

"Upon receipt of this intelligence, your chairman immediately got in touch with Mr. Fulghum, of the Victor Co.; Mr. Rogers, traffic manager of the Edison Co.; Mr. French, traffic manager of the Columbia Co., and called a meeting of these gentlemen, which was held at the Knickerbocker Hotel, New York.

"At this meeting it was decided to petition the Southern classification committee for a reduction of the classification or return to the old rate. This was done. On February 1 the Southern classification committee met at Atlanta, Ga., and your traffic committee, the writer as chairman, together with Mr. Rauth, secretary of our association; Mr. Upshaw, of Atlanta, Ga.; Mr. Randall, of Lyon & Healy; Messrs. Fulghum and Schenk, of the Victor Co.; Rogers, of the Edison, and French, of the Columbia Co., appeared, arguing in behalf of our petition.

"A few weeks after our hearing we were advised that our efforts were in part successful, in that the rating had been reduced from double first class to one and one-half first class, which rating we were not satisfied with.

"A meeting to consider further plans of action was held in Philadelphia on the 4th of March, and adjourned to New York on the 5th. At this meeting George E. Mickel, president, and E. C. Rauth, secretary of the association, were present. It was decided to again petition the Southern classification committee asking a reduction from one and one-half first class to first class rating on talking machine records, which was done.

"During the interim your committee sent out a letter to every member of the association, also to those who were not members, together with a report blank, requesting each distributer to fill out the blank and return to your committee, so that they could have this information in order to file with the classification committee in support of our petition.

"I am happy to say that all of our members gave the request their immediate acquiescence.

"The chairman of your committee, together with Messrs. Fulghum, of the Victor Co.; Rogers, of the Edison; French, of the Columbia Co., and Upshaw, of the Elyea-Austell Co., Atlanta, Ga., appeared before the Southern classification committee at its meeting held on July 6 at Atlantic City, and again presented our evidence in support of our petition, and it is fervently hoped that our efforts will be successful.

"While the majority of our members are enjoying favorable classification on Victor records, some therefore might think that the matter concerns only those Southern distributers affected; still we must presage what the future has in store. For instance, should the Southern classification committee rule adversely, thus establishing a precedent for higher classification on disc records, it would not take long before the official and Western classification committees would take advantage of the precedent thus established, increasing the classification in their respective districts.

"If this would happen it would mean additional expenditure by the distributers and dealers throughout the United States of hundreds of thousands of dollars annually, which amount would come out of the profits of those engaged in the business. The traffic problem is a serious one and should be carefully watched.

"Your traffic committee labored assiduously to get together a sufficient number of our people to make the trip to the convention from Chicago by special train, as you all know.

"While the special train was not possible on account of not obtaining the required number of persons, still I am happy to report that there was a sufficient number to warrant three special cars, and it goes without saying that everyone had a glorious time en route. Respectfully submitted,

"L. C. Wiswell,
"Chairman Traffic Committee."

First Class Classification Granted.

Since writing the above report Mr. Wiswell stated that he had received a telegram from a representative of the Southern classification committee informing him that the committee had acted favorably on the petition, and that first class classification on disc records has been adopted by the body.

After the traffic committee had been highly complimented for its excellent work, Secretary Rauth rendered the following interesting report for the year:

SECRETARY'S REPORT.

"At the close of our last annual meeting at Atlantic City, July 6, 1914, this association totaled eighty-five members, all of whom are Victor jobbers with the exception of two. Since that time we have had two resignations, your executive committee dropped three from membership, three have discontinued business and one has been dropped for non-payment of dues.

"We have received nine new members, four regular jobbers and five branch house jobbers, which makes the membership of the association now stand at a total of eighty-eight members, seventy-eight regular and ten branch, all jobbing the Victor line with the exception of one.

"The association is in a flourishing condition, and all moneys collected through your secretary's office have been turned over to the treasurer.

"The executive committee, since the eighth annual convention, has had one meeting, which was

View of San Francisco and the Panama-Pacific Exposition, Si wi

Friends Who Attended the Convention in San Francisco

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 24).

held in Chicago January 24, 1915. All of your officers attended this meeting, three of the advisory board, two from the executive committee, as well as a number of other members of the association. A number of subjects of interest to the association were acted upon at this time and there were several committees appointed.

"L. C. Wiswell was appointed a committee of one to go to Atlanta, Ga., and there appear before the Southern classification committee in the interests of this association. Mr. Wiswell will read his report.

"A committee of three was appointed, consisting of J. C. Roush, E. F. Taft and your secretary, to visit the Victor factory and confer with the directors and Louis F. Geissler, the general manager, taking up matters of mutual interest to the distributers as well as to the Victor Talking Machine Co.

Reminder of the Stevens Bill.

"In conclusion I will again remind you of the Stevens bill. You no doubt appreciate that if this bill is put into effect it will be the very backbone of the talking machine industry as well as any other patented and trade-mark article. I would suggest that every member call on his Senators and Congressmen urging them to vote for the Stevens bill when it comes up for consideration at the next session, and that they subscribe for membership in the American Fair Trade League, a league which is pushing and doing good work in its efforts to have the Stevens bill passed in both houses of Congress."

REPORT OF PRESS COMMITTEE.

The next report was that of the press committee, presented by L. C. Wiswell, the chairman, and which was as follows:

"Your press committee has nothing of consequence to report.

"You are all cognizant of the fact that the press committee has been 'on the job.' The convention has been well exploited. Our entire membership has been bombarded with letters and circulars urging their attendance at the convention, also to join the party which was being arranged to make

Andrew G. McCarthy.
Newly-Elected President of the National Association of Talking Machine Jobbers.

the trip to the convention together, starting from Chicago.

"The various publications, The Talking Machine World, The Music Trade Review, Music Trades and The Indicator, have been of great assistance to your committee. They have been giving us excellent space in their various issues, particularly The Talking Machine World.

"Your committee would respectfully move that a vote of thanks be tendered each of these publications for their enthusiastic co-operation."

Approve of the Stevens Bill.

Under the head of unfinished business a number of important matters came up for discussion which have vital bearing on the talking machine business and its various ramifications. Among other things was the subject of price maintenance, and the jobbers enthusiastically placed themselves on record as supporters of this principle, passing a resolution in favor of the Stevens bill, and it is believed that they will make their influence felt in national legislation more than ever.

To Meet in Atlantic City Next Year.

Edward Lyman Bill, on behalf of the Merchants' Association of New York and the Talking Machine Men of New York, an organization composed of talking machine dealers of New York, New Jersey and Connecticut, extended an invitation to the association to meet next year in New York City. It was, however, decided that Atlantic City would be the meeting place best suited to the Association of Talking Machine Jobbers, and it was accordingly voted to convene at that place next year. The date of meeting will be announced later.

Andrew G. McCarthy Elected President.

When it came to the election of officers for the ensuing year the unanimous vote of the association was recorded in favor of Andrew G. McCarthy, of Sherman, Clay & Co., for president. Mr. McCarthy was somewhat disconcerted by the unlooked-for honor, but recovered his composure sufficiently to give expression to a sentence which will become historic. It was a deserved compliment paid to a popular member of the trade, who has done much to make the stay of the talking machine jobbers in the city by the Golden Gate an enjoyable one.

H. F. Miller, of the Penn Phonograph Co., Philadelphia, was elected as vice-president; W. H. Reynalds of the Reynalds Music Co., Mobile, Ala., was re-elected treasurer, and E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Mo., as secretary.

To Confer on Klugh Plan.

During the course of the meeting a committee

(*Continued on page* 26.)

ue Position on the Bay, Looking Toward the Golden Gate.

CONVENTION OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 25).

was appointed to confer with committees from other associations in the music trades regarding the plan put forth by Paul B. Klugh, of Chicago, for a Music Trade Chamber of Commerce, taking in all branches.

It was realized that many of the jobbers had come to San Francisco with the expectation of taking in the exposition and other Pacific Coast features as well as to attend the convention, and in order to permit the conventionists to enjoy the sights of the World's Fair City to the utmost it was decided to continue the session without leaving the hall, in order to complete the work before night. A buffet luncheon was accordingly served in the hall, and the meeting continued until nearly 4 p. m. before the final adjournment. On account of several meetings held en route, the jobbers were enabled to get through with a mass of matter that would have consumed a great deal of time if left to the regular session.

The Ladies Entertained.

During the business session the ladies, of whom there were quite a number on the trip, amused themselves with a tour of exploration and adventure among the San Francisco department stores, returning about dinner time laden with much booty. In fact, some of the jobbers were heard to remark that it was lucky they had their return tickets.

After dinner the party started for the exposition, watching the beauties of the night illumination of the grounds and gardens, and taking in the various amusement concessions in the Zone until a late hour in the evening.

Annual Banquet of the Jobbers' Association

Held at St. Francis Hotel on Friday Evening a Most Successful Affair—Mayor Rolph, of San Francisco and President Johnson of Victor Co., Among Honored Guests—L. F. Geissler and Philip T. Clay Also Make Excellent Addresses.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 24.—The annual banquet, held in the Italian Room of the St. Francis Hotel on Friday evening, was pronounced without qualification the most successful ever held by the association. The setting could hardly have been excelled in any part of the country. The Italian Room, with its paneled walls and beautifully carved ceiling, was the subject of much comment, and the tables were pleasingly decorated, while an elaborate menu, containing several typically Californian dishes, was prepared and served in the style for which this hostelry has become famous all over the country.

Entertainment Distinctly Novel.

The entertainment, the idea of which is attributed to Andrew G. McCarthy, L. S. Sherman and Philip T. Clay, of Sherman, Clay & Co., was strikingly novel, and was hugely enjoyed by visitors from near-by as well as Eastern points. A strongly Oriental note was introduced by the Chinese flower girls, who came in as the guests were seated and distributed carnation boutonnieres and rose corsage bouquets among the diners. This motif was carried still further with the entrance, after the keen edge of the appetite had been dulled, of the New Cathay Boys' Band, a complete brass band of California-born Chinese boys, led in by Andy McCarthy. These boys were a great surprise to all. They gave a very creditable performance, removing from the minds of the guests any remnant of the old superstition that the Oriental mind cannot grasp Occidental music. Marching in file about the room, the band was finally followed by a goodly number of the diners, walking in lock-step to popular tunes. Another part of the musical program which was greatly enjoyed by all was the Hawaiian Quintette, singing native songs to the accompaniment of ukuleles and Island guitars, all tending to keep in the minds of the visitors the fact that they were on the shore of the Pacific, where the East and the West meet. The choruses of the Hawaiian singers were frequently joined by the angel choir of about two dozen talking machine men, under the competent leadership of Burton J. Pierce, who had apparently rehearsed carefully for the occasion. This choir enlivened intervals between other parts of the entertainment by songs from the convention "Hymn Book," with numerous amusing personal hits on prominent members of the association.

Eldridge R. Johnson an Honored Guest.

The most notable feature of the evening was the presence of President Eldridge R. Johnson, of the Victor Talking Machine Co., who for the first time graced an annual banquet of the Jobbers' Association, and who, though his name was not on the program, delivered what was without doubt the most serious and interesting talk of the occasion. James F. Bowers, as toastmaster, charmed the audience with his witty and well-chosen remarks. Always the admirable toastmaster, he added to his laurels on this occasion. After paying a heartfelt tribute to Andrew G. McCarthy and Sherman, Clay & Co., for the entertainment, he introduced Mayor James Rolph, Jr., of San Francisco. The Mayor, after complimenting the public spirit of Philip T. Clay and Andrew McCarthy, who have long been his personal friends, gave the guests a hearty welcome, closing with a strong boost for the great exposition city—San Francisco.

Hotel St. Francis, Convention Headquarters.

Mr. Bowers, then called on Philip T. Clay, president of the National Association of Piano Merchants, who spoke as follows:

Philip T. Clay Gives Views of Piano Men.

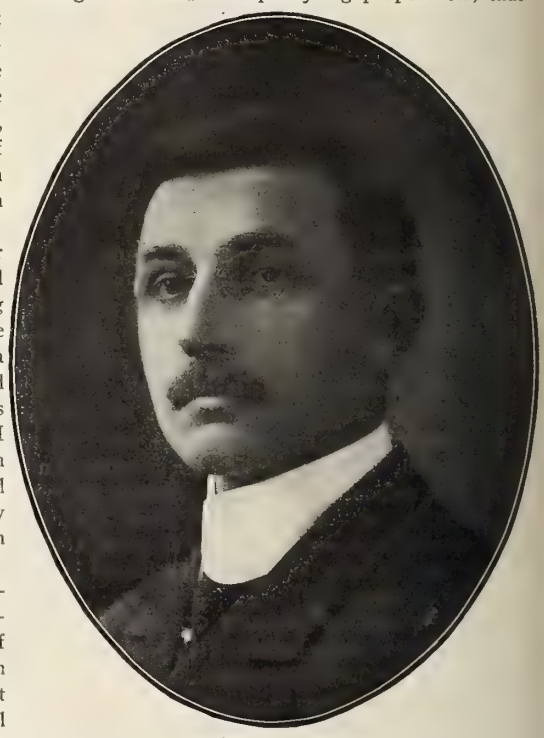
Ladies and Gentlemen—A friend of mine who is an automobile dealer made a very pointed remark to me once about speechmaking. He said, "The shorter the spoke the less the tire," and I heartily agree with him.

I find myself in a rather difficult position in that I have been asked to speak as president of the National Association of Piano Merchants, and the subject given me is "What the Talking Machine Means to the Piano Man." It is hard for me, therefore, to speak only as a piano man, because if I am not the most enthusiastic Victor man, I am at least one of the most enthusiastic Victor men in the trade.

I remember one time when a certain piano dealer in San Franscisco thought that he was doing good advertising by cartooning his competitors sliding down a toboggan slide. At the foot of the slide was a large pond marked "Ruin," and there was a branch on a tree at the edge of the pond marked "Talking Machine." The piano merchant was reaching out for that branch and saying, "If I don't catch that I am gone." There was more truth in that cartoon than perhaps the artist realized, and I have often thought that that might apply to any exclusive piano dealer in the United States, or, in fact, in the world.

The man who attempts to go into the piano business without a large capital is, to say the least, burdening himself with a hard and unpleasant way of making a living. I have heard many piano men starting in business say that if they had sufficient capital to last them three years their income will be greater than their outgo and that they will have turned the tide and found themselves on easy street. I have never seen this theory work out, but I have seen firm after firm who were making money on paper find themselves in a position where they were forced to liquidate in order to get sufficient income to live decently.

I do not know better how to express just what I mean than to give an illustration. Some years ago a piano merchant came to me with a proposition that we buy out his business. I told him that I thought it would be a pretty big proposition; that



Philip T. Clay.

he had been in business quite a while and the good will of his business ought to be worth a great deal. He stated that he was willing to sell out and charge nothing for the good will, and that if he did not sell out he would have to liquidate. I asked him if he was not making money, and he said yes, he was making big money, but it was all on paper. He stated that he had formerly been a banker and had loaned money on piano paper, and whereas as a banker he was lending the money at from 5½ to 6 per cent. he found that the piano man was getting at the rate of 8 per cent., not only on his original investments, but also upon his profit. He was a successful banker and he knew that he was a good business man. He therefore sold his interest in the bank and invested about $100,000 in the piano business. He had been in the business about eight years, and he told me that he was worth at that time approximately $350,000. He had a wife and three children to support, two boys going to college, and stated that he had never been able to draw out of the business more than $250 per month; that it was insufficient for him to live on and support his family in the way he should, and he thought that a man who was worth $350,000 certainly was entitled to more income than that. He therefore was going to get out of the piano business and put his money

out on interest. He was doing a thriving business and had the best trade in his community. We decided to buy him out, and after we had agreed to do it we told him what was the matter with his business. The trouble was that he did not handle the Victor talking machine. He said that he had been approached many times and told that he ought to handle it, but that he knew nothing about selling small objects and could not see where he could benefit by it. When I showed him our books he was amazed, and if that man goes into business again he is going into the talking machine business. That is what the Victor means to the piano man. It means that he is going to get enough cash out of his talking machine department to pay his rent, salaries and a great part of his expenses. It means that he can take the money that comes in from the piano business and expand and do more business.

There is a whole lot of difference between turning your stock over once in three years, as you might do if you are a fortunate piano man, and turning it over four times a year, as you ought to do if you are a good Victor man. A man who buys a piano for $150 and then sells it for $6 down and $6 a month is locking up money awfully fast, but that is what competition makes the piano man do. A man who becomes a Victor jobber will never find himself in that position. Competition will never force him to give long terms to dealers because, through a wise foresight, the Victor Co. has prevented that very thing. His traveling men never have to haggle over prices, because prices are the same throughout the country and a customer cannot get a Victor machine any cheaper from one man than he can from another. He does not have to lock up a large amount of capital, because he can turn his capital over so rapidly. In handling the Victor line he does not have to have a great expense to get business, because the wonderful advertising campaign carried on by the Victor Co. almost makes the goods sell themselves as far as the jobber is concerned.

This sounds as though I were singing a paean of praise for the Victor Co., and that is exactly what I am trying to do, and I would that I had the tongues of men and of angels that I might the more properly express my enthusiasm for their goods, their method of doing business and the personnel of their organization. There is no jobber, perhaps, who knows the Victor Co. better than I, for I have been closely and intimately associated with this company since its very inception. From the time that the old gramophone was made that turned by hand, my house has stuck by Eldridge R. Johnson, and every turn that was made by him and his company was made to our advantage.

At the present time, due to a variety of causes which I shall not attempt to define for fear that I might be accused of talking politics, there is a most decided slump in nearly all business, and it seems to me that it particularly applies to the piano business. I am convinced of this more than ever, because during the last week I have received no less than three communications from people who have been studying financial conditions. Not only that, but one of these correspondents is the head of a big advertising agency. He wrote me that the piano business was in bad shape throughout the country; that it did not seem to be any longer that the piano was considered a necessity in the home, and that he thought that some national campaign of some kind should be undertaken by both manufacturers and dealers in pianos to stimulate the interest of the purchasing public and to try to convince the American people that unless they had a piano in their home they might as well consider themselves as members of the great unwashed.

If this is the national condition in the piano industry, and these men were certainly very serious and positive in their statements, I am afraid that it will be exceedingly difficult to better it, and I also fear that conditions may become worse. If they do, all that I can say is God help the piano man who has not the Victor agency, and were I in his place I would move heaven and earth to get it just as quickly as I could. To sum up, then, what does

(*Continued on page* 28.)

ANNUAL BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS IN THE ITALIAN ROOM, HOTEL ST. FRANCIS, JULY 23, 1915.
Shown at Speakers' Table in Order: E. C. Rauth, James F. Bowers, Philip T. Clay, L. F. Geissler, James Rolph, Jr. (Mayor of San Francisco), George E. Mickel, Eldridge R. Johnson, Hon. Julius Kahn, Andrew G. McCarthy, Edward Lyman Bill, L. S. Sherman and H. F. Miller.

the talking machine mean to the piano merchant? It means, first, the ability to go to bed at night and sleep. It means peace, contentment, satisfaction of knowing that you are doing a big business in a big way. The feeling that you are doing a clean business in a clean way. That there is no industry in the world to which you have to take off your hat; and it means that for your money you are getting proper results and yourself and family are being properly supported. Your family does not have to wait until you die and then liquidate the business to get enough to live on.

Mr. Clay was followed by General Manager L. F. Geissler, of the Victor Co., who said:

Louis F. Geissler's Interesting Address.

Your association, I may say our association, is gathered to-night at a festal board located in one of the world's most unique cities; we are farther from home than we shall probably be again at a similar convention.

On the border of our continent, looking out towards the Orient in this beautiful Paris of America, perhaps you have felt some of the inspiration which lured me from Nashville, Tenn., in 1882, dreaming of the wonderful future of this romantic city of San Francisco, which, even then, in my young mind, was destined to become, practically, the capital of a wonderful empire that should spring up on this far Coast.

I owe it much in a material way and am only too keen to acknowledge my obligations from that standpoint, but there is about San Francisco a something, a past so historic, so entrancing, so romantic that even the heroic, strong and practical nature of her people has no power to erase, nor would they, if they could, lose sight of the ethereal, aesthetic and spiritual atmosphere of dear old San Francisco and the great State of California.

I am incapable of ornamental diction, but I cannot refrain from pointing out the peculiar significence in this meeting of Victor jobbers in my old home. It is, indeed, peculiarly fitting that representatives of the elevating industry in which we are engaged should have gathered this year in a State so notable for the musical, literary and dramatical ability of its sons and daughters.

We, also, in our vocation, reflect almost exclusively the spiritual and temperamental side of life. However interwoven and important in results the commercial is, this is still only incidental or consequential to the causes which set our art and industry in motion—there is and must be in our blood much of that romance, that imagination, that dreamland which permeates San Franciscans if we are to produce for the public consumption the music and literature for which a growing and advancing nation is ever a hunger.

Those who read musical journals or newspapers which comment on musical affairs have frequently of late read such admissions relative to the advancement of the talking machine as lead us to believe that we have been the one greatest influence for the advancement and promulgation of musical knowledge and musical literature that the world has ever produced.

If this be true, and, eventually generally admitted, what a career has been ours, for, as a statesman once fittingly remarked, "Let me write the nation's music and I care not who makes her laws."

A Gathering for Inspiration.

Now, gentlemen of this association, we gather here for inspiration—we must seek inspiration—it has been good for you to experience the expanding influence of seeing our vast country; of traveling over our vast railways; to have harbored the impressive thought that you have seen a State—California—larger than all of New England, plus New York State; larger than Ohio, Indiana, Illinois and Kentucky combined; larger than North and South Dakota, and second only to that other American empire, Texas.

You will enjoy this new San Francisco, this greatest tribute to the wonderful enterprise and faith which San Franciscans had in themselves—this people, who, as someone has said, made a springboard of their own destruction with which to vault over seemingly superhuman obstacles and set the pace for the whole world in civic enterprise.

Louis F. Geissler.

As a result of our convention here, can we go back to our homes and carry inspiration into our own sphere of influence? Will this "get together" sentiment annually renewed inspire you to be more friendly, more trustful in one another?

I cannot refrain from saying a word of admonition in the interests of a common sentiment of loyalty to one another as Victor distributers or dealers, and this presupposes a common loyalty of Victor representatives to the Victor Co. The removal of all petty, sectional or group differences, whenever such exist, should be undertaken manfully and promptly—they are injurious to heart, mind and purse. I am proud of the comparative immunity that our trade enjoys in this regard, but an improvement is possible and promptly desirable.

Inspiration and confidence, two wonderful words; it matters not which quality precedes, the other will follow, and knowledge follows both.

Now let us see what practical and profitable application we can make of these attributes.

The Development of Confidence.

I sincerely believe that the Victor Co. enjoys the confidence of its distributers and dealers; we have struggled long and earnestly to acquire it; we have made many sacrifices—both in labor and money—rather than do any act that would tend to shake it; we have made no misstatements knowingly, and, if we have acquired your confidence, it will ever remain our most treasured business asset.

Now, I suggest a use for that magic word, "confidence" to your own advantage.

Have you confidence in the Victor statements in their catalogs and advertising literature? Then study them—read all matter that emanates from our printing presses, read it thoroughly, deliberately, as it comes to you, and force your employes to do likewise, and confidence in its efficacy will reward you by an intelligent prosecution of your business such as you never gave it before.

I wish it were polite to mention names that I might make this admonition more forceful—I could tell you of illiterate foreigners that a few years ago came into the United States and have since made fair fortunes dealing in Victors, and I have seen them rapidly surpass native sons in their command of trade by an ability and development based absolutely on a study, serious and painstaking, of our literature and our suggested methods, and I have viewed with disappointment young Americans with every seeming advantage beaten down and out in the commercial fight.

Have you confidence in Victor advertising? Can you have anything else? Then you, distributer or dealer, who are making excellent profits from your Victor representation, be "game," put the proper percentage of it back into your daily papers and watch the dividends accrue on the investment.

The merchant or manufacturer who doesn't believe in advertising is not so common as he once was; its importance has been too fully demon-

Scene on the Avenue of Palms at the Panama-Pacific Exposition.

BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 28).

strated, yet there remain many, not entirely without business sense, who fail to grasp the principle that printers' ink is just as essential as capital to the full appreciation of the opportunity.

Mere routine lines may make you a living, but not much more. Of course, an advertising campaign must be planned intelligently and consistently executed.

Confidence in Advertising.

Have confidence in advertising expenditures. I still remember the reply I made to either Mr. Sherman or Mr. Clay, my old San Francisco employers and partners thirty years ago when my expenditures on illustrated catalogs were in question and my confidence in results was asked. I said, "If I had but $10,000 to go into business with, I'd put $5,000 into merchandise and $5,000 into a catalog to sell it," and that "went," and it "goes" to-day, only my experience now proves I'm right, then I only guessed that I was.

I am now speaking of confidence and the advertising that should follow it—confidence and truth are synonymous—so "advertising and truth" must be inseparably associated.

Advertising creates public opinion in business; it is fraught with blessings and fraught with possibilities of fraud and deception. Manufacturers may advertise a seeming truth and gain a certain limited temporary trade, but you have all witnessed the rapid decline of articles that do not bear out or justify the manufacturers' claims for quality or novelty when the wares arrive for the crucial test of public use and public opinion. You need not fear the palpable imitation that is largely advertised as an improvement. Such a dishonest policy can never injure the original enterprise. *Imitation is sterile.* Hence "truth" must be the index of your purpose and ours to guide us in our advertising course.

Now that confidence has been so much the theme of my talk, I must expatiate still further upon the visible influences of that attribute as applied to our own acts.

When the war broke out last year in Europe, the Victor Co. again found itself committed, as it did when the panic of 1907 broke upon us, to a policy of expansion, this involving quite two millions of dollars: at a meeting of our board of directors held immediately after my return from Europe, the question arose, "Shall there be any abridgement in our plans?" Without a dissenting vote our policies of expansion were indorsed and orders issued to rush work to completion and where possible upon twenty-four hour shifts.

A Scene on Avenue of Progress, Panama-Pacific Exposition.

That is confidence in ourselves, in you, in our dealers, and the public's continued appreciation of Victor goods.

Closer Relations of Dealer and Factory.

There is another subject that I would like very much to take advantage of this opportunity to speak upon, and that is the greater effort which our distributers must make to assist us in cultivating a closer relationship and more intimate connection and a greater degree of cordiality between our dealers and the factory.

I wish to speak to our dealers through you.

A fact which I am quite willing to admit is that a condition exists, almost invariably, when a factory markets its wares through the medium of wholesalers, that the dealers seem to accept that situation as an indication that the factory is inclined to push them away. Just that one step or degree of removal from the factory presents a condition bordering on chilliness which we must endeavor by every means in our power to remove.

Our method of doing business; our method of licensing our wares under a contract system—even though our system is well nigh a perfect success—and was inaugurated primarily at the solicitation of our dealers and has proven one of the great mainstays of our business and their success; yet it still leads toward an impression on the part of some not acquainted with us, that the Victor Co. is inclined to be stiff necked and arbitrary.

While we are compelled to assume the painful and onerous duty of enforcing conditions admittedly the best for all concerned, that policy cannot help but militate against that cordial good feeling of some dealers that we so earnestly desire to deserve.

I would state for the benefit of the dealer that the Victor Co.'s system of consideration for its constituents is as follows:

Primarily, we must consider the public, for, without the public indorsement of your wares and your prices and your policies, there will be no place for any of the balance of us.

Secondarily, there follows our consideration for the Victor dealer. He is the man whom we must interest and enthuse to see the merits and possibilities of handling our wares. He must be pleased with the profits and with the way the goods move and we must leave nothing undone to have him pleased with the considerate courtesy and painstaking efforts which you distributers must make to secure his friendship and continuous interest in the Victor line.

Thirdly, we consider the distributer; the first ingredient is his honor, his trustworthiness and his loyalty to carry out policies of the Victor Co. in a big, broad and far-seeing manner.

The Work of the Distributer.

The distributer is allowed a fair profit for the wholesaling of our wares and we expect that he will intelligently fight our battles for us; his most important function is to please the dealer, to intelligently serve him, educate him and to so present conditions when in personal contact with him in your offices, through your traveling men and through your literature that you will functionize as our best agency for bringing the dealer closer to the Victor Talking Machine Co.

The very last consideration is that spent upon ourselves. A manufacturer's profit is all that is left to us, therefore a vast volume of business is absolutely necessary, and a profitable and successful business will only follow the proper handling of the three constituents heretofore mentioned.

The Zone Where the Amusement Concessions Invite Many Visitors.

Our dealers see altogether too little of us at Camden. The twenty-five or thirty travelers which we maintain in our traveling force for the purpose of visiting dealers are altogether too few to be relied upon to do the missionary work necessary.

Inasmuch as such orders as they accept are sent only and directly to the distributers, there is again presented that feeling of "once removed" to the dealer, and our own travelers and yours should remember to impress upon our dealers at every opportunity the hearty welcome and hospitality which await them at Camden, N. J., should they honor us with a visit.

The advantages of a visit to our factories, the studying of the Victor on the factory premises, and the coming in contact with our various officers and managers would certainly advance the dealers' interest and enthusiasm for the Victor many fold.

Dealers Welcomed at Factory.

Busy as I am, I have never yet lost an opportunity to greet and have a few words, at least, with the dealer who has visited us when I have known of his presence, and I should like to have the pleasure of meeting and shaking the hand of every dealer that visits us.

To be sure, we talk to our dealers through the "Voice of the Victor" and through our circulars, but the fact remains that many of our dealers cannot find, or do not take, the time to thoroughly read our literature. Of course, I can well understand that; with many of them, dealing in as many different lines of goods as they do, they are inundated with circulars and trade organs from their various interests, and ours is perhaps considered by them no more important than others, but it should be, for there are many features of our business to interest them, their clerks and their families to a greater degree than their other and more prosaic departments.

May we ask you to bear this factor of your labor most prominently in mind; bring your dealers down to the factory with you when you can; send them to us with letters of introduction or advise them to come alone; we can turn to their card

(*Continued on page 30.*)

BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 29).

or record in our Contract Department and surprise them with what we know about their business, their affiliations with distributers, and they will see that far greater interest is taken in them and their doings by the Victor Co. than they ever before imagined.

The rapid growth of our business, the intense thought, work and concentration upon it by our respective directors, officers and managers, have made it practically impossible for us to find either the time or space in which to show either distributer or dealer that degree of courtesy or hospitality with which we hope we are endowed.

A new office building is springing aloft at a rapid rate; by about the first of next year we shall have several reception rooms on every floor; all managers and assistants will have comfortable offices in which to receive you (the Victor Lunch Club is already aglow with life); and then we shall try to make our customers feel at home and welcome, so that even the smallest dealer, if he does his best, will feel that he is a valued integral of the Victor organization.

A Tribute to Eldridge R. Johnson.

Ladies and gentlemen, I cannot refrain, before closing, from giving expression to the pleasure which this occasion offers to refer to the presence of the Victor Talking Machine Co.'s esteemed president, Mr. Eldridge R. Johnson.

This is the very first year since your organization that Mr. Johnson's business and personal engagements have permitted him to meet with you. He hailed the opportunity and crossed the continent to enjoy your companionship and to be a witness to the feeling of camaraderie existent in your association and between you and ourselves.

Mr. Johnson's modesty is proverbial. I regret embarrassing him by this reference, but I wish thus publicly to acknowledge for myself and for each individual member of our board of directors the great debt of gratitude which we owe to the gods of fate that thrust us into contact with such a man—an everlasting Font of Wisdom and inspiration is he, and has he ever been to every one of our organization; a leader such as men follow blindly, attaching men to him by a loyalty that knows no severance.

A manipulator whose first consideration is for those about him and for those interested in his pursuits;

A "Prince Bountiful," who distributes his winnings with *always* the slightest consideration for himself;

A man without whom there would have been no Victor Talking Machine Co., and to whom we are all primarily indebted for the great degree of prosperity that has blessed us.

A sentiment expressed by the old English poet (John Denham, I think) was engraven by the Board of Directors of the Victor Talking Machine Co. upon a golden loving cup, presented to Mr. Johnson recently, which you would all underwrite had you the pleasure of the intimate association with that gentleman that I have been honored with. It ran:

"Could we flow, like thee and make thy stream
Our great example, as it is our theme!
Though deep yet clear, though gentle yet not 'dull,'
Strong without rage, without o'erflowing, full."

Gentlemen, I congratulate you upon the continued life and prosperity of your association. Tide has ebbed and tide has flowed in your ranks, but you have stuck well, accomplished some good things and one great thing—a better understanding among yourselves and a general policy that has bound our industry together more firmly than that of any other analogous trade.

May you live long and prosper is the wish of your friend, the Victor Talking Machine Co.

E. R. Johnson's Interesting Address.

President Johnson, of the Victor Co., was then called upon, and, and after a few opening remarks as to his deep realization of the necessity that business men should speak up on their own behalf in national affairs, read the following masterly paper on "Government Regulation." He said:

E. R. Johnson Talks on Government Regulation.

Like every other progressive development, the tendency of modern business to adjust itself to new and better conditions has temporarily awakened public opposition.

Opposition to all changes in business methods is quite to be expected, but good business has a resistance all its own to this condition. While many mistakes have been made on the part of honest business men, and many frauds have been perpetrated on the part of business rogues, the change from old, secretive littleness to new open bigness will go on until every line of business will be conducted as a public enterprise and to the mutual profit of the owners and the public.

Competition of the horse-trading variety, in which one party seeks to sell goods at more than the guessed-at value, but will take less or any price if outbluffed by the other party, is slowly but surely giving place to the better plan of finding the true commercial value by calculation and establishing prices that will allow reasonable compensation to all parties engaged.

A good business transaction is one in which all receive reasonable compensation; and a business transaction in which one or more of the parties concerned does not receive reasonable compensation is a commercial miscarriage, a failure, a loss, a waste of opportunity.

The true commercial value of an article can only be found after careful calculation by those who are in a position to know the cost of production as well as the cost of selling; therefore close and confidential relations between the manufacturer and the merchant are advisable.

Such beneficial co-operation is sometimes mistaken for conspiracy in restraint of trade, but the people are slowly learning the difference between combination in restraint of trade and beneficial co-operation.

Business Methods Must Change.

Business methods must change as general conditions change. The commercial world cannot stand still any more than can the balance of society. Much of the opposition that the more progressive enterprises encounter unquestionably springs more from the tendency of the public to oppose all things new than from intelligent opposition, based on a knowledge of political economy.

A good example of how new enterprise encounters public opposition is found in the history of the development of the bicycle and the automobile. The public was so pleased with the first few bicycles that it would pay admission just to see a man ride two wheels without falling off very often; it was even willing to allow bicycle riding on the sidewalks.

This was in the very early days, but as soon as the bicycles became things of practical use and their extensive manufacture reduced them to prices which permitted their general adoption, opposition to the bicycle sprang up like magic, and for a time threatened the new business with annihilation. Even the press and the pulpit took up the fight. Everyone who did not own a bicycle was opposed to it. The scorcher at the breakneck speed of fifteen or twenty miles an hour was portrayed as a speed fiend flying about the country on a death-dealing, horse-frightening contrivance. The theory of annihilation, however, eventually gave way to regulation, and soon the bicycle found its proper place, which was not, however, on the sidewalk. Horses also accepted them and no longer considered them as an excuse to run away and smash things up.

The automobile went through much the same experience as the bicycle, but to-day, with its weight of 2,000 pounds or more, it does not stir up half the opposition that the introduction of the bicycle did, so long as it does not exceed sixty miles an hour and gives the average pedestrian a chance to jump for his life. Therefore we, with new business ideas, can assume that the public will change and that progressive innovations are bound to win out in the end if they are right. Let us, however, keep off the sidewalks and be content with reasonable speed.

The rapid advance in all mechanical matters, especially in improvements in transportation and communication during the last fifty years, has made possible more beneficial changes than has the sum of all other human accomplishments during the previous ten centuries.

Humanity is restless, both individually and collectively, and it is always seeking for better conditions. Therefore the advent of big business was

The Tower of Jewels at Exposition.

not due to huge conspiracies on the part of groups of trust-forming magnates, but was the natural evolution of business due to changed and changing conditions.

Big Business Is Here to Stay.

Big business is here to stay; that much is certain. Even that part of the public which made the loudest outcry against the cyclops of trade a very few years ago is now getting used to the colossal aggregation of capital, which is unquestionably necessary in some cases, and, instead of the uncompromising cry of "bust all trusts," we now hear that some trusts are good and that bigness is no evidence of badness.

The concession on the point of the size of business, while very encouraging, does not cover the problem fully. Business methods, as well as the size of business, are undergoing changes that are just as startling and just as important; and there can be no peace between business and public opinion until the new business methods are gotten used to, because they are also here to stay. These new business methods are not due to conspiracy, but are due to changed conditions, and they will be highly approved of when they are more generally understood.

The management of a rapidly growing corporation is to-day a complicated problem of the first magnitude. New questions that will not be postponed come up every day singly and in groups. To be an executive officer of such a corporation is not a small job, even when the corporation does not come within the dimensions of what is considered big. Now that the size of a business has been declared no menace to public interests, and criticism is directed more to methods than to size, many enterprises who heretofore considered themselves immune to interference will find themselves under observation and subjected to regulation.

Government Regulation.

Government regulation is the order of the day, and is hailed by many as the solution of everything that is wrong in business. But can Government regulation on the part of a Government that is notoriously inefficient in matters purely governmental step out of its true function and assume the responsibilities of an umpire to a competition that is vastly more intricate, vastly bigger, vastly more progressive and just as vitally important as

BANQUET OF NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 30).

the Government itself? It would hardly seem that regulation from such a source would be satisfactory, and indeed it is not.

There lives no lawyer that can guide an executive officer safely through the maze of conflicting decisions. No matter how carefully one steps, he steps into trouble. Government regulation is not working smoothly, and it really looks as if it will take some time yet before it will work smoothly, as innumerable questions are still to be decided by the Supreme Court.

Those who have confidence in Government regulation under existing conditions should not forget that our two great methods of transportation, which are also our most important industries, namely, the merchant marine and the railroads, have been under Government regulation for some time. Fifty years ago our flag was seen in every port of the world, but to-day it is something more than scarce. The past year, on account of the demoralization in foreign shipping due to the war, has been, to say the least, an opportunity such as has not knocked at our door for more than half a century, yet our last Congress created what has already proved to be a most impractical law for the regulation of American shipping.

As to the railroads, a far more intelligent effort is being made in their behalf, yet it does not seem certain that Government regulation of railroads is going to succeed, for we must remember that the railroad business has not prospered or expanded as it should have under this regulation. The great railroad president with his fortune tied up in his enterprise, working night and day with might and main, is disappearing, and there is nothing that will equal proprietary management. The reason for his disappearance is explained by the curtailment of his opportunities by reason of Government regulation.

The results of Government regulation for business in general would be the same as in the case of our merchant marine if it were possible, which happily it is not, that the same kind of regulation would be tolerated.

Very Great Changes Imminent.

While it is evident to all careful and well-informed observers that the U. S. A. has suffered far more from bad or inefficient government during the last fifty years than from bad or big business, it is also evident to the same class of observers that conditions are making up rapidly for a very great change; all signs point to this.

General business is far more difficult to regulate than the motor traffic, the merchant marine or a railroad, and something is happening in another part of the world that will force us out of our conservatism in the matter of hanging on to antiquated ideas in governmental matters.

The same conditions that gave birth to big business, namely, great improvements in transportation and communication, have caused a great war in Europe and have made it the most colossal war in the history of the world. This war is, among many other things, the rupturing force of expanding commercialism or industrialism.

The European war is expected to do many things, and the American business man can well afford to wait for most of them. But a new thing, or at least a new degree of a thing, is happening in Europe, caused directly by this war, which is a step in advance of Government regulation and which is a far more efficient thing, namely, practical co-operation between the industrial interests and the governments. This is not socialism; it is nearer materialism. It is working now all over Europe, and it is going to work better after the war is over. It is going to change from application to the manufacture of munitions of war when peace comes to the problem of building up the wasted industries of Europe. The people of Europe are going to like it so well that they will eventually direct it to the conquest of America commercially, and they will succeed if we in America do not arm ourselves with the same weapon of efficiency.

Business Suffers from Incompetent Interference

Business in the U. S. A. is suffering from incompetent interference, miscalled "regulation."

Business needs efficient co-operation as well as intelligent regulation on the part of a non-political national board of trade. The Clayton law is a step in the right direction, but the Federal Trade Commission has a colossal task. They have so much to learn in order to make themselves useful that if they assume the part of dictators they will fail.

Eldridge R. Johnson.

Soon we will be in the midst of a great presidential election, and it seems more than likely, unless something happens in the meantime to distract the attention of the public, that the question of business regulation will be the main subject of political contention. Some people believe that all business men should get together in one party. This is not desirable, as it is a bad example for labor. Others recommend forming an entirely new party to further the general interests of business. This is impractical. It is far better for the interests of this country at present that the important political parties be confined to two. We do not want a lineup of classes nor a lineup of interests. Numerous political parties only add to the complications of political reform, and it is not necessary that business men change their political faith in order to secure improvements in our business laws.

Fortunately, as explained above, the opposition to higher and more progressive ideas in American business methods is based almost entirely on the fact that such things are new and strange to the vast majority of the public, and therefore education and enlightenment of the public on the part of the business men who understand these matters is the proper method to bring about a complete understanding. This was my object in preparing this paper, and I recommend that every other business man study the subject and do likewise. The American people can be trusted to do the right thing once they understand, and the best way to make them understand is to explain.

Edward Lyman Bill's Address.

President Johnson's address was followed by a brief talk by Edward Lyman Bill, who said:

Edward Lyman Bill Talks on Co-Operation

For nine consecutive years I have been honored with an invitation to meet with the talking machine men, and I have been delighted and charmed with the opportunity of joining in with these annual business and pleasure fests.

There is a get-together spirit among the jobbers which appeals to me. It is the true spirit of co-operation, and as civilization has advanced each step has placed our lives on a higher plane, until to-day we stand on the threshold of a co-operative epoch, in which there is more of the spirit of kindliness and mutual helpfulness—more of the spirit of brotherly love evidenced in every phase of life.

Co-operation is fundamentally a right doctrine. Religiously it may be found in the teachings of practically every sect, and industrially it is daily interesting itself as the basic principle in the activities of the people.

Business co-operation does not deter the individual from asserting his own independence, but it gives him the support of men engaged in kindred lines in moves for general betterment. It illustrates the spirit of modern business, and this co-operative influence, which is manifest in the talking machine trade, is sure to be reflected in clean business methods and in securing for the individual the best returns consistent with progressive business management.

I was thinking, while sitting here to-night in this wonder city by the Golden Gate, where Occident and Orient meet, of the contrast to the war-torn lands across the seas. Here are shown the accomplishments of men in the arts of peace.

Here by the placid Pacific are gathered the peaceful, constructive forces of earth, while across the billowy Atlantic are the fiercely clashing forces which are destroying the fruition of all the ages.

Here peace and calm—there war lust and rage.

The Pacific—always placid like its name—speaks at eventide of a serenity that is not of the earth. In ceaseless cadence the waves ebb and flow, beating half mournfully against cliffs and caves that have been silent for centuries. Deep below all is calm. It is as if the ocean were some great being whose message is yet unvoiced, its passions expended in rhythmic ebb and flow upon the surface.

Were the old Greeks wrong when they saw in rock and tree and crystal the image of a living God?

The gathering this year has been replete with

(*Continued on page 32.*)

Fountain of Energy So Much Admired by Visitors to Fair.

BANQUET OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS—(Continued from page 31).

many beautiful surprises. It has been rich with enjoyment of all kinds.

The trip out—a never-ending vista of scenic beauty—was entrancing. It was nature's convention to which we were bid. And now, enjoying as we are the charm of California, the delights of this wonderland, we feel that we will have stored up enough convention enthusiasm to last for another year.

California is surrounded by the glamour and poetry of adventurous and romantic times—the advent of the Spanish don and conquistador, and their far from gentle arts, down to the era which has been made famous by the pens of Bret Harte, Mark Twain and Joaquin Miller, supply pages teeming with interest. But the California of today is intensely practical, and we are reminded of its picturesque past by an occasional glimpse of some old mission and a silvery peal of melody from the rusty throats of ancient bells, which bring up the figure of Father Serra on the shadow-flecked roads.

"Bells of the past, whose long-forgotten music
Still fills the wide expanse,
Tinging the sober twilight of the present
With color of romance."

It must have been with a thrill of pride that the talking machine jobbers viewed the representation of their craft at this beautiful exposition.

Save for but one comprehensive exhibit in the Liberal Arts Palace and the pianos placed in the various State buildings, the piano trade as a whole was not in evidence, while the talking machine trade was fittingly represented in tastefully designed exhibits which have charmed and entertained hundreds of thousands of visitors.

Visitors to this great meeting place must carry away with them feelings not merely of interest, but of respect, for the present-day accomplishments in the talking machine field. They will have learned that the talking machine has opened up new vistas for home entertainment and that it possesses not only vast entertaining powers, but educational strength as well.

The talking machine jobbers must have their enthusiasm in their trade renewed when they consider the way in which the product in which they are directly interested is placed at this latest fair, which represents the highest achievement of man's work.

"Untwisting all the chains that tie
The hidden soul of harmony."

Congressman Kahn Defends Stevens Bill.

The Hon. Julius Kahn, who has represented a San Francisco district in Congress for many years, then spoke, making his subject "The Stevens Bill," and while his talk was full of solid food for thought, it was interspersed with many amusing stories, and was so wittily expressed as to keep the audience in an almost constant laugh, which, in view of the lateness of the hour, was something of an achievement. Mr. Kahn said in the beginning that Congress has grown to such size numerically that it must contain all kinds of people, and that of late years there has been a tendency among a certain class of Congressmen to pass legislation "with teeth," resulting in a lot of half-baked laws that have done more evil than good. He declared his belief that the Stevens bill is correct in principle and ought to be enacted into law, but that it may take a long time. In this connection, illustrating the point of the necessity of introducing a bill at the psychological moment, he told a mirth-provoking story of Private John Allen's getting a $20,000 appropriation for a fish hatchery for an obscure inland town. The Stevens bill, he said, is a measure in proper regulation of business, embodying a legitimate effort to prevent large combinations from squeezing out the ordinary retailer. He concluded with an expression of hope that the bill would be reintroduced in the next Congress, particularly urging the talking machine men to use all their influence in bringing the matter to the attention of the Senators and Congressmen of their States and districts.

Telegram from O. K. Houck.

Mr. Bowers then read a telegram to the conventionists from O. K. Houck, of Memphis, Tenn., who was unable to attend.

The New President Heard From.

The new president, Andrew G. McCarthy, was then called upon, and made a brief talk in appreciation of the honor bestowed upon him, pledging his utmost efforts on behalf of the organization.

With this the banquet closed. A mammoth bouquet of roses sent by Leon F. Douglass was then broken up and distributed among the ladies, and the younger members of the party amused themselves with dancing until a late hour.

Those Present at the Jobbers' Banquet.

Among those who attended the banquet were: Mr. and Mrs. H. A. Winkleman, Oliver Ditson Co., Boston, Mass.; Mr. and Mrs. J. F. Bowers, Mr. and Mrs. L. C. Wiswell, Lyon & Healy, Chicago, Ill.; F. Siemon and wife, Rudolph Wurlitzer Co., Chicago, Ill.; Miss Siemon; Mr. and Mrs. W. H. Buescher, Mr. and Mrs. C. F. Buescher, W. H. Buescher Co., Cleveland, O.; W. H. Reynalds, W. H. Reynalds Co., Mobile, Ala.; Mr. and Mrs. H. F. Miller, of the Penn Phonograph Co., Philadelphia, Pa.; J. C. Roush and wife, Standard Talking Machine Co., Pittsburgh, Pa.; W. H. Parmenter and wife, Whitney-Currier Co., Toledo, O.; W. D. Andrews and wife, W. S. Andrews, Buffalo, N. Y.; T. H. Towell and wife, Eclipse Musical Co., Cleveland, O.; L. Burchfield, Sanger Bros., Dallas, Tex.; G. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; V. B. Taylor and wife, Koerber-Brenner Co., St. Louis, Mo.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; W. A. Eisenbrandt and wife, H. R. Eisenbrandt & Sons Co., Baltimore, Md.; Mrs. G. C. Campbell, Knight-Campbell Co., Denver, Col.; C. A. Grinnell, Grinnell Bros., Detroit, Mich.; R. A. Bryant and wife, Knight-Campbell Co., Denver, Col.; W. G. Walz and wife, W. G. Walz & Co., El Paso, Tex.; T. H. Regon, Thomas Goggan & Bro., Galveston, Tex.; C. F. Bruno, C. F. Bruno & Son, New York City; A. D. Geissler and wife, New York Talking Machine Co., New York City; L. J. Gerson, John Wanamaker & Co., New York City; Mrs. A. D. Macauley, New York City; A. Hospe, A. Hospe & Co., Omaha, Neb.; Miss M. Dickson, A. Hospe & Co., Omaha, Neb.; B. J. Pierce, J. W. Jenkins' Sons & Co., Kansas City, Mo.; A. G. McCarthy, P. T. Clay, G. R. Guppy, R. M. Bird and wife, C. H. Carder, E. Hunt, J. Dundore, C. P. Little, W. F. Morton, L. S. Sherman, Sherman, Clay & Co., San Francisco; C. S. Ruggles, Sherman, Clay & Co., Los Angeles; Eldridge R. Johnson, Victor Talking Machine Co.; J. F. Bowers, Jr., Chicago, Ill.; B. Scott; J. Gercovich; L. F. Geissler, G. D. Ornstein and wife, W. B. Fulghum and wife, C. L. Price and wife, H. C. Brown, F. K. Dolbeer, Mrs. F. E. Clark, E. Worthington, Victor Talking Machine Co., Camden, N. J.; L. V. B. Ridgway, Lyon & Healy, Chicago, Ill.; G. B. Wiswell, Joliet, Ill.; T. B. Stone, A. R. Stone, H. R. Smith, E. P. Bliss, Miss H. M. Jefferson, Lyon & Healy, Chicago, Ill.; Otis Bigelow and wife, Dowagiac, Mich.; F. J. Ritter and wife, Molton, Ill.; Edward Lyman Bill, New York City; Miss Marie Kratz, Akron, O.; S. O. Wade and wife, Chicago, Ill.; Mr. Heft, Frank Anrys, Clarence Anrys, J. J. Black, F. Corcoran, J. R. Scott, B. Goldsmith, W. Austin, Mr. Gray, J. Henry Smythe, W. H. Nolan, Mr. and Mrs. Decon, Edward A. Geissler, J. McNenary, R. Trautner, F. O. Norton, J. Spivey, R. Armstrong, R. Rugg, Mr and Mrs. Almoig, C. Little, J. C. Van Horn, G Bates, Mr. and Mrs. Styles.

OVERDOING "PUNCH."

There is such a thing as being too insistent. Hanging on is a most commendable characteristic. Yet the man who knows when to let go isn't so utterly dense, after all.

The Man with the Punch—who is trying to hit everything (from efficiency to energy) over 100 is apt to pall on his hearers if he doesn't ever give them a recess.

By all means cultivate "Punch," but also cultivate the ability to know how and when and where to use it.

Living on high speed all the time has its disadvantages even in business. If a man selects the time to let up occasionally he won't have to let down for good and all before he has finished the game.

Put "Punch" into your performances; but remember that once in a while the prospect likes to have an interlude, and to hear the sound of his own voice, even though he isn't a Caruso!

AN EXAMPLE FROM HEADQUARTERS.

From the National Association of Credit Men: If you want to earn lasting gratitude for yourself take pains to set your subordinates in the office an example of well-organized efficiency. The process of good habits building will seem irksome to them at first, but if once the right sort of habits are formed, action will proceed with very little expenditure of energy, which will be conserved for increasingly higher attainments. What opportunities the men in command are forever letting slip by to train and strengthen the minds of subordinates! What opportunities for making them richer assets for themselves, their fellows and their concerns!

Scene in the Court of Abundance Just Before the Medal Was Presented Commemorating Victor Talking Machine Jobber

Victor Talking Machine Jobbers' Day at Exposition.

Interesting Ceremonies Accompany Presentation of Souvenir Medal to Association—Henry C. Brown Gives History of Talking Machine—Hear Telephone Message from New York—Classic Dances and their Exercises at Victor Temple of Music.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., July 26.—Saturday, July 24, was officially known as Victor Talking Machine Jobbers' Day at the Panama-Pacific International Exposition, an effort being made by the exposition authorities to devote a day especially to each aggregation of people holding a convention in San Francisco and attending the exposition grounds in a body. The Victor celebration was the conspicuous event of the day, and from every viewpoint was eminently successful. The visitors spent a very pleasant day, during which they had an opportunity to look over the general aspects of the exposition, and at the same time to get a comprehensive idea of the great work that is being done by the Victor Talking Machine Co. at the exposition, as well as its educational work throughout the country. The visitors were guests of the Victor Co. for the day.

The party was conducted from the St. Francis Hotel to the exposition, arriving inside the Scott street entrance about 11 a. m. This was the first time that most of the party had seen the exposition grounds or buildings at close range, and many expressions of delight were heard at its beauty of color and design.

View of the Lawn Party, Showing Vast Audience Assembled.

Assembling inside the entrance, the party was led off to a lively tune by Cassassa's Band, and marched in a long line of nearly 200 people, with President Johnson and General Manager Geissler, of the Victor Co., in the lead. The procession went down the Avenue of Palms, past the Festival Hall and through a beautiful archway into the Court of Abundance, where comfortable seats were drawn up facing the portico on which the speakers assembled.

Exposition Officials Present Medal to Jobbers.

Frank L. Brown, on behalf of the directors of the exposition, presented the Jobbers' Association with a bronze medal in commemoration of their convention in the Exposition City, making a speech of welcome in which he paid high tribute to the inventors and industrial and commercial organizers who have made it possible to record the world's best music and take it directly into the humblest home, or to keep a record of the spoken word for the benefit of future generations. He also paid a high compliment to the heads of Sherman, Clay & Co., Coast agents for the Victor line, saying that Philip T. Clay was a leader in all public-spirited movements and had been one of the active workers on the exposition board of directors from the start. "Andy" McCarthy, also, he characterized as "the man behind the gun in all great movements of San Francisco business men."

Victor Delegates Ready for Exercises in the Court of Abundance.
Front Row (left to right): L. F. Geissler, L. S. Sherman, E. R. Johnson, B. F. Pierce.
Second Row (first): A. G. McCarthy.

President Mickel's Speech of Acceptance.

Retiring President George E. Mickel responded as follows:

"Gentlemen: This is a very great honor you have paid the Victor talking machine jobbers, and we heartily thank you, and through you the management of this great international exposition. I assure you this medal is accepted by our association with very great pleasure and will be treasured as a memorial of this day.

"Last July, when L. S. Sherman extended this association an invitation to hold our convention in San Francisco, and we accepted, my heart sank to my shoes. I had heard and read of California and California boosters, but had never been here nor seen a real booster on his native soil. One of our members remarked while we were passing over the desert that the reason so much was said of the beauties of California was because hell itself would appear a fairyland after passing over this arid waste. As we were coming into Los Angeles someone came onto the steps of the observation car. One of the ladies of our party turned and said, 'Oh! it is a man.' He answered by saying, 'No, not a man, but just a common brakeman; but ladies,' he said, 'it is a shame that you are passing through this valley after night, because if 'twere daylight you could reach right out from the side of the car and pick off oranges and most delicious fruits of all kinds, and you would see stretching out as far as the eye could see orchards such as you had never dreamed of.' When we came into Los Angeles we met Ruggles, the incomparable Ruggles, who began at once telling us of the

(*Continued on page* 34.)

1. Frank L. Brown Who Presented the Medal. 2. President Mickel Who Accepted It for the Association.

VICTOR JOBBERS' DAY AT THE EXPOSITION—(Continued from page 33).

beauties of the surrounding countries, the flower hedges that stretched by the mile, of the fruits that we could eat and live forever. It seemed that surely we had struck the promised land. Ten hours later I again heard the same Ruggles, to my surprise, telling of the still more beautiful Del Monte.

"But after passing over your great State and being in this wonderful city of San Francisco, and visiting this, the greatest of expositions, we stand

The Classic Performance of Mme. La Gai's Company on the Lawn. Thousands Were Assembled to Witness This Exquisite Portrayal.

in amazement of what has been accomplished. We witness a miracle. Every city in the Union should be inspired by the genius of Americanism exhibited here in San Francisco.

"This triumph of muscle and brain.

"The conquest of genius and toil.

"We marvel at the greatness and splendor of your city.

"The glory of accomplishment is yours.

"You have earned the right to boast.

"May your days be long and your prosperity continue.

"Again, gentlemen, allow me, in the name of and for the Victor distributers, to thank you for the honor paid us this day."

H. C. Brown Gives Talking Machine History.

Mr. Mickel was followed by Henry C. Brown, advertising manager of the Victor Talking Machine Co., who gave an extremely interesting talk on the origin, development and uses of the talking machine, as follows:

"Although the occasion be most appropriate the time will hardly permit of more than a chronological tale of early attempts at the recording and reproduction of sound vibrations. Thomas Young, the pioneer, in 1807 described the method of recording vibrations by the tapping of a tuning-fork on a drum-head. Not until 1842 did William Wertheim succeed with experiments in line with

President G. E. Mickel Delivering Medal Acceptance Address in Court of Abundance. At His Right, Henry C. Brown.

Young's idea. In 1857 Leon Scott, with his 'phonautograph,' was first successful in recording the vibration of a membrane or a diaphragm. His success is generally accepted as having been the forerunner of the talking machine.

"A little later Karl Rudolph Koenig made important observations. There was another lapse until 1874, when experiments of William Henry Barlow, Charles Wheatstone, Clarence Blake and Sigmund Theodo Stein concluded the efforts of those who were intent only upon the recording of sounds without a definite attempt at reproduction.

First Real Progress.

"The real progress came in 1876, when Thomas A. Edison first claimed the reproduction of recorded sound-waves. From then on to 1885 Edison's work on the wax cylinder phonograph developed improvement and became a commercially successful article of great possibilities. Then Chichester Bell and Sumner Tainter patented the 'graphophone.' The turning point was reached in 1887, when Emile Berliner patented the 'gramophone,' or the 'Victor,' which is the basic principle of the Victrola of to-day, and which became the paramount idea in the origin of the talking machine that made possible the perfected instrument of the present day. It might be stated in justice that Charles Spross, in 1877, deposited with the Academie des Sciences, Paris, a sealed packet containing suggestions for the reproduction of sound from the Scott 'phonautograph.'

"At the outset the various machines were little more than toys, hand-operated, squeaky and pro-

Mr. Geissler Discussing Music Points—Mr. Johnson Listening.

ducing poor imitations of original sounds. Fortunately, men of genius who were lending their talents to its development knew not fatigue or disappointment, and gradually they overcame supposedly insurmountable obstacles. It must be remembered that in the early days each record was recorded separately by orchestra, band or singer, and not until some years later was it that the electrotyping, duplicating process of the disc record and the gold-molded duplicating process of the cylinder record made possible the unlimited duplication of any master record as in our time.

Emile Berliner's Views.

"Here I might inject a few paragraphs from the address delivered by Emile Berliner before the Franklin Institute in Philadelphia in 1913, when he was honored with the Franklin Institute Medal of Advanced Science: 'On the evening of May 16, 1888, I showed in this auditorium how the voice might be etched into the metal, and while the etching was being done I rendered program songs, recitations, instrumental solos, previously prepared, which, crude as they were, presaged possibilities of more perfect results for the future.

"'Those disc records, the first of their kind, were reproduced by the machine, turned by hand,

One of the Little Dancers.

and of all originals one duplicate was shown and reproduced by electrotyping the original sound and etching in the same manner as the half-tone electrotype. Then the status of the talking machine was as follows: The tinfoil phonograph of Edison, which had been known for ten years, was a scientific curiosity only, although of historic value. The wax cylinder phonograph, or graphophone, of Chichester Bell and Sumner Tainter had been invented; its aim was to become a dictograph for private and business correspondence. Both machines represented a system in which sound-waves either were vertically indented as in the Edison phonograph, or vertically engraved into the wax cylinder as in the Bell-Tainter graphophone.

"'In reproducing these records a feed-screw was provided, which turned the cylinder past the needle or the reproducing sound-box past the cylinder. The gramophone changed all this. Its record was made horizontally and parallel with the record surface, and by itself it formed a screw or spiral, which propelled the reproducing sound-box, so that while the needle was vibrating it was at the same time pushed forward by the record groove. As the sound-box was mounted in such a manner that it was free to follow this propelling movement, it made the reproducer adjust itself automatically to the record. I pointed out that the horizontal record of the gramophone was better able to record sound in its entirety, while the vertical record of the graphophone was productive of certain distortions which became more pronounced the deeper the sound-waves in the indented record substance.'

"About this time Eldridge Reeves Johnson, the present president of the Victor Co., became inter-

After the Ceremonies, Mr. Geissler Thanking the Band Leader. Mr. Johnson Wearing Straw Hat in Foreground.

ested in the development of the Berliner invention, and shortly thereafter acquired the controlling interest in the famous Berliner patents. Here began the real development of the talking machine, and Johnson's inventions in spring motors, cut-record recording process and tapering tone arm for conducting sound quickly followed each other.

VICTOR JOBBERS' DAY AT THE EXPOSITION—(Continued from page 34).

The Start of the Victor Co.

"In 1901 the present Victor Talking Machine Co., incorporated with Eldridge Reeves Johnson at the head, took over the business of Eldridge R. Johnson, and success followed success. Real artistic and commercial progress, almost startling in its accomplishment, resulted. It was in August, 1906, that the talking machine really came to occupy the unique position in the world of music that it now enjoys with the introduction of the Victrola.

"From a small beginning in 1888, when only a few men were engaged in experimental work and in the manufacture of talking machines, the growth of the talking machine industry may be compared only to that of the automobile and motion picture industries. Now one company—the one I am so fortunate as to be associated with—carries on its payroll more than 7,000 workmen, occupies for manufacturing more than 1,700,000 feet of floor space.

"Now, by the use of the talking machine, the music of virtually all the world is carried into the homes of millions of people, ranging from the millionaires on the boulevard and avenue to the artists in studio and garret, from the farmers in the fields to the miners in their huts and tents and the workmen in their cottages.

"In the realm of art it has given priceless gems of the world's richest voices to the world at large, which before went music hungry for the reason that only in great cities did opportunity offer to hear the great works of the matsers, and then presented itself only at long intervals.

"In the schools, colleges and universities to-day it is possible, as never before, to build in the child a knowledge of music based upon actual performances of great works and great artists. Such is the Victrola's part in each day's curriculum in the schools of more than 3,000 cities in the United States."

Hear Telephone Message from New York.

The party then marched in a body to the booth of the American Telephone & Telegraph Co., in the Palace of Liberal Arts, where each member of the party was provided with an individual telephone receiver and was able to listen to the following talk by R. W. Morey, general manager of the New York Talking Machine Co., delivered from the New York headquarters of the telephone company. Mr. Morey said:

"To Victor Jobbers in Convention at San Francisco: I send you hearty greetings from the New York Talking Machine Co., Victor distributers, and congratulations on the success of your convention this day assembled. To be able to do this 3,500 miles away from you is an exceptional privilege.

"Your convention will no doubt carry with it the wonderful spirit in business that has already been established by the Victor jobbers all over this country, and will produce a greater business structure, giving still increased opportunities for getting into closer relation and making our messages to the public so strong that increased admiration will continue.

"It is wonderfully pleasing to know the great triumph won by the Victor Co. at the Panama-Pacific Exposition and being accorded such great honors before the entire world. This spurs us on to greater individual effort in support of the Victor line and Victor policy.

"The New York Talking Machine Co. is with you and your efforts, and is ably represented by our vice-president, A. D. Geissler. Our message to you this day is one of earnest congratulation for the successes obtained by the Victor jobbers."

This was a most interesting and novel feature of the entertainment being the first time that most of the members had been able to listen to a conversation the width of the continent away.

Victrola Music Carried Across Continent.

Mr. Morey's talk was preceded by a wonderful demonstration of the carrying power of the talking machine over telephone wires, a large Victrola in New York playing "Celeste Aida," as sung by Caruso; "Little Gray Home in the West" and "Then You'll Remember Me." The music came to the jobbers perfectly and sounded as clear and perfect as though the Victrola was in the next room instead of over 3,000 miles away.

Showing the Jobbers Assembled on the Exposition Grounds Just Before a Visit Was Paid to the Telephone Headquarters When They Talked with New York—1, L. S. Sherman; 2, E. R. Johnson; 3, L. F. Geissler, 4, A. G. McCarthy.

The Visit to the Victor Temple.

After luncheon the visitors scattered to various points of interest, assembling again at 2 o'clock at the beautiful Victor Temple in the Palace of Liberal Arts. The temple, seen now for the first time by the majority of the jobbers, was at its best, being specially decorated with flowers, etc., and was greatly admired. Indeed, it was felt by many present that the necessity of tearing down the structure after the exposition would be a real misfortune. The Victor Temple, designed on the dignified yet beautiful lines of classic architecture, with its color harmonies exquisitely worked out to secure an atmosphere of calm contemplation, is intended to emphasize the artistic value of music as interpreted by the Victrola. Credit for the conception and carrying out of this magnificent exhibit is due to Everett Worthington, who remains in charge of it, and Mrs. Francis E. Clark, superintendent of educational work for the Victor Co.

As the visitors entered the booth the first thing to receive attention was a large curtain map of the United States screening the small stage of the temple. Through tiny holes in this map shone out 2,700 light, each light representing a city in which Victrolas are used for educational purposes in the schools, giving a graphic idea of the progress made in the educational work. Short talks were made by F. K. Dolbeer and Louis F. Geissler, and Mr. Worthington made a practical and particularly interesting talk on the best methods of showing the points of excellence in the Victor machines, and others also demonstrated to the visitors the method of utilizing the Victrola in educational work.

Classic Dances to Victor Music.

From the temple the conventionists went to the lawn at the south in front of the Liberal Arts Palace to witness one of the lawn dance performances of Mlle. LaGai and her pupils which have attracted so much attention to the Victor work at the exposition. The dancing was accompanied by music from a monster Victrola placed at one side of the lawn; a machine some eight feet high, finished in white enamel and handsomely decorated, with a painting of "His Master's Voice" on the front panel. This machine was designed and built by Everett Worthington some years ago at Seattle, where it attracted much attention, and has been used for exhibition purposes in many places since, being in great request for church functions and other affairs. During the convention proper it was placed in the lobby of the St. Francis Hotel. Notwithstanding the fact that the afternoon sea breeze had sprung up and was sighing through the trees, this giant Victrola, using an ordinary Victor record, produced a volume of sound which carried perfectly to the most distant part of the audience; and the perfection of tone quality was a matter of no little astonishment.

Words can hardly describe the lawn dance itself. The performance was "La Naiede," accompanied by appropriate records, as follows: 35238, "Midsummer Night's Dream;" 17521, "Dance of the Song Birds;" 35097, "Giaconda Ballet;" 17720, "Love's Dream After the Ball;" 74395, "Dance les Bois;" 58021, "Faust Ballet;" 64264, "To Spring" (Grieg); 35270, "Jewels of the Madonna;" 31756, "Danse Caprice" (Grieg); 31019, "Carnival Romain Overture." In it the revels and merriment of satyrs, fauns and wood nymphs were exquisitely portrayed by a large troupe of dancers, with a realistic setting of growing grass, trees and shrubbery, among which they disported in accordance with the traditions of the Greek poets. The remarkable gracefulness and classic beauty of the performance was a matter of astonishment to all, and the jobbers closed the day with a materially increased appreciation of the activities of the Victor organization.

The Hermann Bros. Co. has taken over the business of the late Joseh Hermann, deceased, in Calumet, Mich. Additional store room has been leased so as to include a talking machine department in addition to pianos.

The Delightful Outing of Jobbers to Mt. Tamalpais.

Jobbers and Their Friends the Guests of the Victor Talking Machine Co. on Trip to Mountain Top on Sunday—Much Impressed by Superb View—Luncheon Served in Famous Muir Woods—Day Ends With Sight-Seeing Sail in Golden Gate.

(Special to The Talking Machine World.)

San Francisco, Cal., July 31.—The talking machine jobbers' convention at San Francisco came to a fitting end with the excursion to Mt. Tamalpais, Muir Woods and up the bay on Sunday, July 25, which was distinctly the big event of the whole

Before Climbing Mt. Tamalpais Messrs. Roush, Dolbeer, McCarthy and Ornstein Made a Satisfactory Inspection of the Engine.

gathering. Everybody in the crowd—about 150 in number—had a glorious time, with an opportunity to get something of northern California scenery and climate outside of San Francisco.

The Victor Co. planned the outing in a most generous manner, leaving nothing to be desired

Mr. Brown Thought That He Would Rather Ride to the Mountain Top Than Walk.

on the part of the guests. Mr. Geissler, knowing well the beauties of the trip, planned to give the Victor guests a genuine treat. The successful engineering of the trip is due to Everett Worthington, the genial and capable manager of the Victor temple at the exposition, who is responsible for the fact that the whole affair went off practically without a hitch.

Mt. Tamalpais is across the Golden Gate from San Francisco, and when the gate is first opened in the morning the California climate comes in a little too rapidly for comfort in summer outing togs. A short ride in a special car between wooded hillsides and stretches of bay brought the crowd to Mill Valley, a charming town of rustic bungalows scattered through the woods over hill and canyon at the foot of the mountain. Here a change was made to a special train for the ride up the steep incline, over the "crookedest railroad in the world," an appellation which the guests fully appreciated before the top was reached. In and out they wound, among beautiful red-barked madrone trees, big oaks and towering redwoods, coming out at last on an open ridge, from which they could look inland over the San Francisco Bay to Oakland, Berkeley and Richmond, while toward San Francisco and the ocean to the south and west the view was obscured by fog banks. Here, where the road winds in a "double bow knot," they stopped a few minutes for a photograph; then went on to the summit, with new beauties of scenery developing at every turn.

At Tamalpais Tavern the less energetic rested on the balcony or took light refreshments, while most of the party went on to the peak, a steep ten minutes' walk distant. The broad view from this point was greatly enjoyed, as the mountain rises quite abruptly some 2,600 feet above the sea, giving a view over the whole San Francisco Bay region; San Rafael, known as the home for some years of Leon Douglas, being at its foot to the north. The summit was well above the fog, and the visitors could look far out over the vast expanse of billowing white, beneath which lay the city and the Golden Gate—a novel and interesting sight to most members of the party.

After an hour on the summit, during which some striking snapshots were taken of prominent talking machine men perched on the crags, the party

Climbing to the Summit of Mt. Tamalpais, Where the View Was Most Fascinating.

started on the trip down. Half-way down the train left the main track, winding down into the deep gorge known as Muir Woods, the canyon being filled with a magnificent forest of California redwoods, now set aside as a public park.

Tom Towell, Having Climbed the Summit, Is Showing the Sights to President Mickel, Who Stands Beside Him.

Near the bottom of the canyon the party left the train and strolled at a leisurely pace down a narrow forest trail for perhaps half a mile, winding among the massive trunks of redwoods that towered high overhead, shutting out all direct sun-

Everett Worthington, Who Managed the Mt. Tamalpais Trip.

light. Reaching more level ground at the bottom, beside a swift little crystal brook, they came upon an open space, which had been prepared in advance for an al fresco luncheon. The guests seated themselves on convenient logs and stumps—one group of four or five finding snug quarters in the burnt-out butt of a giant redwood, whose still-living top rose hundreds of feet above.

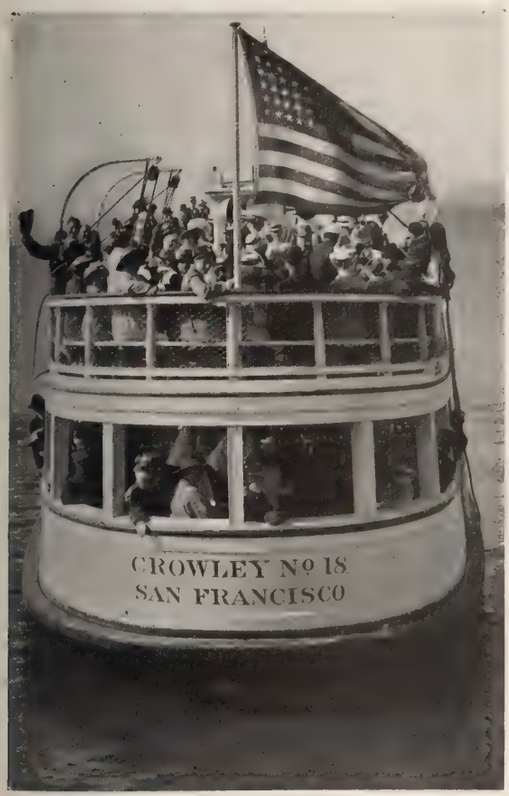
The excellent picnic luncheon, taken in conjunction with the keen appetite that began to be felt by this time, made the enjoyment of the occasion

A Halt Was Made by the Special Train on the Way Up the Mountain and Here Is a Result of the Photographer's Activity.

THE OUTING TO MOUNT TAMALPAIS—(Continued from page 36).

A Halt on the Way Down from Mount Tamalpais to Muir Woods. The Outline of the Majestic Mountains Is Seen in the Background. The Road Is Said to Be the Crookedest in the World and Is Replete with Fascinating Views.

complete. With the balmy atmosphere, the tall redwood trunks all about, patches of blue sky far above, and bits of sunlight filtering down through



The Final Act in the Great Victor Outing, Showing the Jobbers on a Specially Chartered Boat Viewing the Sights of San Francisco Bay and the Golden Gate.

the boughs, a more idyllic place for such a luncheon would be hard to find. Then, that all might be complete, Leon F. Douglas, one of the big factors of the Victor Co. in his more active years, joined the party, having motored around the mountain from San Rafael. His coming was a complete surprise to most of the party; and, needless to say, he was received with a royal welcome.

Luncheon over, the walk back to the train was made by a different and shorter route. Reaching Sausalito, where the transfer from train to boat is made, another surprise awaited. Instead of returning direct to San Francisco, the party was conducted to a large excursion launch and traveled over a good part of the bay that was seen from the top of the mountain—by the beautiful residence town of Belvidere, the immigration station on Angel Island, the big naval coaling station at California City, and the State prison at San Quentin. The ride went as far as Point San Pablo, where the upper or San Pablo Bay joins San Francisco Bay; then back by the east shore, past the great Standard Oil shipping station, the Winehaven plant of the California Wine Association, and the university town of Berkeley. As evening fell and the boat drew near to San Francisco, wind and mist were again somewhat in evidence, but there was plenty of room on the enclosed lower deck, where light refreshments were served and some of the more strenuous members found the fresh breeze and the taste of spray agreeable to the end of the trip. The crowd landed in the city about 7 p. m., after what was in every sense of the word a big time.

In connection with this outing it is interesting to note that this was the first day, Sundays and holidays included, that the Victor temple at the exposition has been closed since it was first opened, all the employes of the temple, including the two "chocolate drops," being on the trip. Indeed, the two colored boys in their white uniforms, though they had the job of minding coats and hats at several parts of the trip, seemed to enjoy it as much as anybody—maybe more.

Just a Little Corner Showing a Portion of the Conventionists at the Long to Be Remembered Lunch in Muir Woods Amid the Giant Redwood Trees.

The man who doesn't earn more money than he gets is of no profit to the institution himself, and he adds materially to the overhead burden of others.

Elco

Not the "Oldest" **Not the "Largest"**

Victor "HIS MASTER'S VOICE"

BUT:—If you are a Victor dealer doing business South of the Ohio River, "ELCO-VICTOR" service will increase your profits. Our facilities are adequate to supply your greatest needs; and when the Fall rush is on, you will find it greatly to your advantage to have our tremendous stock to draw from.

If you are not already on our list, write us TODAY

ELYEA-AUSTELL COMPANY

Exclusively Wholesale

ATLANTA GEORGIA

CLOSING PROGRAM OF CONVENTION OF TALKING MACHINE JOBBERS—(Continued from page 37).

JOBBERS AS THE GUESTS OF SHERMAN, CLAY & CO.

Royally Entertained by the Prominent San Francisco House on an Automobile Tour to the Cliff House and to Other Interesting Points in and About San Francisco.

(Special to The Talking Machine World.)

San Francisco, Cal., July 24.—The trip through the "Zone" of the Panama-Pacific Exposition

F. K. Dolbeer and L. S. Sherman.

Thursday evening was a go-as-you-please affair, those who made the trip breaking up into small parties, according to congeniality of tastes. Panoramic reproductions of the Panama Canal, the Yellowstone Park, the Grand Canyon, and some other features were greatly admired, and some members of the expedition found edification in the "Streets of Cairo" and similar amusements.

The Automobile Ride.

Great credit is due Sherman, Clay & Co., of San Francisco, for the most enjoyable automobile ride and luncheon at the Cliff House, at which the conventionists were their guests. The crowd, numbering something over a hundred, got away soon after 10.30 Friday morning. The route lay beside the exposition to the Presidio, and out on the bluffs overlooking Golden Gate, which was partially obscured in the morning mist; then back past the golf links and out again on a hill some hundreds of feet above the exposition, whence a striking view over the grounds was obtained. Crossing south through Golden Gate Park, the party traversed a picturesque wooded and hilly country, all within the limits of San Francisco, which is now being opened up by the tunnel under Twin Peaks. The return to the park was made on the city side of Twin Peaks, near the highest point in the city, giving a comprehensive view of wholesale, manufacturing, retail and residence districts, with Market street straight ahead and the bay in the distance. Then a quick drive of four miles through beautiful Golden Gate Park, past buffalo pens, bear cages and picturesque lakes took the happy party to shore of the ocean.

A short run was then made down the beach to Cristofferson's hangars, and inland through woods and sand hills to the beautiful Ingleside district, returning by the same route to the Cliff House.

By this time the drive through the sea breezes had whetted appetites to a keen edge and ample justice was done to the substantial repast which was served in characteristic Cliff House style. As hunger was appeased, a spirit of play took possession, and someone who, by a happy thought, had brought a lot of toy balloons, started them going around the room, causing great mirth, until the last one collapsed on the point of Phil Clay's cigarette. Then, giving three rousing cheers for Sherman, Clay & Co., the crowd dispersed, returning in the autos by whatever route each party desired, many taking the opportunity to make a fuller acquaintance with the exposition.

Left to Right—C. S. Ruggles, L. S. Sherman, J. F. Bowers and A. G. McCarthy.

View of the Automobilists Starting from the St. Francis as Guests of Sherman, Clay & Co. for Trip Through Parks, and Lunch at Cliff House.

Will Your Business Show An Increase This Fall?

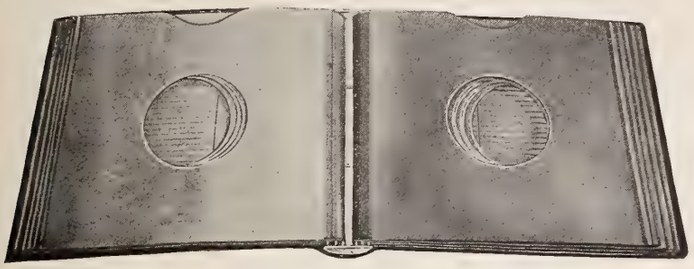
¶ Victor dealers generally realize that the coming fall will be the most prosperous season in the history of the industry.

¶ Your share of this vast trade will depend to a great degree on the condition of your stock. Victrolas and records must be in stock at the right time in order to secure the trade of your patrons.

¶ This organization merchandises Victor products at ***wholesale exclusively***. It is in a position to fill your orders promptly and efficiently, and a trial order will convince you of its ability to serve you adequately and thoroughly.

G. T. WILLIAMS CO., Victor Wholesale Exclusively, **217 Duffield St., Brooklyn, N. Y.**

A REVOLUTION IN ALBUM BUILDING!



Patents Pending

NYACCO ALBUM WITH SOLID METAL BACK
Note How Pages Lie Perfectly Flat

Send for Sample

SOLID METAL BACKS

Are now used in the new

NYACCO

RECORD ALBUMS

The only indestructible album on the market.

Pages Cannot Unglue

New York Album & Card Co., 23 Lispenard St., New York

EMIL PATHE IN NEW YORK.

Head of Pathé Frères Co., Paris, France, Accompanied by His Son and Russell Hunting, Arrives from Europe—Actively Interested in the Pathé Frères Phonograph Co.

Emil Pathé, head of the Pathé Frères Co., Paris, France, and one of the foremost members of the

Emil Pathé.

world's phonograph and moving-picture industries, arrived in New York last week on the steamer "Chicago" of the French line, accompanied by his son and Russell Hunting, Sr., musical recording director of the Pathé interests. Mr. Pathé is visiting this country in order to take an active interest in the progress and advancement of the Pathé Frères Phonograph Co. and his stay in America is indefinite. Mr. Hunting is now supervising the recording laboratory of the Pathé Frères Phonograph Co. and Mr. Pathé is actively concerned in the various phases of the company's business, spending his entire time at the company's offices, 29 West Thirty-eighth street, New York.

Mr. Pathé was greatly pleased with the signal success which the Pathé Frères Phonograph Co. has achieved in the past year, complimenting it particularly upon its new plant at Belleville, N. J., which is arranged to give maximum efficiency in manufacture and production. Mr. Pathé and Mr. Hunting have suggested several improvements in certain directions, one of which will enable the Pathé Frères Co. to increase its record capacity 50 per cent. and enable it to market its new records far more quickly than was possible before.

TO FEATURE THE EDISON IN ITHACA.

The Maxudian Phonograph Co. Incorporated for That Purpose—Plan Store with Recital Hall.

(Special to The Talking Machine World.)

ITHACA, N. Y., August 9.—The Maxudian Phonograph Co., of this city, has been incorporated with capital stock of $20,000 for the purpose of dealing in phonographs and other musical instruments. The company plans to secure a store and equip a concert hall in the rear, where demonstrations of the Edison diamond disc phonograph will be given in the same manner that they are given at the Edison Shop in New York. A representative of Thomas A. Edison, Inc., will come to Ithaca to aid the Maxudian Co. in getting the business under way. The incorporators of the company are F. M. Willis, W. H. Fletcher and Yervant H. Maxudian.

CO-OPERATING WITH THE DEALER.

How the Columbia Co. Keeps in Touch with Trade in the Matter of Records.

A significant indication of the co-operation which the Columbia Co. is rendering its dealers is evidenced in the advance lists of new records which were sent out to the trade last week. Accompanying these lists was a printed sheet listing the popular records included in the new supplement, with blank spaces for the dealers to answer the following inquiries: "How do you like the selection?" "How do you like artist or organization?" "How is surface?" "How do you like quality of recordings?" "How do you like accompaniment?" "Any other criticisms?" It is suggested that the dealer place on back of the sheet any suggestions he may have for future recordings, also his criticisms of the way the list is balanced, etc. This is co-operation of the right sort, which enables the dealer to have an active voice in the record production.

RECORDS FOR WINDOW DISPLAY.

The Victor Talking Machine Co. informed its trade this week that it is prepared to furnish 12-inch imitation records, both red and black label, at a nominal cost of twenty cents each, in order that the dealer may use them for window display purposes and save his Victor records from possible injury. Ten-inch records for similar purposes will be ready September 15.

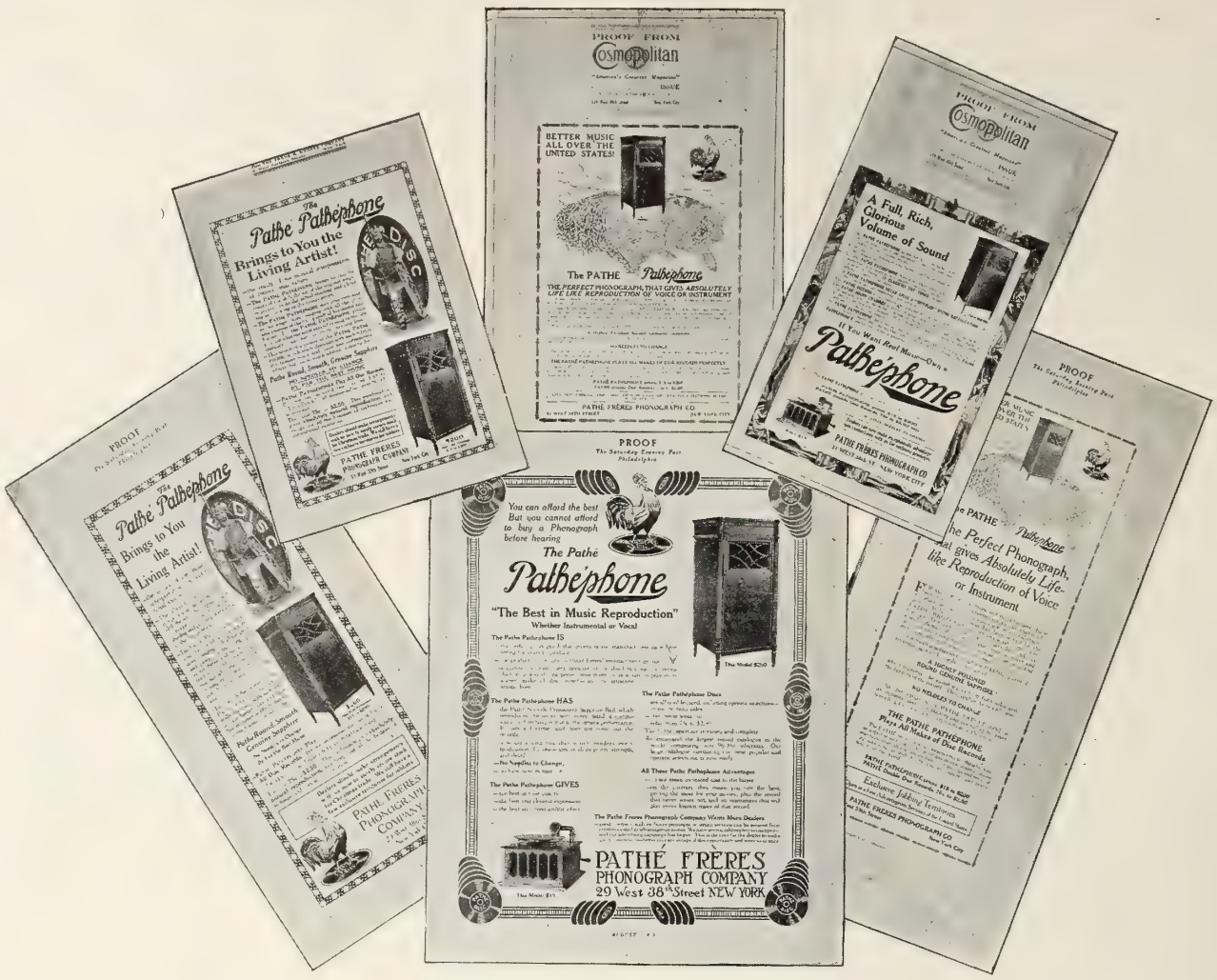
Mr. Victor Dealer
Are You
Getting The Goods?

To Victor Dealers who are not satisfied with the service their jobbers are now giving them LANDAY Bros. offer their unusual facilities for filling orders. **Try us with a sample order.** Out of town orders a specialty. Goods shipped same day as order is received.

Landay BROS

563 Fifth Avenue, New York

We Want a Few More Jobbers and Dealers to Take Care of Increasing Business



A Pathephone Agency is a Valuable Franchise

Some of the Current Advertisements in Big and Popular Magazines bringing to the attention of over 17,500,000 readers

The PATHEPHONE'S SUPERIORITY

—Plays All Makes of Disc Records Perfectly.

—No Needles to Change.

—A Smooth, Round, Highly Polished, Unwearable, Genuine Sapphire Reproduces the Music With No "Talking Machine" Twang.

—An All-Wood Sound-Chamber that Amplifies Every Modulation of Musical Tone in All Its Purity, Strength and Detail.

—Better and Fuller Tones.

—Better and Clearer Expression.

—Better and More Artistic Effect, Absolutely Duplicating the Artists' Own Renditions.

The Pathé Disc Repertory Contains More Records Than All the Other Manufacturers' Combined—
Over 96,000 Selections.

PATHÉ FRÈRES PHONOGRAPH CO.
29-33 West 38th Street NEW YORK CITY

DEFINITION OF PERSONALITY.

It is the Soft Pedal on the "I" and the Full Tone on the "You," Says R. W. Morey, General Manager of New York Talking Machine Co., in "Ginger" Letter.

R. W. Morey, general manager of the New York Talking Machine Co., is one of those men who has long considered business as being built up on a logical and scientific basis with definite rules and regulations, and other tangible factors that may be studied by manager and salesman alike with profit to both. Mr. Morey is also a believer in the policy of conveying his ideas on business to the members of the New York Talking Machine Co.'s staff through the medium of pungent letters sent out at intervals and which are full of good, meaty logic. The caliber of the letters is indicated by the following excerpt from a recent house message dealing with that important asset of both manager and salesman, i. e., personality. Of personality Mr. Morey says:

"Have you ever heard it denied? It is the soft pedal on the 'I' and the full tone on the 'you.' This is only a formula, but it carries a punch when applied generously. It means increased output that pays back into the salesman's hands a real value to all and to himself in particular. Personality, when summarized, tells of the things that matter on the important points of life and taps a dealer's confidence in the way he wants it tapped. It is the personality of this old planet, earth, that makes us want to live upon it and it is the circulation of us humans that breeds personality. If one oscillates easily there is nothing wrought into our make-up that meets the dealers' needs, but if we are noiseless about ourselves, efficient and honorable in our business dealings, the result is a personality that acts like a magnet."

In the same message Mr. Morey refers to the salesmen as the rocks of business. "Our salesmen are the corner-stones of our business—they are immovable in their loyalty to our business principles, they are reassuring factors to our dealers, and they are able to withstand the meeting of obstacles that would tend to prevent the close formation of an enterprise that carries a flood of happiness to our homes and, again, our salesmen are the industrial bonds of our business, and as such a decent respect for their opinion is always ready. This is true because their exertion in the furtherance of our ideals is constructive and they are laying foundations that insure prosperity and progress. Every opportunity is a new birth for the unmasking of an ideal long sought for that gives us precedents for our work." Surely these are business principles that are worthy of more than passing consideration, because they are the result of study.

Pack All Talking Machine Cabinets in Atlas Packing Cases

(3 ply veneer)

The Atlas is distinctly better than any other case. Over 50 per cent of the cabinet style machines are packed in Atlas Cases. The demand is so great that we have been forced to build a new factory in Camden, N. J. Investigate. Learn about the money saving possibilities of these northern hardwood veneer cases, with clear spruce cleats. Write for the proofs that the Atlas is the most economical case for packing machines.

Carries the weight. Saves freight.

NELSON & HALL COMPANY
INCORPORATED
CAMDEN - - - - - NEW JERSEY
Factory also at Montgomery Centre, Vermont

TRUSTEE FOR BREMNER CO.

The first meeting of the creditors of the Bremner Talking Machine Co., bankrupt, 187 Broadway, New York, was held at the office of Referee W. H. Willis, 82 Beaver street, on Wednesday, and after the various creditors present had proven their claims Ralph Barnett was appointed trustee, taking immediate possession of the business from the assignee. This is the latest development in the Bremner matter. The petition in bankruptcy was filed by the New York Talking Machine Co., the American Talking Machine Co. and the S. B. Davega Co., following an assignment made by the Bremner Co. to Marie A. O'Connell. The assignee advertised a sale of the property of the company for July 27, but the court granted an injunction against the sale upon application of the New York Talking Machine Co.

FIFTH AVENUE SALON FOR SONORA

Handsome Retail Quarters to Be Opened by Sonora Phonograph Corporation in Building Recently Leased at 668 Fifth Avenue, in an Exclusive District of New York City.

Unusual interest is centered upon the new move of the Sonora Phonograph Corporation, 57 Reade street, New York, in its new move uptown, where at 668 Fifth avenue it is creating a magnificent salon for the retail exploitation of the Sonora. The accompanying illustration shows this new location, as well as the adjoining building, which is one of the Vanderbilt residences.

Site of New Sonora Salon at the Left.

The plans of Geo. E. Brightson, president, who is known as a merchandising director of unusual ability, are not yet ready for announcement, but it is learned that this new move means further emphasis upon the high quality of the Sonora phonograph and that every effort will be utilized to place the prestige of the Sonora prominently before this Fifth avenue selected market.

The Musical Instrument Sales Co., New York, has opened a Victrola department in the department store of Riggs & Hughes, Waterbury, Conn., the manager for which will be announced in the near future.

FOR SALE

In city of 11,000, store carrying Victrolas, Edison Disc and Cylinder Phonographs, Eastman Kodaks and supplies, sheet music, etc., etc. Excellent opportunity for right party. About $4,000 required. Other business reason for selling. Address "Box 300," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Catalogs and prices on the mechanical parts for a high-grade talking machine such as long and short wind silent motors, turntables, sound arms, sound boxes, etc. Send complete catalogs and quotations by first mail as parts will be wanted for fall trade if at all. Address "A. U. 4," care The Talking Machine World, 373 Fourth Ave., New York City.

SUPERINTENDENT

with 25 years' experience in Musical Instruments and Talking Machines wishes to correspond with good going concern who are considering the manufacture of Talking Machines. Address Box 301, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Immediately twenty-four minute attachments for the Edison Slot Cylinder Phonograph. Address "Box 302," care The Talking Machine World, 373 Fourth Ave., New York City.

MANAGER WANTED

for large retail Victrola store in leading Eastern City. Must be thoroughly experienced in the line, able to organize sales force, and capable of properly developing city and suburban business. Write confidentially, stating full particulars, age, experience and salary wanted to start. No light-weights need apply. Address Box 303, care The Talking Machine World, 373 Fourth Ave., New York.

Tone

It is the tone that makes the music but

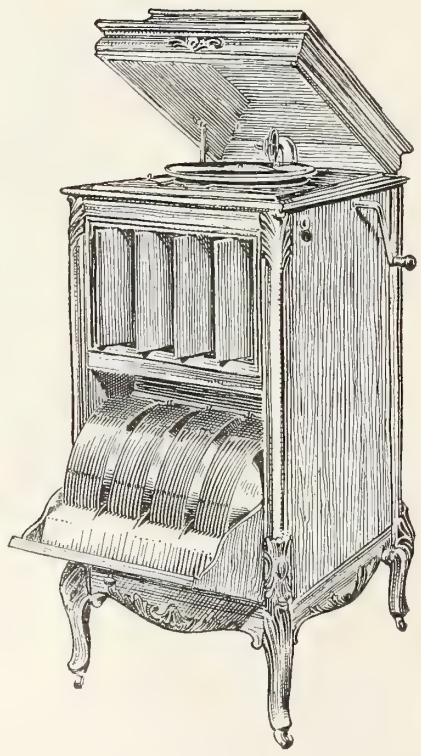
It is the Diaphragm that makes the tone, and

It is we that make the Diaphragm

Mica Diaphragms Only

The Best Only

Meirowsky Brothers
106-108 Broadway Jersey City



Columbia Grafonola—$100.

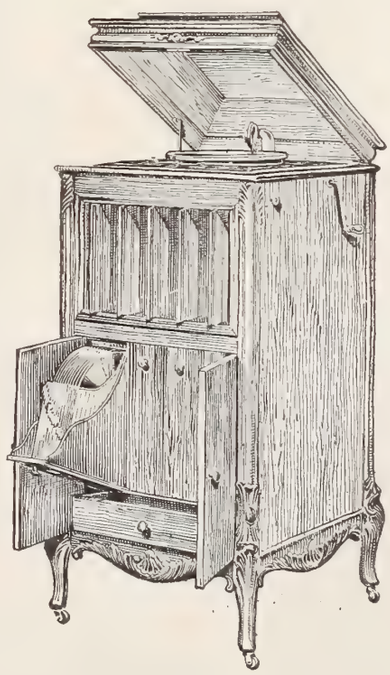
THE staggering increase of **Columbia** business during the last eight months is going *somewhere!* How much of your legitimate share of it may have slipped beyond you?

The **Columbia** demand-increase has matched, month by month, the quality-improvement of **Columbia** products. It has attained a momentum that makes it the most significant factor in the musical instrument trade this moment. This fact is so very obvious that the only thing necessary is to ask you to weigh carefully just this one point: Can it be wise for you to hamper and limit the growth of your business when by a scratch of your pen you can begin to share in this splendid **Columbia** prosperity—already unmistakably present and gathering momentum with every round of the clock?

It is like trying to climb a hill with your brake set—this one-line-only business—for no one line can possibly be complete, and must be every week less capable of meeting the purchasing-potentiality of your *present* customers—not to mention the other customers who should and can be yours.

Here is a highly profitable branch of the musical instrument business that every talking machine dealer has the best possible right to. The **Columbia Grafonola,** in combination with **Columbia Double-Disc Records,** has become truly "the one incomparable instrument of music"—and your sales floor is the logical, appropriate (and inevitable) place for it.

Columbia Graphophone Company
Woolworth Building
New York, N. Y.



Columbia Grafonola—$200.

H. N. McMENIMEN WITH PATHE CO.

Becomes Managing Director of Pathé Frères Phonograph Co. and Will Act as Member of Executive Committee—Has Had Over Twenty Years Active Experience in the Talking Machine Trade and Is Very Popular.

H. N. McMenimen, one of the veterans of the talking machine industry and popular with the members of the trade from coast to coast, has

H. N. McMenimen.

been appointed managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York. Mr. McMenimen will be one of the four members of the executive committee directing the interests of this concern and will be a member of the board of directors.

For more than a score of years Mr. McMenimen has been associated with the talking machine industry, his first connection being with the Berliner Gramophone Co., twenty-two years ago, which sold the output of the National Gramophone Corp. A few years later he joined the forces of the Victor Talking Machine Co., being numbered among the seven first employes of this company. After remaining with the Victor Co. for the first six years of its existence, Mr. McMenimen started the manufacture of the "Music Master" horns, which achieved country-wide success. He was more recently associated with Thomas A. Edison, Inc., leaving to join the executive staff of the Pathé Frères Phonograph Co.

Mr. McMenimen has had a thorough training in every phase of the talking machine business, including the recording, manufacturing, sales and advertising divisions, paying particular attention to the latter two phases of the industry. A keen student of human nature, and possessing an unusual fund of good cheer and magnetic personality, Mr. McMenimen numbers among his personal friends talking machine jobbers and dealers in all parts of the United States, Canada and Mexico. For sixteen years he averaged 50,000 miles of traveling per year, having visited every town in this country, Europe, Canada and Mexico with a population of more than 10,000.

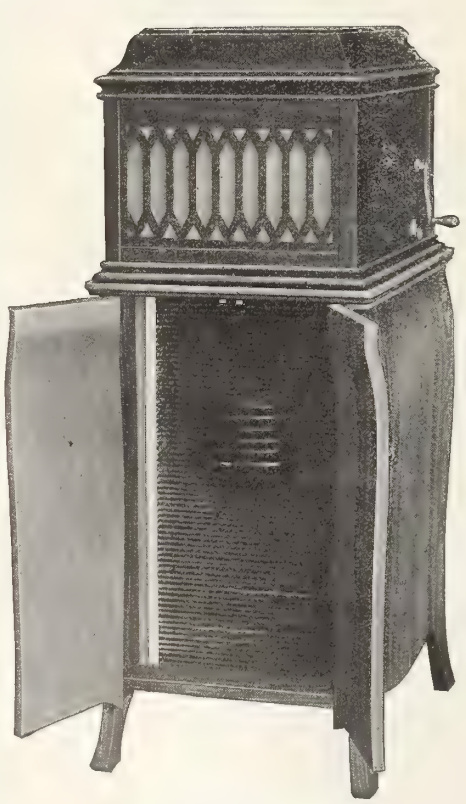
The Pathé Frères Phonograph Co. is to be congratulated upon the acquisition of Mr. McMenimen to its executive committee and board of directors, as his broad and thorough understanding of the talking machine industry is certain to be reflected in the steady growth of the Pathé business. Mr. McMenimen is an optimist and predicts for the talking machine trade and the United States the most prosperous period, beginning this week, that any country has ever enjoyed.

The advertising department of the Columbia Graphophone Co. has just completed a list of the literature covering the repertoire of foreign records issued by that company. The literature includes: Arabian-Syrian, Armenian, Bohemian, Croatian, French, German-Austrian, Greek, Hawaiian, Hebrew-Jewish, Holland-Dutch, Hungarian, Italian-Neapolitan, Lithuanian, Polish, Roumanian, Russian-Ruthanian, Scandinavian, Servian-Croatian, Slovenian-Krainer, Slovak, Syrian, Turkish.

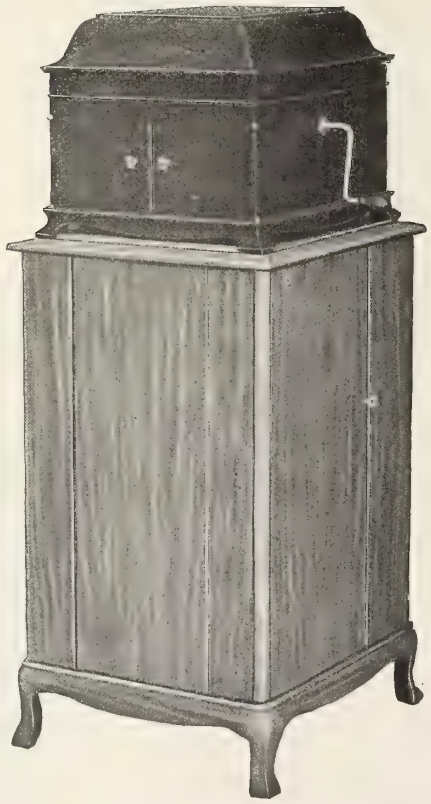
KENT

Attachments for Edison
Attachments for Victor
Universal Ball Bearing
Tone Arm.

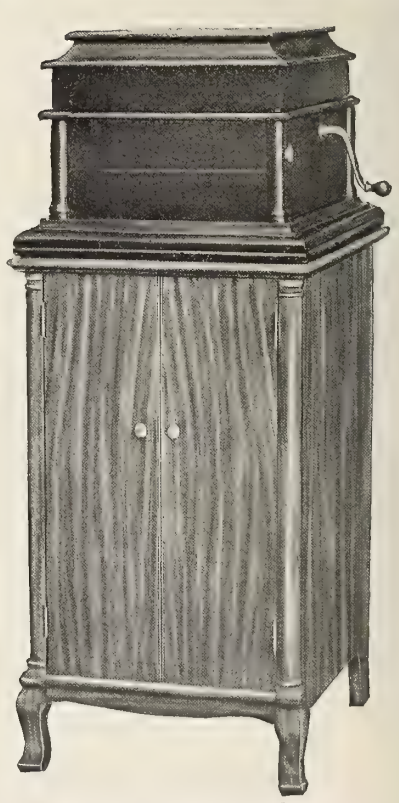
F. C. KENT COMPANY
NEWARK, N. J.



No. 38 Edison B80 Cabinet.



No. 58 Victrola Cabinet.



No. 61 Columbia Cabinet.

HERZOG CABINETS

are made for all types of talking machines. Several of the new models are shown above, and you can see that the designs represent the latest word in cabinet architecture. All of these three are excellent sellers and many dealers are making money by showing customers how it is to their advantage to own a Herzog cabinet.

Write for NEW Catalog — 40 pages — and look at our wonderful styles.

Herzog Art Furniture Co. **Saginaw, W. S., Mich.**

EDISON JOBBERS AND DEALERS HOLD CONVENTION.

Spend Two Days at Factory in Orange—Hear Lectures on Mechanical Features of the Phonograph and Discuss Sales Problems and Plans—Banquet at Rector's on Monday Evening.

Prominent in the meetings of the Edison dealers and jobbers, which were held on Monday and Tuesday, August 9 and 10, at the factory of Thos. A. Edison, Inc., Orange, N. J., was the fact that the market for high grade machines was never better than it appears to be for the coming season. The underlying purpose of these annual meetings is to foster the get-together spirit; to discuss various problems that confront both the factory and the dealer, and to create suggested policies for the ensuing year, and ever since the introduction of the new Edison diamond disc phonographs and records these meetings have been held. Being informal, they enable a discussion of mutual affairs that is prolific of unusual results in this exchange of ideas.

Visiting Dealers and Jobbers Photographed at Edison Plant. (T. A. Edison in Center).

Another Group of Edison Men Visiting the Factory.

Heads of the various departments gave lectures on such parts of the Edison disc machine as the reproducer, the cabinet, records, etc.; in fact, the entire number of constructional features. The first day was termed "Mechanical Day" and the second —Tuesday—was called "Sales Day," each being utilized for problems of the classifications indicated by the name of the day.

Dealers and jobbers from all parts of the country were present, there being over 200 in attendance. As the guests arrived they were greeted by Sales Manager Ireton and H. R. Skelton, and after registering were escorted to the fourth floor, where the meetings were held. Wm. Maxwell, second vice-president, presided, and saw to it that the business of the meetings was run off promptly.

Considerable interest was manifested in the talks by the various heads of departments, and many of the delegates entered into impromptu chats relative to the efficacy of doing things in different ways.

Perhaps the most interesting announcement made was concerning the six types of new Edison phonographs; three being of the Amberola type, and the remaining three of the Edison diamond disc models. In the first group are the $30, $50 and $75 models, while in the disc group are the Model A-100 Moderne, Model C-150 Sheraton and Model C-200 Adam. These new machines are even a further advance in the wonderful efforts already achieved in the manufacture of artistic phonographs by Thos. A. Edison, Inc.

Mr. Edison was so interested in the gathering that he insisted on lunching with the trade members, and after luncheon shook hands with and greeted every delegate.

The banquet Monday evening at Rector's was largely attended, there being about 300 present. Carl H. Wilson, first vice-president and general manager, officiated as toastmaster, this being his first appearance, having been obliged to devote all his time during the day to several matters that came up. The speeches were brief and embraced topics bearing upon the benefits of mutual meetings on the value of the Edison disc phonograph both as a musical instrument and a business builder for fall, as well as upon the hospitality and courtesies of Thos. A. Edison, Inc., to their visiting guests.

During the serving of the courses a cabaret show vied with the speakers for attention. After the dinner a Coney Island party was made up, going down in sight-seeing "hacks" and taxicabs. It was a very enjoyable evening and the guests had the time of their lives.

ANNOUNCE THE STARR PHONOGRAPH.

The Starr Piano Co., Richmond, Ind., has sent out a formal announcement of its entry into the manufacture of talking machines. The brochure is very artistically gotten up in blue and gold and sets forth the policy of the Starr Co. in its new domain of manufacturing. There is also an illustration of the Starr phonograph, Style 2, which retails at $125 and is designed to play all disc records.

CELEBRATES SILVER WEDDING.

A. Abelowitz, head of the Abelowitz Phonograph Co., New York, prominent Victor dealer, celebrated the twenty-fifth anniversary of his wedding Sunday evening, receiving the hearty congratulations and good wishes from his many friends in the trade. Among the many handsome gifts received were silver trays from A. D. Geissler, managing director of the New York Talking Machine Co., and Emanuel Blout, Victor distributers.

Chester I. Abelowitz, who is manager of the Victrola section of A. Herz, Terre Haute, Ind., arrived in New York to attend his father's silver anniversary, and will probably remain in the East several weeks.

A. E. DONOVAN APPOINTED.

Henry D. King, manager of the personal record department of the Columbia Graphophone Co., announced this week the appointment of A. E. Donovan as special representative of the department to assist Mr. King in the various branches of this division. Mr. Donovan was connected with the Lawyers' Title Insurance & Trust Co., New York, for ten years, and enters upon his new duties with a full realization of the unlimited possibilities of this department. Mr. King's sphere of endeavors has also been broadened, as in addition to being in charge of the personal record division of the business he will also render material assistance in the general record department.

The Myers Phonograph Co., Toledo, O., has been incorporated with a capital stock of $5,000 by E. H. Forster and others.

Service That's Profitable

The Victrolas and Records That You WANT WHEN You Want Them.

Stocks That Meet the Demands of the Dealers Without Disappointment.

Every Order Is Filled the Day It Is Received.

Shipping Facilities That Insure Promptness.

ACTIONS—NOT PROMISES

That's BLOUT SERVICE

EMANUEL BLOUT

Victor Distributor

2795-2799 BROADWAY (At 108th Street) NEW YORK

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTORS

TO VICTOR DEALERS:

ARE YOU PREPARED

WE were never BETTER PREPARED to supply the needs of our dealers than we are NOW and we feel there is a REAL NECESSITY as everything indicates BETTER BUSINESS THAN EVER the coming season.

WE CAN HELP YOU

YES—and WE WILL if you will only give us a chance to do so NOW. Don't wait until the last minute. Call—Write—or we will have our representative call. Let us explain how WE TAKE CARE OF OUR VICTOR DEALERS.

"Satisfaction at BLACKMAN'S costs NO MORE than Dissatisfaction Elsewhere."

The "Latch String" hangs outside. Come in and JOIN US and BE PREPARED.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

Phonograph Cabinets for the Trade

Design No. 150
Made in Mahogany and Circassian Walnut

¶ We manufacture a complete line of cabinets in designs suitable for instruments retailing from **$15.00 to $250.00.**

¶ We have had a large experience in building phonograph cabinets and we are equipped to install motor sets furnished to us and test and ship the Phonographs ready for use.

¶ We can also furnish complete phonographs with our customer's trade name, attaching labels furnished to us.

Century Cabinet Company
25 West 45th Street **New York City**

Among the visitors last week at the executive offices of the Columbia Co. in the Woolworth building were: W. C. Fuhri, district manager, with headquarters in Chicago; S. H. Nichols, district manager of the Pittsburgh territory, and Arthur C. Erisman, manager of the Boston headquarters. All of these visitors spoke enthusiastically of business in their respective sections, with sales for July showing 80 to 100 per cent. increase.

THE HAVERTY FURNITURE CO.'S ATTRACTIVE WINDOW.

(Special to The Talking Machine World.)

MEMPHIS, TENN., August 6.—The Haverty Furniture Co., of this city, which has handled the line of the Columbia Graphophone Co. for the past year, has devoted special attention in recent months to the preparation of original window displays which set off to advantage the selling arguments on behalf of Columbia Grafonolas and records. These displays have attracted favorable attention from many sources, and the company states that its daily totals show noticeable effects of the value of these carefully prepared window displays.

Recent Window Display of the Haverty Furniture Co.

The photograph shown herewith, presenting a recent display at the Haverty store, is a fair example of the attractiveness which characterizes these distinctive widow "salesmen." This particular display featured the various models of the Columbia machines strikingly and artistically, many of the most popular types being shown.

A.F. Meisselbach & Bro.
Newark, N.J.

This Star on a
Phonograph MOTOR
means
"Made in the U. S. A."
by an organisation peculiarly fitted to make good motors

TONE ARMS
HORNS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.
These products are made to your specifications only. Ask for estimates.

STANDARD METAL MFG. CO.
227 CHESTNUT STREET NEWARK, N. J

Looking back one year at the unprecedented progress of the Columbia, ought to make it easy for you to look ahead one year and make a pretty shrewd guess.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

IMPORTANT CENTURY MOVE.

The Century Cabinet Co. Now Prepared to Manufacture Its Cabinets for the General Trade — Extensive Line of Models Ready.

The Century Cabinet Co., 25 West Forty-fifth street, New York, which for a number of years has manufactured a line of phonograph cabinets for the trade by contract, is now ready to manufacture its cabinets for the general trade, and has completed an extensive line of models suitable for machines of all types. This company is one of the most prominent manufacturers of filing cases, sectional book cases, etc., having for many years manufactured these goods by contract for the United States Government. It has large factories at Utica, N. Y., devoted to cabinet production, which are well equipped to handle the demands of the trade.

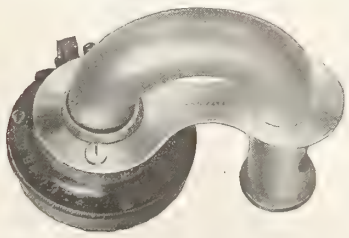
The Century Cabinet Co. will manufacture its line of phonograph cabinets either to the special design of their customers or to their own specifications. The company has for some time turned out cabinets for its customers equipped with tone arms and motors complete, testing this equipment at its factory before shipping. Large orders have been received recently from members of the trade, both for the Century cabinets without motor sets installed and for the cabinets equipped with tone arms and motors.

GRANDOLA PHONOGRAPHS
$10.00 $15.00 $25.00
Grandola Phonograph Co.

Superior in Design and Tone
Write for particulars
1265 BROADWAY
NEW YORK

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
From the DORAN CO. 45 MICHIGAN AVE DETROIT
SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA
Kunkel Piano Co. BALTIMORE
EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.
500 MINIMUM QUANTITY MANUFACTURED.
SEND FOR SAMPLES AND PRICES.
GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK
FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2400 - CENT 1406 CLEVELAND
SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.
SOLD BY J. E. STRATFORD AUGUSTA, GA.

NEWARK
DON'T LOSE BUSINESS
WE CAN SUPPLY YOUR WANTS
PRICE TALKING MACHINE CO.
Victor Distributors (Exclusively)
375 WASHINGTON STREET
NEW JERSEY

Peerless Locking Plate to Protect Victor Sound Boxes
To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at $3.00 per dozen.

Made by
The Peerless Specialty Co.
Philadelphia, Pa.
Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.

INTRODUCE THE WONDERTONE.

Important Announcement of the Wonder Talking Machine Co. of New York Which Has Placed on the Market Five New Models of Wondertones Ranging from $5 to $20.

The Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, has just placed on the market a new talking machine which is named the "Wondertone," five models of which are now being merchandized in all parts of the country.

The most striking feature of the Wondertone line is the introduction of a five dollar machine, known as "Wondertone No. 1," this machine being the first talking machine embodying accepted mechanical ideas placed on the market at this price. The company will merchandise its product through the usual talking machine channels.

The other machines in the Wondertone line are known as Wondertone Nos. 2, 3, 4 and 5, retailing at $7.50, $10, $15 and $20, respectively. They are all finished attractively, embodying the most up-to-date constructional improvements. The Wondertone machines will play Victor, Columbia and Little Wonder records.

The officers of the Wonder Talking Machine Co. are: President, H. B. McNulty; vice-president, Max Radt; secretary and treasurer, Hugo S. Radt. Mr. McNulty is a well-known member of the talking machine industry, having been connected with the trade for more than twelve years, and being thoroughly acquainted with the business from every angle. Mr. McNulty has had both executive and technical training, which will stand him in good stead in his present post. Max Radt is vice-president of the Sherman National Bank, New York, and prominent in financial and industrial circles. Hugo S. Radt, his son, has had wide experience in numerous business enterprises, occupying important executive capacities, concentrating on advertising and sales promotion.

KNOWN IN FARAWAY JAPAN.

The far-reaching prestige of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, is convincingly evidenced by a recent issue of the Phonograph World, published in Osaka, Japan, which contains a reproduction of the Lewisohn building, the company's new home, together with a detailed account of the space it is occupying and its remarkable success in the Victor field. The illustration is very clear and distinct, while a literal translation of the text employed embraces a quantity of euphonious adjectives which, summed up, signify that the New York Talking Machine Co. is occupying one of the finest and most up-to-date talking machine establishments in the trade.

Awake, young man, get a fresh grip on yourself, and remember it's the man who makes the place and the place doesn't seek the man. Whatever you do, shed no tears over the lack of opportunity, for it's knocking, yes hammering, daily at your door.

PRICE INFORMATION DESIRED.

The Committee on the Maintenance of Resale Prices for the Chamber of Commerce of the United States to Make an Interesting Report to the Board of Directors.

The committee on the maintenance of resale prices for the Chamber of Commerce of the United States of America has in course of preparation its report to the board of directors of the Chamber on the subject of resale price maintenance. An important part of this work is a statement of the arguments in favor of and against the maintenance of resale prices. Separate sub-committees have been appointed to prepare these two groups of arguments and these committees are now collecting material for reports. The committee says:

"The arguments in favor of and against price maintenance are comparatively simple in principle, however complex they may be in form, but the facts out of business records to confirm or refute these are difficult to collect. For example, it is declared that price cutting destroys the general distribution of an identified article. In opposition it is declared that such cases are rare, if there are any at all. If it could be shown from reliable records of a large number of cases that this destruction of general distribution actually has occurred in a large number of instances, the first declaration could be established. If such evidence were not forthcoming, however, or if numerous cases of ability to resist price cutting were offered the second declaration would be given added weight."

Among the types of evidence sought by the committee are the following:

1. Cases showing whether there is an essential distinction between goods identified by brand or otherwise and unidentified goods, to the advantage of the former from the consumer's point of view.

2. Cases showing whether advertised or unadvertised goods are more economical for the consumer to purchase at the same price.

3. Cases showing whether or not legislation is desirable to require merchandise to be truthfully advertised and described.

4. Cases showing whether or not such legislation is necessary.

5. Cases showing whether or not competitive conditions prevent the making of exorbitant profits, on identified merchandise.

6. Cases showing whether or not competitive conditions prevent the making of exorbitant profits, on unidentified merchandise.

7. Cases showing whether or not price cutting actually reduces the value of, and hinders the distribution of identified goods.

8. Cases showing whether or not price cutting helps or hinders the reduction of distributing costs.

9. Cases showing whether or not price cutting reduces the quality standards of identified articles.

Tangible evidence on these and kindred questions must be secured before the work of the committee can be done satisfactorily. Any individual, corporation, or association having material of this character is urged to send it at once to Paul T. Cherington, Harvard University, Cambridge, Mass., chairman of the special committee of the Chamber of Commerce of the United States on the maintenance of resale prices.

NEW PHONOGRAPH COMPANY.

The Arcade Phonograph Corp., Mount Vernon, N. Y., has been incorporated, with capital stock of $10,000. The incorporators are: E. R. and C. A. Stephenson and E. A. Ericson.

THE OGDEN

SECTIONAL RECORD CABINET

IS GUARANTEED

and has proven to be the only satisfactory System on the market. Saves time and space, increases sales, cuts out dead stock. Code Color Signal locates records without title or number. Every number visible, gets any record in 4 seconds.

This Sectional System Fits Any Business

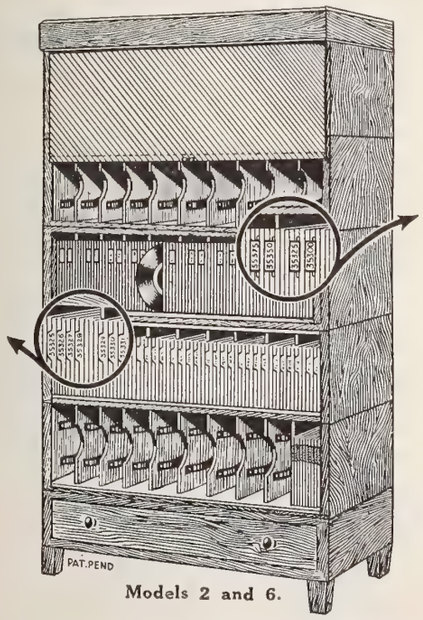
1 Record Section for 300 Records.
1 Unit (as illustrated) for 1500 Records.
4 Units (as illustrated) for 6000 Records.

NEW CATALOGUE
Of all Models and Complete Filing System.
NOW READY
Sent on Request. (Name Your Jobbers.)

WRITE TODAY

J. B. OGDEN, Lynchburg, Va.

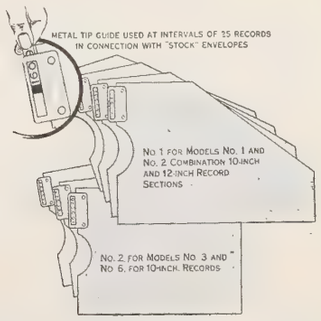
Model No. 1 for 10" and 12" Records, as illustrated; a five-section unit; capacity, 1,500 Victor or Columbia Records, 600 Edison Records.



Models 2 and 6.

As illustrated, a five-section unit; capacity 1,500 Victor or Columbia Records, 600 Edison Records. Roll curtain securely covers complete unit. Drawer section has compartment for reserve stock, envelopes and supplies. Springs compel upright filing and prevent warping.

The Ogden Stock and Sales System Envelope used with numerical indexes No. 1 and No. 2, illustrated below.



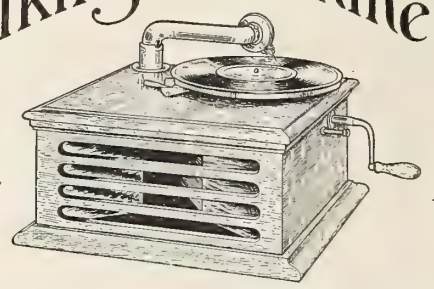
Metal tip guides used at intervals of 25 records in connection with "stock" envelopes illustrated above.

No. 3.—The Ogden Sales System Guide—A combination numbered index and sales record, locating all records by using one for each title. No stock envelope required.

TELEPHONE
GREELEY 6770

CABLE ADDRESS
"WONTALK," NEW YORK

Wonder Talking Machine Company, Inc.



MANUFACTURERS OF THE "WONDERTONE"

102-104 WEST 38TH STREET, NEW YORK

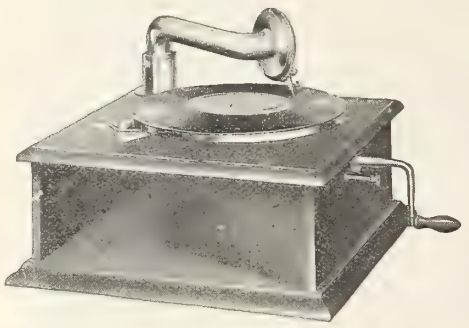
"Wondertone" Talking Machines

$5.00 to $20.00

WONDERFUL TONE WONDERFUL VALUE

Write For Samples, Descriptive Matter and Special Dealers' Proposition

"WONDERTONE" No. 1



$5.00

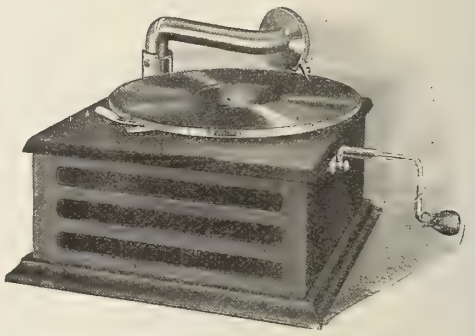
Colonial or Tuna Mahogany finish Cabinet 4⅞ inches high, 12 inches wide, 12 inches deep, 8 inch turn table.

The "Wondertone"

is the result of years of trials and experiments to produce a Perfect Phonograph, not one jot less satisfactory than the best machine, but ***at a popular price*** within the means of all.

It is substantial in every way and will last forever under ordinarily careful treatment.

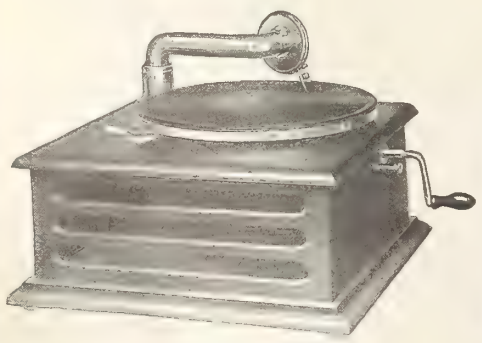
"WONDERTONE" No. 2



$7.50

Colonial Mahogany finish Cabinet with horizontal Grill. Size 5⅛ inches high, 12 inches wide, 12 inches deep. 8 inch turn table.

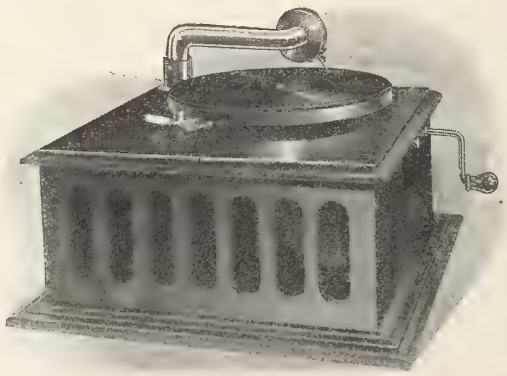
"WONDERTONE" No. 3



$10.00

Colonial or Tuna Mahogany finish Cabinet with Horizontal Grill. Size 5¾ inches high, 14 inches wide, and 14 inches deep. 10 inch turn table.

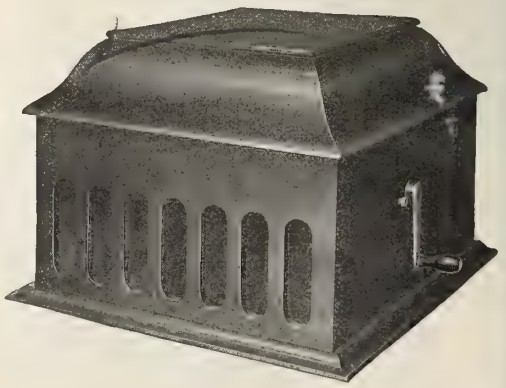
"WONDERTONE" No. 4



$15.00

Colonial Mahogany or Oak finish Cabinet with vertical Grill. Size 7⅛ inches high, 16 inches wide, 16 inches deep, 10 inch turn table.

"WONDERTONE" No. 5



$20.00

Colonial Mahogany or Oak finish Cabinet with vertical Grill. Size 13 inches high, 17¼ inches wide, 19 inches deep, 10 inch turn table.

PITTSBURGH TRADE HOLDS ENJOYABLE OUTING.

First Annual Outing of the Western Pennsylvania Talking Machine Dealers' Association at Wexford Grove on July 17 a Big Success—Over 200 Members of the Trade Attended—Get Together Spirit Produces Fine Exhibition of Goodfellowship Among Members.

(Special to The Talking Machine World.)

PITTSBURGH, PA., August 6.—The Western Pennsylvania Talking Machine Dealers' Association held its first annual outing on Saturday, July 17, at Wexford Grove. Over 200 members from the Pittsburgh territory, together with their employes and friends, joined in making the affair a rousing success from every standpoint. Special cars conveyed the party to the picnic grounds, which are ideally situated among the hills about ten miles from the city. Festivities began early in the day with a varied program of athletic sports. The races, which developed some unexpected speed and no little excitement, resulted as follows: Managers' race, won by Albert Buehn, manager of the Buehn Phonograph Co.; 100-yard dash, won by William Harris, George Davis second; fat men's race, won by Mr. Burt, of the Standard Talking Machine Co.; three-legged race, won by William Harris and George Davis; 50-yard girls' race, won by Lillian Veder, of the Columbia Graphophone Co.; married ladies' race, won by Mrs. George Hards; errand boys' race, won by Master Freidel, son of Manager Freidel, of the Columbia Graphophone Co.; relay race, won by team captained by Mr. Buehn, team captained by Harry Hornberger, manager of the S. Hamilton Co. talking machine department, second.

At noon a luncheon was served in the grove, after which the crowd repaired to the baseball grounds to witness the main event of the day, a game between teams captained by George Hards and Harry Hornberger. The batteries were Willis (of the C. C. Mellor talking machine department) and Fettig (of the W. F. Frederick Piano Co. department) for the former team, and Griser (of the Boggs & Buehl department) and Chase (of the Columbia Graphophone Co.) for the latter. A rooters' battle developed at an early stage, and the cheering of both sides for their favorites became more enthusiastic as the game progressed. After a close struggle during the first six innings, which were marked by numerous brilliant plays, Hards' team came to the front and succeeded in carrying off the honors by a score of 6 to 1.

During the balance of the afternoon and evening there was dancing in the pavilion, the music being furnished in a pleasing manner by a Columbia Model B. I. W. with a Music Master horn. At 6 o'clock the hungry picnickers did justice to an elaborate supper, furnished by Luther the caterer The merry-making continued until a late hour, when the special cars were boarded for the return trip, and the first annual outing of the Talking Machine Dealers became a pleasant memory.

The sentiment that made the outing possible and expresses the attitude of the trade toward the newly formed association is embodied in the following comment made by one of the members in behalf of the organization: "The get-together spirit has produced a fine feeling or good fellowship among the various talking machine dealers of this section and their employes. Earlier in the year a movement was launched for the purpose of bringing together the dealers of the city so that unfair or conflicting conditions in the development of the trade would be prevented. The response from every local house has been so hearty, and the good already accomplished so great, that the question of 'Why didn't we do this before?' was both natural and timely. The day when a competitor is considered other than an honorable gentleman has passed into the discard. In its place 'co-operation for the general good' has become the slogan of the hour."

The active work of the organization until the fall season opens up culminated in the picnic July 17. A gathering of over 200 people, all engaged in one trade, and assembling for the express purpose of getting acquainted and becoming more friendly and helpful to each other, augurs well for the Pittsburgh public. Features of the picnic were the splendid precision with which all the details were handled by the committee, the provender, the field sports, the ball game, and last but not least, the splendid fellowship and whole-hearted good feeling that was in evidence everywhere. It is safe to say that the outing of the talking machine men will become an annual institution.

The committee in charge of arrangements was composed of the following: Mr. Meyer, of the Henry Co., chairman; George Hards, of the W. F. Frederick Piano Co. Victrola department; Norman Cook, of the Boggs & Buehl Victrola department; Harry Hornberger, of the S. Hamilton Co. talking machine department; Mr. Montgomery, of the Rosenbaum Co. talking machine department; Joseph O'Melia and Mr. McCormack, of the Standard talking machine department.

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Furnished with horizontal shelving or vertical interior. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F.

Make your order read "six of each" upon our satisfaction guaranteed basis.

Full of designs for all types of machines is Catalog 47. Send for a copy.

The Udell Works
Indianapolis, Ind.
(1205 West 28th Street)

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*,
57 Reade Street - NEW YORK

A few users of the UNICO SYSTEM.

Gimbel Brothers, New York City.
Krell Piano Co., Cincinnati, O.
Donovan Company, Lancaster, Pa.
Linn & Scruggs Dry Goods Co., Decatur, Ill.
Steger & Sons Piano Mfg. Co., Newark, N. J.
J. E. Anderson Co., Saginaw, Mich.
Quackenbush Dry Goods Store, Paterson, N. J.
Story & Clark, Philadelphia, Pa.
Pincus & Murphy, Alexandria, La.
Smith, Carroll Co., Lexington, Ky.
Theo. J. Miller & Son, Dixon, Ill.
William Taylor Son & Co., Cleveland, O.
J. R. DeNyse, Brooklyn, N. Y.
Colonial Talking Machine Co., Rochester, N. Y.
Burke, Hume Piano Co., Norfolk, Va.
D. S. Marsh, New London, Conn.
L. K. Beach Company, Columbus, O.
C. Kurtzmann & Co., Buffalo, N. Y.
Werner Company, Easton, Pa.
H. V. Beasley, Texarkana, Ark.
Gomprecht & Benesch, Baltimore, Md.
The Rosenbaum Co., Pittsburgh, Pa.
The Tusting Piano Co., Asbury Park, N. J.
Schiller Piano Co., Davenport, Ia.
D. S. Andrus & Co., Sunbury, Pa.
Smith, Philips Co., East Liverpool, O.
Frank A. Empsall Co., Watertown, N. Y.
Pease Piano Co., New York City.
Brown Talking Machine Co., Philadelphia, Pa.
Edmund Gram, Milwaukee, Wis.
L. Bamberger & Co., Newark, N. J.
James Mather Music Company, New York City.
G. A. Barlow Sons Co., Trenton, N. J.
W. A. Meyers Sporting Goods House, Williamsport, Pa.
Albert Lindo, Panama City, Canal Zone.
A. Hospe & Co., Omaha, Neb.

UNICO TRADE MARK

UNICO DEMONS

Design No. 1 $124.50 Upwards

Design No. 2 $166.50 Upwards

Design No. 5 $142.50 Upwards

Design No. 6 $154.50 Upwards

One prominent dealer writes:
"Sales Doubled First Month
Some Months Tripled, Every Month
Shows An Increase"

SOUND PROOF

DUST PROOF

PORTABLE

ADJUSTABLE

INSTALLED WITHOUT SCREWS OR NAILS

Unico Installation of Em

HUNDREDS

Have increased their SALE

THE UNI

An Installation Ordered Now Will Co

FALL and HOLIDA

CATALOG

THE UNIT CONSTRUCTION CO

RATING ROOMS

Design No. 3 $184.50 Upwards

Design No. 4 $75.80 Upwards

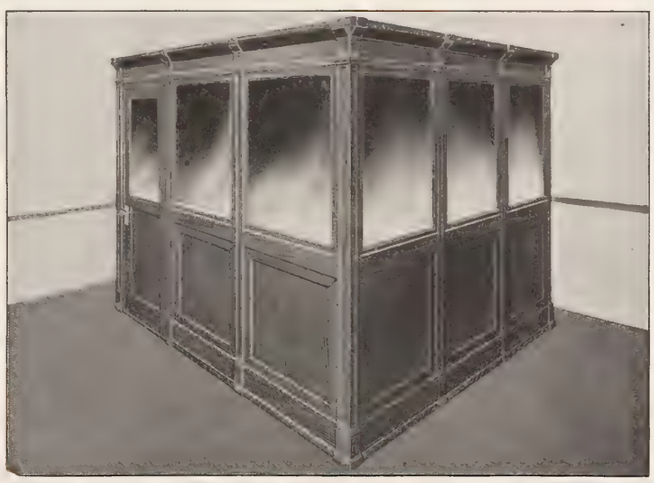
PROMPT SHIPMENT

ANY DESIGN OR WOOD

GLAZED AND FINISHED COMPLETE

QUICKLY INSTALLED

Design No. 7 $136.50 Upwards



Design No. 8 $148.50 Upwards

m, Milwaukee, Wis.

DEALERS

PROFITS by installing

YSTEM

Your Department in September

LES INSURED

QUEST

Send Us Rough Sketch of Your Space
With Dimensions, Number of Rooms, Design
Wood and Finish Desired
Estimate and Plan Will Reach You by Return Mail

A few users of the UNICO SYSTEM.

Lyon & Healy, Chicago, Ill.
Rudolph Wurlitzer Co., Cincinnati, O.
E. F. Droop & Sons Co., Washington, D. C.
Koerber-Brenner Co., St. Louis, Mo.
New York Talking Machine Co., New York City.
Andrews Music House, Bangor, Me.
Frederick Piano Co., Altoona, Pa.
Neal, Clark & Neal, Buffalo, N. Y.
Blackman Talking Machine Co., New York City.
John Wanamaker, Philadelphia, Pa.
Clayton Piano Co., Salt Lake City.
Wm. Knabe & Co., Baltimore, Md.
Collins-Pilcher Co., New Orleans, La.
Williams Piano Co., Sioux Falls, S. D.
Fulton Music Company, Waterbury, Conn.
Humes Music Co., Columbus, Ga.
American Piano Co., New York City.
Starr Piano Company, Richmond, Ind.
Story & Clark, Chicago, Ill.
Sanders & Stayman, Baltimore, Md.
Hamman, Levin Co., Baltimore, Md.
B. S. Porter & Son, Lima, Ohio.
The Aeolian Company, New York City.
J. J. Carroll, Newark, O.
P. W. Simon, Uniontown, Pa.
T. E. Weir, Muncie, Ind.
Lyric Piano Company, Cincinnati, O.
Allen-Johnson Co., Eau Claire, Wis.
E. S. Applegate & Co., Trenton, N. J.
Andrus & Company, Elmira, N. Y.
Cohen & Hughes, Inc., Baltimore, Md.
R. H. Macy Co., New York City.
Stewart Bros. Co., Columbus, O.
C. G. Schulze, Kenosha, Wis.
Bloomingdale Bros., New York City.
Block & Kuhl Co., Peoria, Ill.
Egerman & Randolph, Aurora, Wis.
C. M. Sigler, Harrisburg, Pa.
Joseph Fink, Baltimore, Md.
Paul, Gale, Greenwood, Inc., Norfolk, Va.

ANY, 131 SOUTH THIRTY-FIRST STREET PHILADELPHIA, U. S. A.

AN ENTIRE FAMILY OF MUSICIANS.

Frank Steadman, of Yonkers, N. Y., and One of Latest Additions to List of Pathé Frères Phonograph Dealers, a Thorough Musician.

(Special to The Talking Machine World.)

YONKERS, N. Y., August 5.—The accompanying illustration is particularly interesting in that it serves to portray the musical talent that exists in one single family, that of Frank Steadman, prominent piano, talking machine and music dealer of Warburton avenue, this city.

Frank Steadman and His Family of Musicians.

The musical training of the members of the Steadman family began when they were young, as is evident by the appearance of the youngest daughter in the center of the picture, who has developed into a talented cornetist. The members of the family have inherited natural musical ability from their father, who has long been prominent in the musical world at Yonkers, and careful training has developed that ability to a point where each member of the family has become an accomplished musician. In ensemble numbers the Steadman family constitute the most capable and satisfied orchestra, with the father as director.

Mr. Steadman has recently secured the agency for the Pathé Frères phonographs and records, making arrangement after a thorough study of that product and its musical possibilities. The final selection of the Pathé line by a musician of Mr. Steadman's standing affords the most satisfying illustration of the artistic quality of both Pathé machines and records. Mr. Steadman's standing also insures a capable representation of the line in Yonkers and vicinity.

NEW TYPE OF NYACCO DISC ALBUM

Being Placed on the Market by the New York Album & Card Co. in Which Is Embodied Many Important Improvements.

Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of Nyacco disc record albums, stated this week that the company is now placing on the market a new type, which embodies a number of important improvements. This new album has been in course of experimentation for nearly a year past, the company determining to perfect the improvements in every detail before announcing the new album.

The most important feature of the new Nyacco album is the use of a solid metal back. "The use of this metal back," says Mr. Ravis, "makes the album practically indestructible, as it will never fall apart. The solid metal back is the only adequate solution of the problems which have confronted the trade for many years past, and in addition to adding materially to the life and durability of the album, the solid metal back permits of laying the album down perfectly flat without the slightest inconvenience." By means of other improvements in the Nyacco albums, the pages cannot be unglued, this feature also being an important selling point. Mr. Ravis states that dealers are now placing their fall orders for albums well in advance in order to secure prompt shipments of the new Nyacco albums.

The trouble with many a self-made man is that he is not quite finished.

RICHARD T. TINDALE DROWNED.

President of the Tindale Cabinet Co. Seized with Cramps While Swimming in Jamaica Bay and Sinks Before Rescuers Can Reach Him—Was Only Thirty-three Years Old.

Richard Talbot Tindale, president of the Tindale Cabinet Co., 1 West Thirty-fourth street, New York, met death by drowning off Valentine Point, in Jamaica Bay, Long Island, on July 15, while bathing in company with his father-in-law, H. M. Nesmith.

Mr. Tindale was an excellent swimmer, but was seized with cramps while considerable distance from shore. His father-in-law made a desperate effort to save him, but became exhausted before rescuers in motor boats reached the scene, and nearly lost his own life before being dragged from the water. Efforts were made to bring Mr. Tindale's body to the surface, but it was not recovered until two days later.

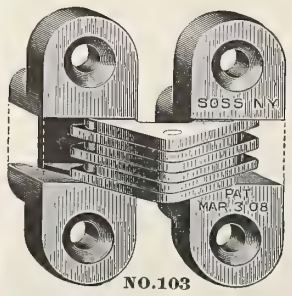
Richard T. Tindale.

The deceased, who was thirty-three years old, began his career with the house of G. Schirmer, the prominent music publishers, and with which his father, J. L. Tindale, holds an important executive position. About five years ago Mr. Tindale organized the Tindale Cabinet Co., of which he became president, and entered into the manufacture of sheet music, talking machine record and other types of cabinets, for which a substantial demand was created.

The funeral was held on July 18 from the late home of the deceased, Bayside, Long Island. Mr. Tindale is survived by a widow and three young children, two boys and one girl.

George S. Morrissey, secretary of the Tindale Cabinet Co., is at present looking after the affairs of that company pending a meeting of the directors of the corporation, at which the future operations of the company will be decided.

Mermod Motors
(BUILT RIGHT)
Now being made in the U. S. A.
The result of a century's experience.
MERMOD TONE ARMS
Diamond and Sapphire
Multi-Playing
JEWEL NEEDLES
for
EDISON, PATHÉ, VICTOR, COLUMBIA
and all other makes of RECORDS
MARC K. MERMOD 810 BROAD STREET NEWARK N. J.

SOSS
INVISIBLE HINGES


NO.103
"OUT OF SIGHT EVER IN MIND"
When you fail to see an unslightly hinge protruding you *know* *SOSS* is the answer.
Write to-day.
SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

The Record Cabinet That Sells More Records

Many talking machine owners stop purchasing new records because of the difficulty of finding them—because ordinary record cabinets are inconvenient and the records cannot be readily located. The Tindale Record Cabinet is planned on the same efficiency lines as office vertical filing systems. They protect records and make them instantly available just as office filing systems do.

TINDALE Record Cabinets

For Victor, Columbia, Pathé and Edison Records will satisfy your customers; make quick, easy sales for you, and result in larger record sales besides. They are distinctive in many ways and are made in many graceful designs and beautiful finishes. Exclusive Tindale features and the Tindale National Advertising Campaign make this the most profitable line of record cabinets you can handle.

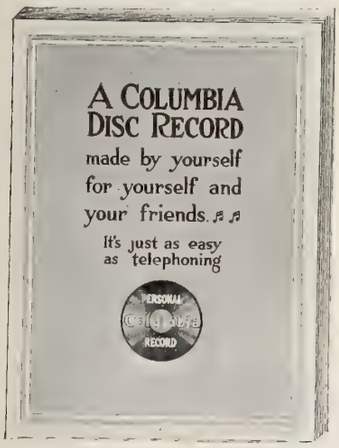
A New Record Cabinet at a popular price—write for particulars and Catalog No. 98, including terms to Dealers

TINDALE CABINET COMPANY, 1 West 34th Street, New York City

PERSONAL RECORD DEPARTMENT

Of the Columbia Graphophone Co. the Subject of Consideration in Interesting Little Volume Recently Issued to the Public.

The personal record department of the Columbia Graphophone Co. has just issued a very attractive book which sets forth in detail the aims and accomplishments of this latest addition to the Columbia organization. The possibilities of the Columbia record department are practically unlimited, judging from the records which have been produced in the past two months, and this new book endeavors to point out briefly though adequately a few of the many classes of selections which the Columbia personal record department is in a position to handle.



The Book on the "Personal Record."

Full-page photographs are used to present the thoughts outlined in the book, and the phrase, "It's just as easy as telephoning," is employed to denote the ease with which records may be produced under the direction of the personal record division. This set of photographs was prepared with careful thought and consideration, including an illustration of a college student recording one of his cherished college addresses, the members of the family making a joint record of their musical accomplishments, the recording of a sermon by a preacher and similar pertinent photographs.

Henry D. King, manager of the Columbia personal record department, is working indefatigably to make the new department a signal success, and his efforts to date have been well rewarded. Mr. King has a personal friendship that includes many prominent members of various commercial industries, and a number of selections have been recorded recently by civic organizations who have learned of the broad and educational scope of the Columbia personal record division.

Harry Jones and A. J. Costello, formerly with the E. F. Droop & Sons Co., Washington, D. C., are now connected with O. J. DeMoll & Co., 1200 G street, N. W., that city.

THE WISDOM OF BEING PREPARED.

Talking Machine Dealers Depend Too Much Upon Chance to Meet Demands for Stock in Many Instances, Says J. N. Blackman.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, and one of the best-known members of the talking machine industry, in a recent discussion of the industrial situation, gave the following interesting review:

"It has become almost a daily topic of discussion that 'we should be prepared.' This, while referring generally to the defenses of the United States, has a far-reaching effect and should strike home to every merchant. The American public is known for its extremes. A year ago we showed the extreme result of anticipating the worst as the effect of the world war, but with another well-known American characteristic we have quickly reflected, analyzed and again recovered our equilibrium. Conditions are accepted as they are, and while free speech would indicate that we were the most unprepared nation in the world, history proves that we have always met the test when the occasion demanded.

"Perhaps Victor dealers have too often relied on this wonderful power of recuperation, and overlooked the strain and the fact that, while collectively we accomplish great things, individually we may not measure up. Therefore let your business motto be: 'Be Prepared.' Assume an attitude that will be based on reasonable conservatism but stimulated by an ever-present optimism which will give you the necessary confidence to have your stock and equipment in fit condition and orders placed well in advance with a distributer, or if necessary distributers, who have shown the qualifications necessary to help you be prepared for whatever happened.

"The outlook for the coming fall and winter for the Victor trade, I say, is certainly much better than it has been for some time. If we can enjoy the good business we did for six months following the start of the war, what can we expect now with the above condition of affairs which I have outlined and which I firmly believe represent the present situation?"

OUTLOOK GOOD IN THE SOUTH.

George P. Howard, president of the Atlanta Talking Machine Co., 132 Peachtree street, Atlanta, Ga., was a visitor recently at the executive offices of the Columbia Co. Mr. Howard, who is a successful Columbia representative, stated that his business to date was well in advance of last year, and the higher-priced machines and better class of records were the most popular sellers with his company's clientele. Discussing general conditions in Atlanta, Mr. Howard was optimistic in his predictions for fall and winter business, stating that the industrial situation in the South had shown material improvement in the past month or two, and was growing better.

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET NEW YORK

HEAVY SALES IN THE TWIN CITIES.

W. J. Dyer & Bro. Dispose of $200,000 Worth of Victor Talking Machines in Six Months and Place Big Order—New Edison Phonographs Prove Popular—Foster & Waldo Use Billboards for Advertising—Other Activities.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., August 7.—When one concern disposes of $200,000 worth of talking machines in six months and places a single order for 1,400 machines, the trade might be regarded as quite encouraging. W. J. Dyer & Co. report that their total talking machine sales from January 1 to July 1 aggregated $195,000, inclusive of wholesale and retail. This is an increase of 10 per cent. The house is a jobber of the Victor goods for the Northwest. Last week it forwarded to the Victor headquarters an order for 1,400 machines.

"If we get them we will be happy," said Mr. Dyer, "for then we will not be in the disagreeable situation were were in the falls of 1913 and 1914, when we lost sales because we could not supply the demand."

Over in Minneapolis the Beckwith-O'Neill Co., in its commodious new quarters, is doing a thriving business at home and abroad. The dealers find the house a truly "long-felt want" that has been filled, for now they don't need to worry over the arrival of supplies and records. They just go to Beckwith & O'Neill and let them worry. They have added F. M. Hoyt, formerly of Buffalo, to their road force.

President Laurence H. Lucker, of the Minnesota Phonograph Co., distributer of the Edison phonographs, reports excellent trade. July, relatively, was much more satisfactory than June, and August has opened beautifully. The reduction in the price of the $150 and $200 machines to $115 and $165 made a rush of business, bringing in a large number who had planned to defer their purchases until fall. The new styles are proving very tempting to the trade. Three additional salesmen were placed on the road this week, and two were added to the Minneapolis retail force. It's going to be a fine year for Edisons in the opinion of Mr. Lucker.

Large billboards advertising Victrolas and Foster & Waldo appeared recently in various parts of Minneapolis. The signs are attractive, and whatever advantage that there may be in this style of publicity Foster & Waldo will reap, without doubt.

The last word in talking machine quaters is promised by the Golden Rule department store in St. Paul. It is understood that the architects covered the United States for ideas and virtually have been given carte blanche. The department will be opened about September 1 with a complete line of Victor machines.

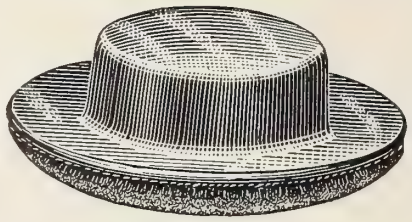
The wanderers are back ready for the fall excitement. Mr. and Mrs. Archie Matheis, who drove their car to Colorado and there mingled with the Victor people, are home. Manager Preston, of Donaldson's talking machine department, who toured to Des Moines and back, is at the old shop. Joseph E. Frank, who associated with the Shriners on their big Western caravan, also is home again.

Frank Gunyo, manager of the New England's department, is down East visiting the factories.

Manager Arthur Magoon, of Foster & Waldo, is a proud father, not of a talking machine, but an infant who will be some day.

Archie Mathies, proprietor of the Talking Machine Co., Minneapolis, Minn., has just returned from an interesting automobile trip to Colorado, during which he was accompanied by Mrs. Mathies and his niece, Miss Horn, and is full of interesting stories regarding his experiences. The party spent a week touring around Colorado Springs, and took a wild ride down Four-Mile Creek, where the road drops 4,000 feet in less than thirty miles and runs along the edge of the canyon, which is from 200 to 800 feet deep. Mr. Mathies met the members of the National Association of Talking Machine Jobbers in Colorado Springs, where their special train stopped on its way to the San Francisco convention.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.

173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

LONG CABINETS

Note Special Moulding

D 79

Shows D79 cabinet with moulding. The back of moulding is removable, being secured with a screw on each side after machine is placed in position, producing the continuous effect so much desired.
Our patented moulding may be attached to the tops of D77, D78, D79 and D82.

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak.
Height 34 in. Top 19⅛ x 22⅝ in. Holds 192—12 in. Records.
For Victrolas VIII and IX, and Columbia "Favorite."
No countersunk holes in top. Sliding Record Shelf.
Average weight, crated, 85 lbs. Price $24.50.
Price quoted is for flat Top, without moulding or shelves.

New Illustrated Folder Now Ready

Kindly anticipate your requirements and send orders for Fall Deliveries. The most complete and satisfactory line.

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

INDUSTRY STEADILY BROADENING.

Era of Great Expansion in Sight for Talking Machine Trade with New Concerns Entering the Field, Says Otto Heineman.

"There is a marked activity in talking machine circles at the present time which indicates a general confidence in the future prosperity of this industry," said Otto Heineman, managing director of the internationally prominent house of Carl Lindström, with headquarters at 45 Broadway, New York. "Many new concerns are entering the field at the present time, and the majority of these concerns are directed by successful business man of experience, who are apreciative of the possibilities of the talking machine field. These manufacturers are proceeding slowly but surely and are devoting indefinite periods to the selection of proper parts for use in the talking machine which they are planning to build.

"I am pleased to say that we have been in a position to render material assistance to these manufacturers, and in numerous instances have been able to furnish them with every part they needed for their product, leaving them free to investigate and inspect the different styles of cabinets offered for their approval. Our many years of experience in the talking machine industry has furnished us with a fund of information in connection with the talking machine and its essential parts, which we will be very glad indeed to impart to the members of the trade.

"There is no doubt but that the motor is the heart of the talking machine, and the selection of a motor should be the prime consideration of every manufacturer. The Lindström motor is the product of years of experience and is marketed by our organization with a full guarantee for one year. For many years we have made a study of motor construction from every standpoint, and the Lindström motor, which is now being used in all parts of the world, is giving perfect satisfaction in every respect. All the other talking machine parts which we manufacture and market are based on the same extended experience, and as we have specialized in this particular field these products are offered to the trade with full assurance of their qualities."

Mr. Heineman, who founded the famous house of Carl Lindström thirteen years ago, is prominent in the talking machine industry both here and abroad. A keen student of talking machine requirements, his success in this field is reflected in the prestige and growth of the Carl Lindström organization.

Otto Heineman at His Desk at His Office in New York City.

SOUTHERN CALIFORNIA NEWS ITEMS.

July Proves a Banner Business Month for Most Dealers—Many Prominent Trade Visitors—More Room for Talking Machine Department of Broadway Department Store.

(Special to The Talking Machine World.)

Los Angeles, Cal., August 7.—The month of July has been a banner summer month in Los Angeles. All local dealers report an increase in business over last month and the corresponding months of preceding years. The shortage on machines and records is nearly over, and all the jobbing houses have a good supply of stock on hand.

The great activity in musical circles here this summer has been a great boost to the talking machine business here, on account of the publicity given to the large number of record celebrities visiting and sightseeing in Los Angeles and southern California.

Chas. S. Ruggles, local manager for Sherman, Clay & Co., Victor wholesale, has just returned from San Francisco, where he attended the Victor Talking Machine Jobbers' convention. Mr. Ruggles is loud in his praise of the manner in which the Victor Co. entertained its guests.

One of the most interesting visitors in the trade to visit our city lately was T. E. Williams, of 104 Hindly street, Adelaide, Australia, who is the sole wholesale distributer of Edison phonographs and records for South Australia. Mr. Williams has been making an extensive tour of the United States.

Guy Stewart Pooler, of the Birkel Music Co., is enjoying a week at Catalina Island. Mr. Pooler also expects to spend several days in San Francisco, taking in the exposition before returning.

The great increase in business during the last three months has necessitated the removal of the talking machine department of the Broadway Department Store from the eighth to the fourth floor. That department will have twelve double-glass, soundproof mahogany demonstrating rooms with a frontage on Broadway. Mr. Guyette, the manager, is very optimistic concerning the future of his department.

Louis J. Gerson, manager of the talking machine department for John Wanamaker, of New York, has been visiting his father, who is in the candy manufacturing business here.

Harry Ream, one of the most popular talking machine men of Los Angeles, who is with Sherman, Clay & Co., was married last month to one of Fresno's society belles.

Harry Raphael, treasurer of the Central Leather Co., has been elected a director of the Emerson Phonograph Co., to succeed Miles R. Bracewell.

"Knocking" at another man's door may help to break it down, but it won't open yours.

ASTONISHMENT!

To Those Who Love Music For Its Art

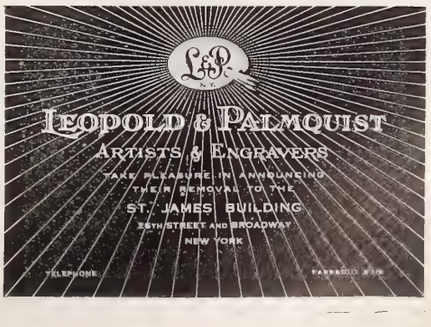
A revelation such as the world has never witnessed in any one of its great pillars of commerce comes to us in the shape of a reproducer, copying the various densities of the human body. Until such time as great quantities, now being manufactured are ready for distribution, this marvelous instrument will be exhibited at my studio, 601-2-3, Witherspoon Building, Philadelphia, Pa. "Speaks more distinctly than human; actually improves the violin itself." Some of the world's greatest music masters have been astounded at the work of this instrument. All sorts of interested people are coming from hundreds of miles to hear the work of a SOUND BOX that no human tongue can justify.

ALVA DILLON JONES, M.D., E.E., M.E.
601-2-3 Witherspoon Bldg., Philadelphia, Pa.

HAWAIIAN
UKULELES

Next to Victor Goods, now the biggest sellers. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a very low price and still make big profit. We purchase entire output of the largest maker in the Hawaiian Islands. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.



THE TRADE IN NEW YORK CITY AND VICINITY

Optimism and confidence in the business outlook are reflected in the reports of the talking machine distributers and dealers in connection with July business. This attitude is distinctly encouraging, as it is unusual for the trade to take any interest in future business during the mid-summer season. Advance fall orders are being placed with regularity and there seems to be a general feeling of good cheer and prosperity, which augurs well indeed for the rest of the year.

July business was satisfactory, the month comparing very favorably with its predecessors and registering sales totals well in advance of last July. As a matter of fact, it was the best summer month in the history of the industry, and when it is considered that New York is far from being a summer resort, the activities of the local dealers convincingly evidence the progressiveness of the individual members of the trade and the true prestige of the talking machine industry as an all-the-year-round commercial proposition.

Local talking machine advertising showed a natural falling off during the month of July, the dealers wisely determining that a greater amount of personal effort was required during the hot weather months than in the other seasons of the year. At the same time, however, talking machines and records were well presented in the newspapers, the manufacturers using their regular year-round space, regardless of the season of the year. According to present arrangement, the coming fall will witness the most impressive publicity campaign by the talking machine industry that has ever been launched. The individual members of the trade are planning to use a greater amount of printers' ink than ever before, and this advertising, coupled with the national publicity of the manufacturers, cannot fail to produce good results.

Foresight

Foresight is the quality that has made possible many of our biggest industrial successes. Foresight will make possible ***your*** greater success if you will but use it.

Look back to last Fall and the great shortage which existed in Victor Goods, then look forward to the coming Fall and the prospects of a greatly increased demand.

Use foresight, and begin to stock up ***now,*** on machines and Standard Records. This foresight will inevitably result in bringing you profits later.

C. Bruno & Son, Inc.

ESTABLISHED 1834

Victor Talking Machines
Musical Instruments

351-353 FOURTH AVE., NEW YORK

Stock Situation Has Improved.

It is gratifying to note that the stock situation has improved materially in the past few weeks, there being practically no shortage at the present time in records, while aside from a few of the most popular models of machines, the machine stock is in better shape just now than it has been for a year past. The factories are straining every possible effort to ship goods to their distributers promptly and fill orders in their entirety, and this co-operation is reflected in the cheery reports of the distributers. There is no doubt that there will be some shortage of stock this coming fall and winter, but it is evident that the manufacturers are endeavoring to minimize this shortage to the smallest possible degree.

The campaign inaugurated the first of last month by the factories and distributers to secure as great an amount of advance fall orders as possible is now bearing fruit, and the dealers who have made no effort to anticipate their fall requirements and place their orders accordingly are in the small minority. Preparedness is the keynote of this campaign, and judging from the volume of advance orders already on hand the dealers are in a frame of mind to heed the suggestions presented for their approval in that particular.

Co-operating with the Dealer.

With its customary progressiveness and timely co-operation, the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, has prepared several lists which should be of practical assistance to the dealers in placing their orders. For some time past the company has recognized the fact that quite a percentage of its dealers were overordering on both standard and popular numbers in the Victor library. This inflated ordering was due in a measure to the phenomenal demand for Victor goods this season and the remarkable and instantaneous success of several of the popular records. These records naturally enjoy a tremendous popularity, but the demand often falls off before the dealer realizes it. The result is that many of the selections are left on the dealer's hands. To co-operate with its trade in this direction, the New York Talking Machine Co. has issued a list of standard selections that all Victor dealers, no matter where located, are justified in ordering to the limit of their requirements. This list will be followed shortly by a list of selections which are a composite of the reports of the dealers showing which selections are comparatively inactive in their respective territories. Of course some dealers will find in this list certain selections which sell very well locally. The idea of the company in publishing this list is to enable the dealers by means of its system of colored label indicators to force the sale of these numbers; at least such numbers as are inactive in that territory. Manufacturers and distributers have frequently published lists of the most active sellers, but this list of inactive numbers is a decided innovation.

Collections Remarkably Good.

"Collections have been remarkably good the past few weeks and have kept pace with the rapid progress of our sales totals," said R. F. Bolton, local district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "July business was excellent, showing a large gain over the corresponding period of last year and being easily the best July in the history of this organization. Dealers are anticipating their fall requirements to a greater degree than ever before, and the activity in this direction, which started early last month, has continued for the first two weeks of August. These advance orders certainly indicate a confidence in the business outlook that is most reassuring, especially as the higher priced machines are more than holding their own in the advance orders now in hand."

Mr. Bolton left Wednesday for a two weeks'

(*Continued on page* 60.)

NEW YORK TALKING MACHINE COMPANY

A MESSAGE:

We contend, that month in and month out—year in and year out—OUR SERVICE AS A VICTOR DISTRIBUTOR SHOWS THE HIGHEST STANDARD.

We are calling on and serving the same Dealers right along and MUST MAKE GOOD.

If the point should be reached where our service is not really superior, old friends will leave us, and new ones will die abornin'.

Every department of the NEW YORK TALKING MACHINE COMPANY backs up every other department. A COMPLETE STOCK—IMMEDIATE DELIVERIES—COURTEOUS TREATMENT—CO-OPERATION FROM EACH SECTION—makes every effort as helpful as if it came right from the EFFICIENCY DEPARTMENT.

Do you know about our Efficiency Department? We have handled four big jobs this month and made good on each of them.

Right in the heart of New York City, convenient to all stations, we have 38,000 square feet of floor space filled with stock and service-rendering equipment—and a most substantial business. But we want more. That's what we are all working for.

If the Dealers in the Country knew that they could get from us immediately any foreign record, they would certainly order them from us rather than wait for weeks while they were being ordered from the Factory. Remember, we have Chinese records—Japanese—Mexican—and all the "unusual things" that any Dealer might want.

Our service means generous dealings and beneficial associations with every Victor Dealer.

THE NEW YORK TALKING MACHINE COMPANY

Victor Distributors

119 WEST 40th STREET **NEW YORK CITY**

trip through the northern section of New York State, which is included in his territory as district manager. He will visit Plattsburg, Saranac Lake, Watertown, Ogdensburg and other near-by cities. A. H. Dankman has been appointed wholesale traveling representative from the Buffalo headquarters, which are under the direction of the New York division. Mr. Dankman has been connected with the Columbia Co. for the past ten years in various capacities.

National Advertising Campaign Inaugurated.

The national advertising campaign launched by the Pathé Frères Phonograph Co., 29 West Thirty-ninth street, New York, the first of this month is already producing noticeable results for the company's local representatives, inquiries for demonstrations having been received by practically all of the Pathé dealers in this territory. This campaign promises to be a most successful one, as the copy is well conceived in every detail and essentially high grade from all standpoints. It is planned to feature the $200 model of the Pathéphone extensively in this publicity, as this machine is calculated to win the approval of the most discriminating music lovers.

James Landay's Pacific Coast Trip.

James Landay, of Landay Bros., 563 Fifth avenue, New York, Victor distributers, returned to New York the first of the month after a six weeks' trip to the Coast. Mr. Landay spent quite some time at the Panama-Pacific Exposition and is enthusiastic regarding the Victor Talking Machine Co.'s exhibit in the Palace of Liberal Arts, which he states is one of the finest single exhibits at the entire exposition. Mr. Landay also visited several of the Victor distributers en route to the Coast and found conditions most satisfactory. Max Landay, head of Landay Bros., reports the closing of an excellent business during July, the month showing a good-sized gain over last year. Mr. Landay has made no plans for a summer vacation, confining his recreation to an occasional week end at his summer home.

Closing an Excellent Business.

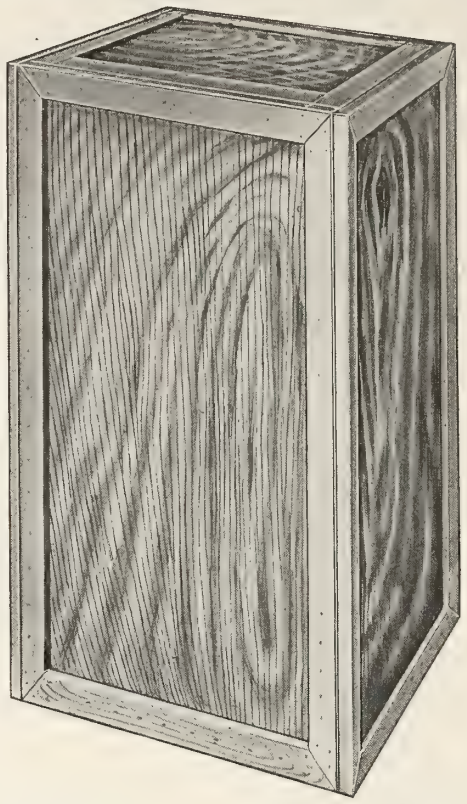
Among the local Columbia representatives who are closing a steady and active summer trade is the Goldburg Furniture & Carpet Co., one of the leading furniture houses in the city, with stores at 163d street and Third avenue and 148th street and Amsterdam avenue, New York, and Yonkers, N. Y. This company is a firm believer in the value of newspaper publicity, and evidences the prosperity in its Columbia department by the use of good-sized space in all its copy devoted exclusively to Columbia machines and records.

The Phonograph Corporation of Manhattan.

L. S. McCormick, of the Phonograph Corporation of Manhattan, 473 Fifth avenue, New York, Edison disc distributer, which also controls the Edison Shop at that address, states that July sales as a whole were quite satisfactory, the wholesale division closing a business much better than had been anticipated. The Edison Shop will inaugurate next month a local advertising campaign which will be even more extensive than the far-reaching publicity used last winter. Artist recitals in conjunction with Edison disc records will be a part of this campaign. Among the visitors at the Edison Shop this week was R. S. Williams, head of R. S. Williams & Co., Toronto, Can., the prominent Edison disc distributers, accompanied by five of his branch managers. Mr. Williams spoke enthusiastically of the popularity being achieved by the Edison disc products in Canadian territory.

Speaking Across the Continent.

R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor distributer, had the unique distinction of speaking across the continent last month, when he extended the greetings of the Eastern Victor trade to the delegates to the National Association of Talking Machine Jobbers in convention at San Francisco, Cal. Mr. Morey's good wishes were heard distinctly by all the visitors to the convention, who thoroughly enjoyed the demonstration.



The Practical Packing Case
for
Talking Machines and Cabinets
is the
Re-enforced Three-Ply Veneer Case

Strength:
Fully equal to 7/8 lumber.
Weight:
About sixty per cent of lumber case.
Tightness:
Sides, Tops and Ends are each one piece, making a practically dust proof and water tight case.
Appearance:
Much neater than any other type case.
Proof:
The largest manufacturers of talking machines use this case exclusively.

If you will advise sizes of your packing cases, inside dimensions, we will send without charge a case to test out. We will consider it a favor to be allowed to send sample.

EMPIRE MANUFACTURING CO.
Goldsboro, N. C.

PHONOGRAPH RECORDS OF SEANCE.

Edison Machine Used in Belfast, Ireland, to Make Records of Spirit Rappings and Other Mysterious Sounds.

(Special to The Talking Machine World.)

BELFAST, IRELAND, July 24.—The war time slogan of "business as usual" which prevails at present throughout the British Isles has been made the subject of practical application by T. Edens Osborne, the energetic talking machine factor of this city, whose originality in business has been commented on more than once in the columns of The World.

Mr. Osborne's latest venture has included a journey into the spiritual world, as it were. Recently he was requested by Dr. W. J. Crawford, lecturer on mechanical engineering at the Belfast Municipal Technical Institute and also at Queen's University of Belfast, to loan an Edison phonograph and a supply of records for recording of the various sound developments during a spiritualistic seance. The machine was placed in position tion and at a signal the standard noises of a seance such as rattles, bell ringing, the sound made by the dancing table, etc., became audible. The result was three excellent records of the sounds of the spirit world. Mr. Osborne was among those present at the seance in the role of guest, and had some interesting comments to make on the affair.

The features of the seance were treated of in an interesting article in Light written by Dr. Crawford, and in which both Mr. Osborne and the Edison phonograph were duly mentioned.

The Maxudian Phonograph Co., Ithaca, N. Y., has been incorporated, with capital stock of $20,000, to engage in the manufacture of talking machines and musical instruments. The incorporators are: F. M. Willis, W. F. Fletcher and Yervant H. Maxudian, all of Ithaca.

BEE CROFT

The Perfection Record Holder

Better than Albums

Need not be taken from Talking Machine or Cabinet when being used

50 Cents Retail

LONG CABINETS

RECORD ENVELOPES FOR ALL PURPOSES

NEEDLES

PEERLESS LOCKING PLATES

CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

We are perpetually advertising *comparison*—and we have no apology for it. On the contrary, it appears to us that we have not been saying half enough about comparison of the variety, class and quality of the Columbia monthly record list. Try it—month by month, record by record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW COMPETITION IN CINCINNATI.

Starr Piano Co. to Make Talking Machines—Big Columbia Sales Reported.

(Special to The Talking Machine World.)

CINCINNATI, O., August 9.—Within the next week the talking machine trade will have a new competitor in the phonograph about to be placed on the market by the Starr Piano Co., of Richmond, Ind. This is in line with what has been already intimated in The Talking Machine World.

A meeting of some of the branch managers of the company was held in Richmond within the past week, when the new instrument was exhibited and discussed. The machine will be distributed and placed on sale at all branches at the same time. The first shipments, it is understood, are to be made next week, but none of the officials will discuss the new instrument until it is absolutely within the reach of the market.

July was in many respects the dullest month experienced by the local trade in years. Ordinarily there is a fair amount of record business, but in the case of last week there was a decline all around. The small houses, which have been enjoying unusually good business in one way or the other, felt the slump of July rather keenly.

R. J. Whelen, manager Columbia Graphophone Co., stated that their sales had increased 75 per cent. over July of last year and there seems to be a steady increase of business, and they had a heavy run on machines of different type, but the $75 and $85 types seem to be the headliners. They are looking forward to a record-breaking August, for many dealers are placing their orders now for fall stock, which would also indicate that the dealers expect an unusual year. The demand for the smaller machines continues to increase for use in summer camps, cottages, etc., and this necessarily increases the sale of records.

The Columbia Graphophone Co. traveling representatives continue to keep the local office busy with the orders they are sending through, and they report an optimistic attitude throughout the entire territory.

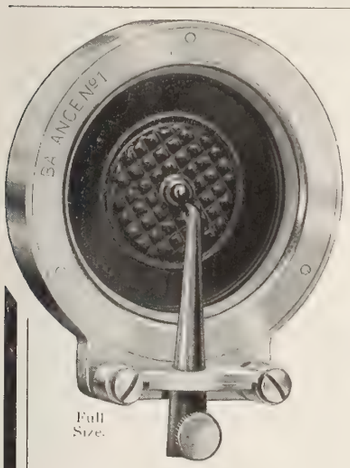
S. H. Nichols, district manager of the Columbia Co., spent a few hours in the city en route to his home in Pittsburgh. He reports a phenomenal business in his district through the entire past six months.

PATHE LINE IN PORTO RICO.

During his recent visit to New York, R. A. Macfie, of San Juan, Porto Rico, informed The World that he had closed arrangements with the Pathé Frères Phonograph Co. for the sale of the Pathéphone in Porto Rico. He added that he was taking to the island a fine assortment of Pathé machines and records and will carry on an energetic and widespread campaign in the interests of that line.

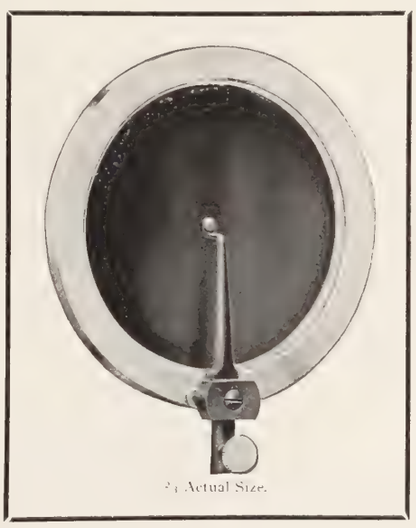
OPEN FACTORY IN STURGIS, MICH.

The Howard Phonograph Co., of which E. C. Howard is president, has made arrangements to open a factory in Sturgis, Mich. The new concern is capitalized at $35,000, and is said to be backed by Pacific Coast capital.



Full Size.

No. 1
RETAIL PRICES
N. P.....$3.00
Ox. 3.00
24K. Gold Plate... 3.50


Actual Size.

No. 3—RETAIL PRICES
N.P...$4 Ox...$4 24K. Gold Plate.$4.50

Full Size.

No. 2
RETAIL PRICES
N. P.....$3.50
Ox. 3.50
24K. Gold Plate... 4.00

BALANCE Sound Boxes

with the "metalloy" diaphragm for reproducing tenor voices in the **TRUE TENOR** quality of tone.

Sold by Jobbers of Edison Disc Machines

What the Dealers Say

First, we want to thank you for your telegrams regarding records for which there is such a demand, and which it seems impossible for us to get from any Distributor, excepting The Talking Machine Company.

We more than appreciate the prompt and attentive service which we have received from The Talking Machine Company, and wish to take this opportunity of again thanking you most heartily for your co-operation. Will state that it has been a pleasure to deal with The Talking Machine Company, and that we are yet to have a complaint against their service.

Scruggs, Vandervoort & Barney.

St. Louis, Mo.

Appleton, Wis. Have had very good December trade and lost no sales on Victrolas - thanks to your splendid service.

Wm. J Voss

Toledo, Ohio

I cannot overlook the very prompt way you shipped our telegraphic order for 50 of 17710, as you couldn't have had this wire much before 5:00 in the afternoon. We had the wire much before next morning. This is SERVICE with a capital S.

The Lion Store.

Ann Arbor, Mich.

Your excellent and prompt service during the past four years in furnishing us with bright new Victor goods has been a source of great satisfaction to us. You certainly do deliver the goods when they are wanted.

Schaeberle & Son.

Milwaukee, Wis.

You certainly are to be complimented for promptness. Writer sent order Saturday, June 20th, same reaching you Monday, June 22nd, order filled, shipped by express and received in our Victrola department by 2:00 P. M., June 22nd. A number of these records sold by 3:30 P. M. same day. Going some - Talking Machine Company service has no equal, and once more must compliment you.

Hoeffler Mfg. Co.

Detroit, Mich.

We wish to take this opportunity of expressing our appreciation of the quick service and universally fresh, clean stock we have been getting from you on our orders for Victor Talking Machines.

The Cable Piano Company.

We are closing a very successful year, in fact the largest year we have ever had. A good deal of this credit should go to your firm on account of the way you have taken care of us in prompt shipment, etc., and I want to take this opportunity in assuring you that it has been appreciated.

The J.L. Hudson Co.

Bay City, Mich.

We wish to thank you for your very prompt and efficient service, and you can see that we appreciate it by the size of our orders. At present we are buying practically everything from you. Business is keeping up very well, in spite of the hard times. Our stock is in the best condition it has been in, in a long time. We have everything in the way of machines excepting Golden Oak elevens and are trusting to you to send us at least three, as soon as you have any.

Milliken White Music Studios.

Now that the holiday rush on Victrola machines and records has abated somewhat, we wish to take this opportunity of remarking upon and thanking you for the very fine service you have given us during that time.

Chicago, Ill.

The service you have extended us has always been prompt and complete, and we cannot help but remark upon its being especially so, in what would ordinarily be a very trying season for most Victrola dealers.

Geo. P. Bent Company.

We take this opportunity of thanking you for the prompt manner in which you have taken care of our orders for Victor Talking Machines and Records. We wish to assure you that the service given us is all that can be expected.

Adam Schaaf.

La Crosse, Wis.

We are especially pleased at the way we have been getting the records as we find that we do not get any scratched or damaged goods, but get all fresh stock. It is a great satisfaction to us to have our business taken care of in this manner and we can assure you that we appreciate it.

The Bergh Piano Co.

Freeport, Ill.

We wish to take this opportunity of thanking one and all connected with your valuable concern, for the way that you have been taking care of our orders that we have sent you for Victor goods the past year. It is certainly a great pleasure for us to do business with a concern who is so prompt in filling orders, and careful in seeing that the goods go out in A-1 condition.

S. N. Swan & Sons.

Fremont, Mich.

It was certainly very thoughtful of you to forward us the No. 10 by express Wednesday. It came in Thursday morning and we sold it within half an hour after it was unpacked. We surely appreciate your service.

You have them all beat for service, and we appreciate it. Our order for records reached us 36 hours after we mailed it.

Scott & Crandall.

San Francisco, Cal.

Your favor of the 19th inst. at hand, and we can say without hesitation that your service has been perfect.

Benj. Cuttaz & Son.

I wish to thank you for the prompt attention given my machine and record orders. When I am unable to obtain goods from other jobbers, all orders placed with you have been shipped immediately.

Byran Mauzy.

We feel in every respect justified in complimenting The Talking Machine Company upon the courtesy and service we have received from them. Operating as we do, a chain of stores from Portland to San Diego, the volume of our retail trade enables us to fully appreciate the promptness and efficiency of their systematic organization.

Wiley B. Allen Co.

THE TALKING MACHINE COMPANY

Victor Distributors

12 North Michigan Avenue - - - - Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., August 10.—While on his vacation, spent on the shores of one of the beautiful Michigan lakes, a World representative had occasion to realize the force of the campaigns of the talking machine companies for summer sales of portable talking machines. Scattered around the shores of this lake were probably 150 cottages, and not more than four of them had talking machines. The World man and his family were out boating one evening in the twilight. Every member of the party averred that he had seldom heard anything so beautiful as the voice of the "big people" blending in the strains of the "Lucia Sextette" as they floated over the water. The few cottagers who had machines were always besieged in the evening by their neighbors. It is not without reason to say that one out of every three of the families around that lake was a lively "prospect" and that a number of them could have been sold on the spot if an enterprising dealer had made his appearance; but he did not appear, and that's where the moral comes in.

Another Big Month.

To many even in the talking machine trade the manner in which business keeps up seems almost miraculous. Many of the jobbers here and in the middle Western States say that July trade was practically double that of the corresponding month of last year. Not only this, but they aver that it was almost as good as June, in spite of the fact that there is usually a heavy drop in the seventh month of the year. The reasons, however, are not far to seek. Owing to the relative dulness in the piano trade there has been a tendency for piano dealers to work along the line of least resistance and push talking machines with might and main. Not only this, but the tremendous advertising campaigns by the large companies have been very resultful in creating a lively desire on the part of those not owning machines to make their entrance into the musical field via the talking machine route. More than this, there is little doubt that many people have been brought to realize that they can save a great deal of money in the course of a year that would otherwise be spent in theaters, amusement resorts and moving picture shows by having an instrument at home conveying music and entertainment to all members of the family, whether their taste be classical, ragtime, or just plain popular.

An encouraging feature of the local retail trade is that business has improved notably in the outlying districts. This is due in large measure, no doubt, to the settlement of the great building strike last month. The effect on the talking machine business of these labor troubles is always more keenly felt in the outlying districts than in the Loop, for reasons that are too obvious to need presentation here.

Jobbers continue to report a disposition on the part of dealers to anticipate their needs for fall and winter to a greater extent than in past years. This is due, of course, to the great shortage of machines, and also of records, experienced in the fall and winter heretofore. Notwithstanding the increased outputs of all the factories, the demand has increased in far greater ratio. This anticipation is showing itself not merely in the way of advance orders, but in the determination on the part of many dealers to make the assurance doubly sure by not only getting the goods now, by having them delivered immediately and build their stocks up to a point during the summer where they will be fully equal to the heavy drains certain to be experienced in the fall and preholiday season.

Chicago Has Distinguished Visitors.

L. F. Geissler, general manager of the Victor Talking Machine Co., and E. R. Johnson, president of the Victor Talking Machine Co., stopped for one day on their way out to the San Francisco exposition. Of course, the Chicago men greatly appreciated even a brief visit from Mr. Geissler and Mr. Johnson and endeavored, by motor drives and other means, to show the Chicago of August, 1915.

Lyon & Healy Window Display.

Lyon & Healy are great believers in utilizing their window space to good advantage, and one of their recent achievements in this direction was the summer Victor window shown on this page. As will be noted, it is a very effective scheme of publicity and never failed to interest the passers-by. In fact, many entering the Lyon & Healy store extended congratulations to the salesmen on the attractiveness of this exhibit. Needless to say that the salesmen also saw to it that these visitors were suitably entertained in the Victor soundproof rooms, and many of them gave practical evidence of their interest in the Victors by buying them.

Novel Advertising for Victor Dealers.

Suppose you could station a salesman—a dignified, trustworthy representative of your business—in an advantageous position on every highway leading into your city?

Roy J. Keith, of the Talking Machine Co., evidently put himself in the role of a retail dealer

An Artistic Lyon & Healy Summer Window.

and supposed just such a thing, only he went further and sought to solve the matter in a practical and inexpensive manner for his dealers.

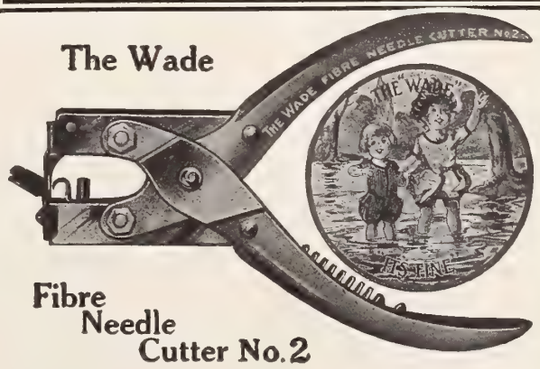
As a result Mr. Keith has recently conceived and executed a clever advertising idea. The idea consists in a series of dashing road signs rendered in black and bright yellow. These signs measure twenty-eight inches by ten inches. They are made of tough metal and are lettered and illustrated by baked lithograph work, and have nail holes which make them easy to attach to the fences along any highway.

The inspiration for this idea came out of studying statistics of highway travel. Highway traffic for the last ten years shows an increase of 100 per cent., and it is on this account that Mr. Keith attaches great importance to highway signs as retail salesmen. "Advertising that is permanent,

(*Continued on page* 65.)

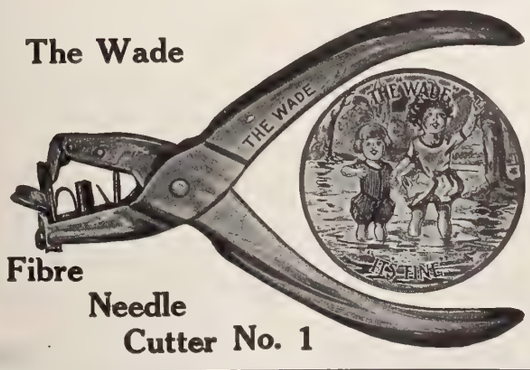
THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade



Fibre Needle Cutter No. 2

The Wade



Fibre Needle Cutter No. 1

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO

Business-Bringing Posters For Live Dealers

Delivered complete with your name and address in place of the words "Lyon & Healy, etc."

It would cost you only a small sum to dominate your territory. Write for quotations. Ask your local bill poster how many 8 sheets he can display for you.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 63).

Increase Your Victor Record Sales!

Write for samples of our attractive mailing cover for Victor Monthly Supplements, containing special advertising for your store, and for proofs of our free dealer newspaper advertisements, of which a matrix, different each month, size 2 columns by 6 inches, is sent free with each month's supply of Supplement Covers. We show a sample advertisement on the right.

Dealers using this service for the last two years claim it is the "best ever." See cut below for details.

We Sell But One Dealer in Each City

The cover is sent to you in this manner | Crease cover in center of gum strip | Draw edge of Supplement over sponge | Insert in gum strip | Fold in return post-card first | Fasten with clip | Ready for mailing, goes out for 1 cent

Hatcher & Young, Inc.
Successors to
ABBOTT-YOUNG-ADAIR CO.
508 South Dearborn Street
Chicago, Illinois

durable, inexpensive and effective," says Mr. Keith, "is what the retailers are demanding, and we believe we have successfully answered them."

Enjoy Extended Western Trip.

Mr. and Mrs. S. O. Wade, of Wade & Wade, are enjoying an extensive trip throughout the Pacific Coast and Rocky Mountain States.

"We are enjoying a most delightful trip," writes Mr. Wade, "and have seen many points of interest. We are also doing a big Coast business and have demonstrated our cutter to all of the larger dealers in this section. They are more than pleased with our goods and seem to appreciate very much the opportunity to get a good fiber needle cutter that leaves a good solid point—one that holds up throughout the entire playing of the record."

Good Sound Business.

The Sonora Phonograph Co. reports that it is receiving a remarkable amount of attention from the dealers and also from customers. Although the company has not yet begun its popular advertising campaign, it has already received inquiries from Illinois, Iowa, Ohio and Indiana. Wm. F. Martin is at present traveling these States with the purpose of putting the wholesale business on an organized basis. The retail end will be started on a large scale on September 1, which will include enlarging the quarters and opening the three new well-appointed demonstration rooms that will be completed by the middle of this month.

Open Branch Store.

The Grafonola Co., of Lincoln, Neb., which is a jobber for the States of Iowa and Nebraska, is evidently doing an excellent business, judging from the large orders that are being received by the Chicago office of the Columbia Graphophone Co. The Grafanola Co. is preparing to open a new branch retail store at Cedar Rapids, Ia., and F. F. Dawson, the company's manager, promises some most interesting "doings." W. C. Fuhri, district manager for the Columbia Co., will leave Chicago next week to attend the opening.

L. & H. Victor Posters.

The latest help which Lyon & Healy are offering to their Victor dealers is in the form of two posters called the "Record" poster and the "McCormack" poster. The former has a large record for the principal illustration and the latter a picture of McCormack in opera costume, standing beside a Victrola. These posters are brilliantly lithographed in colors on non-fading paper, with sun-proof ink. The size of each poster is nine feet in height by 6¾ feet in width. B. H. Jefferson, advertising manager for Lyon & Healy, has designed several posters in the past, which have been used extensively by the firm's dealers, but these two new posters are being welcomed with even greater enthusiasm.

Large Orders for Salter Manufacturing Co.

Indications are that dealers have learned the lesson of last year and are paying some real attention to their needs for fall and holiday seasons. Among those who have remarked on this manifestation of the dealers' thoughtfulness is John F. Mortensen, president of the Salter Manufacturing Co.

"We are receiving a surprisingly large number of orders for fall delivery," said Mr. Mortensen, "and I believe that it is safe to say that the average dealer is placing his orders at least six weeks earlier than he ever has before. The fact that there has been no let-down in the talking machine business and that every prospect for the coming year is a bright one is perhaps the cause of their unwonted activity. Of course this is the sensible thing. It helps us in making our own plans, it helps the manufacturer, the jobber, the dealer and in the end it saves the retail buyer much worry and annoyance caused by delay in delivery."

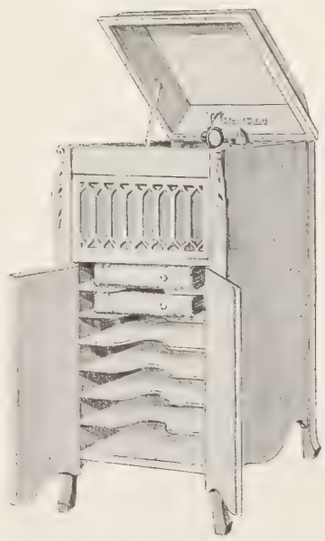
SALTER
No. 166.

"We are doing a very good business in all our styles, but perhaps one of the most popular in the last thirty days has been our No. 166 disc cabinet. This cabinet is large enough for any sized machine and the door in the front drops down like a desk leaf and is supported with a heavy brass slide, so that it can be used to lay records on if desired. The front, back, sides and top are veneered in select mahogany or quarter-sawed oak. We make these on both the felt-lined plan and with the plain wooden rack interior. The felt-lined cabinet holds fifty-two records, the wooden rack ninety-six."

Visitors and Personals.

After a banner month's work various salesmen of the Talking Machine Co. are now enjoying their summer vacation. A. M. Lockridge, who travels Wisconsin, is spending his time with his father and mother at a farm in New Castle, Ind.; H. E. Flentye, city salesman, has sojourned to Battle Creek, Mich.; George P. Cheatle, who covers Michigan, preferred the pleasures of his home in Evanston to those of any resort, and E.

(*Continued on page* 66.)



No. 150. Price, $150.

Dimensions: 21½ inches wide, 23½ inches deep, 48½ inches high.

12-inch Turntable, Double Spring Worm Gear Motor, Speed Indicator and Regulator, Tone Modifier. All Parts highly nickel plated. Mahogany or oak. Regular equipment includes Jewel Point to play Edison Records and 200 needles for playing Victor and Columbia Records.

VITANOLA

Big Profits to Dealers

The only machine that plays Edison, Victor or Columbia records without any change of equipment.

Place your orders now, as there will be a big demand for our machine this fall. Biggest value on the market for the money. To introduce our product to dealers we will accept orders for single samples.

VITANOLA

Talking Machine Company
17 N. Wabash Avenue, Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 65).

L. Barker, Indiana salesman, is enjoying his time at his home in Evanston. W. G. Griffith has left for Detroit for a fortnight's recreation.

E. G. Ellis, of the Talking Machine Co., has just returned from Mackinac Island, where he and his wife have been indulging in a life of fishing, golf and other outdoor sports.

B. B. Webster, of the Talking Machine Co., is now spending his vacation at Frankfort, Mich.

C. L. Parker, manager of the talking machine and piano department of Gimbel Bros., Milwaukee, has just been in town, and has delighted his friends by showing them a picture of his handsome new residence.

B. M. Buck, dealer in Lansing, Mich., was a recent visitor.

C. F. Bruno, of C. Bruno & Son, Inc., stopped for a day in the Windy City on his way back to New York from the Coast.

The various members of the Victor force passed through Chicago homeward bound last week.

T. H. Towell, of the Eclipse Music Co., Cleveland, O., arrived in Chicago Saturday evening with his wife. They also were returning from the exposition.

L. C. Wiswell, manager of the talking machine department for Lyon & Healy, when last heard of was at Banff, Canada. He expects to be back in Chicago about the 12th.

H. Royer Smith, who travels Illinois for Lyon & Healy, and E. P. Bliss, who covers Michigan and Indiana for them, have just returned from a trip to the exposition.

J. N. Vasey, manager of the retail talking machine department of Lyon & Healy, is now taking his summer vacation.

J. B. Ryde, manager of the record department for Lyon & Healy, and acting manager of "Department H." in Mr. Wiswell's absence, will leave on the 30th with his wife and son, Vincent, for an extensive tour of the East. The trip will include a stop at the Thousand Islands, the St. Lawrence River trip from there to Montreal, the boat trip down Lake Champlain and Lake George, an inspection visit to the Victor factory at Camden, N. J., and a stay in New York City.

F. A. Siemon, assistant manager of the Rudolph Wurlitzer Co branch in Chicago, who has charge of the talking machine department, has just got back from the Pacific Coast.

Henry Saak, the successful talking machine dealer of Milwaukee, was a recent Chicago visitor.

Edward Blimke, city salesman for the Chicago office of the Columbia Graphophone Co., reports that July was the biggest month that he has had since he went with them twelve years ago. Various causes are contributory to this happy result in Mr. Blimke's opinion. In the first place, the settlement last month of the great building strike caused an immediate quickening of trade in the outlying districts of the city. Again the foreign lists of the company, which have been greatly augmented of late and have been dignified by separate catalogs, according to nationality, have been a great help. The fact that dealers are realizing the necessity of stocking up now, in order to measurably prevent a shortage in the fall, has something to do with it. In Mr. Blimke's case a very important factor has been the purchase of an automobile, with which he can cover a greater extent of territory and approach the dealers with greater eclat than during his combination street car and pedal extremity locomotion stage of his career as a salesman.

C. W. Abbot, who has been manager of the talking machine department in Hillman's for the last two months, says business is so good that he can't afford to leave for a vacation. He also tells us that saxaphone records are the most popular at the present time.

E. E. Barrett, manager of the talking machine department in The Fair, has just sent in extra large orders for the fall season, and is now about to leave for a ten-day sojourn at Detroit.

Bernard Cook informs us that his talking machine department in the Boston Store is kept busy selling the records of "My Little Dream Girl."

B. F. DeVorak, who manages the talking machine department for Rothschild & Co., has just ended his two weeks' vacation, which he spent in the home city.

C. L. Davidson, of C. L. & G. W. Davidson, tells us that he has recently sold a talking machine which is now furnishing dance music in the dance salon of the United Shore's lake boat.

O. C. Searles, manager of the talking machine department for the Bissell-Weisert Piano Co., has been taking a series of motoring trips during the last two weeks, which constitute his vacation.

Arthur Bissel, of the Bissel-Weisert Piano Co., is devoting his vacation time doing the proverbial act in Fish Creek.

The talking machine department of the W. W. Kimball Co. imparts the news that it will be in the new building by May 1. Miss Katherine Jones, of the department, has gone to Paw Paw, Mich., for a couple of weeks.

C. E. Goodwin, of the Phonograph Co., is now enjoying a two weeks' vacation in the Adirondacks. J. R. Kittleman will soon leave for Mackitawa Park, Mich. Albert D. Wayne has just ended his vacation, spent in wielding the fishing pole in the northern Wisconsin woods. Miss Florence Dungan, also of the department, soon leaves for a house party at Rochester, Ind. She mentioned not that the party would include men.

The Phonograph Co. is carrying on a series of successful demonstrations on the great lake boats.

Martin Harvey, tenor, and Uncle Josh, alias Cal Stewart, are the men of recording talent who have recently visited at the Edison Shop.

C. A. Sandberg, who manages the talking machine department for Siegel, Cooper & Co., is having a run on Hawaiian records.

Lyon & Healy Employes' Outing.

The employes of the downtown building of Lyon & Healy were the guests of the management last Saturday at an informal picnic and inspection trip to the Lyon & Healy factory.

The employes, numbering nearly 340, left the Lyon & Healy building about 1 o'clock, proceeding to the factory on the West Side, where an appetizing buffet lunch was served on the fourth floor of the building. During the meal a program of popular music was rendered, subsequent to which Marquette A. Healy briefly explained that the purpose of the trip was to promote social harmony and give the employes an opportunity to see the factory in actual working operation. He then introduced James F. Bowers, who told briefly of the remarkable growth and progress of the Lyon & Healy house.

The trip through the factory was decidedly enlightening and interesting, the various departments being inspected in every detail by the enthusiastic members of the party.

Subsequent to the inspection a ball game was played between the store and factory forces, the former winning by a score of 7 to 4 through timely hitting and air-tight fielding. The party then left for the city with hearty expressions of delight at the day's fun.

Our New Pur-A-Ton Semi-Permanent Needle

in attractive fibre setting attains approximate perfection in tonal quality.

Dealers' price $1.00 per dozen delivered. Sample to dealers on receipt of ten cents in stamps.

Every one of your customers is waiting for a needle like the Pur-A-Ton.

Write Us Today.

EMERALD TALKING MACHINE NEEDLE CO.

428 Grand Ave. **Milwaukee**

FAST BECOMING UNIVERSAL

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 64).

COLUMBIA RECORDING LABORATORY OPENED IN CHICAGO

Marks First Time in History of Industry That Disc Records Have Been Recorded in That City —New Laboratory Devoted to the Making of Foreign Records—A Result of the War.

(Special to The Talking Machine World.)

CHICAGO, ILL., August 10.—The present week marks an epoch in the history of the West. For the first time disc records are being recorded in Chicago.

Anton Heindl.

The Columbia Graphophone Co. has established a temporary but perfectly equipped laboratory in the Atheneum building, at 59 East Van Buren street, and under the direction of Anton Heindl, manager of the Columbia European department, is making records of local German, Austrian, Bohemian, Polish, Spanish and Italian talent. Of late years the Columbia's foreign records have become vastly popular in all large centers of population in the United States. Although the company, of course, have an excellent list of operatic and classical records in other languages than English the word "foreign," as used here, has a more specific meaning. It means largely the folk songs, the dances and the religious hymns of the people.

The various foreign catalogs of the Columbia Co. have hitherto depended to a very large extent, at least, upon the company's laboratory in London, which has sent its recording experts into the countries of the Continent from time to time and has furnished American-Europeans, if the term may be permitted, with remarkable records not only in their own languages, but in several dialects of the same language. Of course, this work has necessarily come to a stop because of the great war and new measures are required in order that American citizens of European birth or descent may continue to receive the customary new records breathing the spirit of the "Fatherlands." The irritating part of it all was that Mr. Heindl spent some time in Europe early last year and had not only made an immense number of particularly fine records himself, but had also made arrangements by which the Columbia Co. were to receive the matrices of the best native product, from several of the large European record manufacturers. On account of the war, however, they received practically none of the 2,000 records in a dozen different languages and dialects which would otherwise have been offered to the American trade. The situation was one which presented apparently insuperable difficulties, but they have been solved at the expense of infinite labor and an immense outlay of money. Although failing to bring Europe to America in a musical sense at this time, nevertheless, as a result of Mr. Heindl's exhaustive study and marked initiative the Columbia Co. is, so to speak, developing the Europe that is within us. A large number of musical organizations and individuals among the people of foreign extraction in this country preserve absolutely the musical traditions of their native lands. Of course, the company has taken advantage of this fact in the past, but in no such measure as at present.

In the past four years Mr. Heindl has directed the making of records in a large proportion of the twenty-eight different languages which comprise the Columbia's "foreign" offerings in the laboratory in New York, but this work owing to the cutting off of the direct European supply is now being systematized and intensified. A few Chicago singers and instrumental performers have gone from time to time to New York and have there made records which have proven highly successful and have had a large sale, not only in this, but in other cities. Last March Mr. Heindl, with these suggestions looming up before him in a very direct and foreboding manner came to Chicago to see for himself what the Metropolis of the West could contribute to the solution of his problems. He visited all the dealers in the foreign colonies of the city. He visited cafes, dance halls and attended concerts, and went every place where anything musical could be heard. He returned to New York convinced that the field of typical foreign music was far greater than in New York, and that on a whole the standard of musical organizations, choirs and singing societies as well as of individual musicians was higher than in New York and other Eastern centers. As a consequence Mr. Heindl, accompanied by W. F. Freiberg, one of the company's best recording experts, arrived in Chicago last week with a full equipment of apparatus and blanks and are now engaged in immortalizing the work of Chicago's foreign musical talent.

"As you know we really commenced recording last Friday, but it was not until Sunday that we really began to get down to business," said Mr. Heindl. "We got some good individual records last week, but now our people are getting used to the 'horn', have found out what we want both as to selections and the technic of recording, and we are getting results both as to quantity and quality which surpassed my fondest expectations."

One of the first artists to record at the Chicago temporary laboratory of the Columbia Co. was Miss Elvira Lenora Galentine. She is a charming little Spanish girl from the North of Mexico, and while this was the first "professional" work that she has ever done her voice and her interpretive ability gives great promise for the future. She sang several Spanish dance, folk and love songs. The World man happened to hear her when she was singing a "Jota" (dance) from the opera "Historias y Cuentous" (Stories and Gossip). It's a charming characteristic Spanish thing and represents Spanish youths and maidens singing as they dance. The motif of the song is this: "It is our country's dance. Our dances surpass those of all other nations. Hurry, hurry, hurry. Come and join us in our country's dance." A very notable recording was that of various songs by the Apollo trio, consisting of Messrs. Fischer, Bruecken and Bruest. These gentlemen have already appeared in the Columbia German catalog, due to the efforts of the main laboratory in New York. They are here filling an engagement at the Edelweiss on the North Side, and the former records have proved so successful that Mr. Heindl immediately got in touch with them. Each of the three men is capable of dominating the average German opera company, because of his tonal effectiveness and dramatic ability, but they choose to do the work they are doing—entertaining their countrymen in the high-grade cafes. They sing individually and as trio, folk songs, patriotic songs and the latest German and Austrian popular songs.

Making Records in the Columbia Laboratory in Chicago.

Chicago has a notable Polish singing organization, "The Filiarchi." It is making records of Polish folk and patriotic songs and is particularly strong on the Polish "Koledy," or Christmas carols. These are wonderful productions of Polish origin both as to music and lyric and tell the story of the nativity as it has rarely been told in song. They are sung with a tender, but sonorus intonation, which makes them positively inspiring. Mrs. John Nering, the wife of the manager of the Chicago branch of the Postal Telegraph-Cable Co., is probably the best known Polish soprano in the United States. She is contributing notable numbers to the Columbia's Polish catalog and will probably also render several selections in English. Probably the "piece de resistance" of the Columbia's laboratory's Chicago engagement will be the singing of Francesco Daddi, formerly a member of the Metropolitan and Chicago Opera Co.'s forces, but who is now teaching music in this city. Signor Daddi will not sing operatic selections this time—that lies not in Mr. Heindl's scheme of things. Daddi is a Neopolitan, and he will sing some of the exquisite Neopolitan folk songs for the Columbia's Italian catalog. Of course, there

(*Continued on page 68.*)

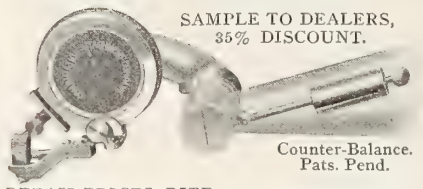
CASH for your **INSTALLMENT PAPER**

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

COMBINATION ATTACHMENTS



SAMPLE TO DEALERS, 35% DISCOUNT.

Counter-Balance. Pats. Pend.

RETAIL PRICES. RITE-TONE ATTACHMENT.
Diamond, Gold....$10.00
Diamond, Nickel.. 8.00
Sapphire, Gold.... 7.00
Sapphire, Nickel... 5.00
Counter, Gold..... 2.75
Balance, Nickel... 1.75

Rite-Tone Attachment. U. S. Pat. No. 1,146,744. July 13, 1915. Foreign Pats. Pend.

Pats. on Other Devices Pend. Will be ready soon.

Cut shows Rite-Tone Attachment and Counter Balance on Victor Machine playing Edison Diamond-Disc Records, Now Ready

Attachments for Columbia and other machines will be ready soon

Money Refunded if Not Entirely Satisfied. Cash with Order.

COMBINATION ATTACHMENT CO.
Incorporated
624-626 S. Michigan Ave. Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67).

has been given here only a few instances of what is being done in Chicago this week. Mr. Heindl and Mr. Freiberg will depart next week for New York with what they declare will be as fine a collection of masters of typical foreign records that has ever been taken by the Columbia Co. These records will appear probably not before the first of December, but in plenty of time for the holiday trade, and the holiday season of 1915 will certainly be a happy season for the foreign-born people in the United States so far as the contributions of the Columbia Co. is concerned.

NEW AEOLIAN-VOCALION CATALOG A WORK OF ART.

Admirably Designed, Cleverly Written, Skilfully Illustrated and Well Printed, This Volume Presents the Merits of the Aeolian-Vocalion in an Interesting Way.

The Aeolian Co., of New York, has won national celebrity for the individual and high-class character of the literature issued in connection with the various musical instruments which it manufactures, for there is always an individual touch to its publicity, whether in newspaper or book form.

It may be safely said, however, that in the elaborate volume completed and sent out to the trade recently by the Aeolian Co. for the purpose of properly presenting the Aeolian-Vocalion, together with its many original and interesting features, we have a volume devoted to the exploitation of talking machines that is absolutely unique, as it is highly artistic—a publication which from literary and typographical standpoints will appeal to recipients in a manner that must command sincere appreciation for its dignified treatment of a most interesting subject.

The main volume is devoted exclusively to a discussion of the scientific factors entering into the Aeolian-Vocalion; the manner in which the improved tone is obtained; the Graduola, which places at the command of the performer power to control tone volume and quality, the work of F. J. Empson, the inventor of the Graduola, and a most elaborate treatise on tone as related to the phonograph, accompanied by really wonderful photographic illustrations of sound waves as emanating from the flute, the French horn, the tuning fork, the clarinet and other orchestral and band instruments, and also an analysis of the human voice and the tone waves it creates. The improved sound box, the tone arm, the symphonetic horn and the other important and individual features of the Aeolian-Vocalion are also subjects for consideration and elucidation.

The Graduola, the most important factor in the operation and exploitation of the Aeolian-Vocalion, is given an entire section of the catalog for the illustration and description of its purpose and use, the power for personal interpretation that it affords being strongly emphasized.

The last section of the catalog proper is devoted to the question of case design in the Aeolian-Vocalion—for exclusive case designs is one of the strong points of the new line. The elaborate period designs are illustrated with reproductions of pen and ink sketches and include a magnificent Art Vocalion of the Jacobean style, shown in a room of that period, and a special design of the Louis XVI. type, but free enough in its design and style to be in harmony with interior treatments of the Adam or early Colonial periods.

The volume is prefaced with an unusual sketch of Aeolian Hall as viewed from Fifth avenue across the broad expanse of the avenue and the lawns and terraces of the Public Library. Another work of art in the volume is the full-page sketch showing the Graduola in actual use, the performer being a young lady of the ideal type. The softness and grace of the drawing puts it out of the commercial art class and into the class of art for art's sake. A third full-page sketch shows the Aeolian Vocalion in use for dancing at a society function in the home. All three sketches are reproduced in black ink over a tint block in tan, and the effect is most elegant.

Both in the preparation of the text matter and its presentation consummate care is evidenced. The volume is not to be considered in the light of "just a catalog," but rather as a thoroughly artistic exploitation of a thoroughly artistic instrument. From the heavy gray cover embossed in gold lettering at the front to the last inside page there is evidence of exceeding care and thought in preparation and printing.

Attached to the back cover of the catalog proper is a pocket in which reposes a somewhat smaller portfolio, but similar in design and character, devoted to illustrations and detailed descriptions of the various models of Aeolian-Vocalions, five in all. The main volume tells of the history and the purpose of the Aeolian-Vocalion, and the smaller volume gives details of the actual product. Combined they afford a thoroughly comprehensive idea of the Aeolian-Vocalion that should prove most welcome to those members of the trade who have been following the development of that instrument for the market from the time of the first announcement of its coming.

This new Aeolian-Vocalion volume marks a new high-water mark in trade literature.

Maine Victor Dealers

are served most efficiently by

Andrews Victor Service

LOCAL
QUICK
COMPLETE

Andrews Music House Co.
BANGOR, ME.

START EXTENSIVE OPERATIONS.

W. T. Crane Co., of Syracuse, N. Y., to Devote First and Second Floors to Talkers.

(Special to The Talking Machine World.)

SYRACUSE, N. Y., August 6.—The W. T. Crane Co. has started extensive alterations on both the interior and exterior of its five-story building at 349 South Warren street.

The ground floor, as well as the second floor, will be devoted to the talking machine business. On the former will be erected three new booths for the demonstration of records; the latter will be fitted up for monthly concerts and storage for extra stock. The remaining three floors will be devoted exclusively to the piano trade.

Clarence K. Brown.

Clarence K. Brown, whose picture appears herewith, is an expert talking machine man and has charge of that department. The Victor is handled.

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
12th Ave., 31st and 32nd Street
Paterson, N. J.

CLAPPING ON EXTRA DUTY.

Nothing Makes the Treasury Department So Happy, Says the Philadelphia Ledger, as Some Means That Will Increase the Duty on Articles of Commerce—A Recent Example.

Referring editorially to the decision handed down by the United States Board of General Appraisers taxing the "artistic cost" of talking machine records, the Philadelphia Ledger said recently:

"Nothing makes the Treasury Department so happy as the discovery of some method of clapping an extra duty upon some article of commerce. It makes no difference what the tariff policy of the Administration may be, the importer is regarded as fair game. The Victor Co., of Camden, is now a sufferer from this official pursuit of customs game. Some time ago it sent some discs to South America in order to get records from singers in that part of the world. They came back invoiced at $3 apiece.

"But this was too easy for the custom house. The appraiser decided that the sums paid to the singers must be added to the value of the discs, and the collector demanded the higher duty. The company then appealed to the Board of General Appraisers and obtained a ruling in its favor. But you cannot easily beat your Uncle Sam at his favorite game of 'Heads I win, tails you lose.' The Board of Classification was called in. After due deliberation it gave its verdict for the Government.

"This may be law, but is it justice? Canned music is a great popular diversion, a mighty instrument in the musical uplift. To be sure, it does not discriminate between ragtime and opera; but art decision overturned?"

ANNOUNCES NEW VICTOR SIGN.

The Victor Talking Machine Co. announced to its dealers recently a new permanent outdoor enameled record sign, which is an imitation of a Victor Red Seal record 28 inches in diameter. This sign is very attractive in appearance and is offered to Victor dealers at a moderate price. The Victor Co. points out that outdoor signs must convey an impression, and suggests that the new sign serves as a striking reminder to everyone passing the dealer's store that he handles Victor products.

MOTORS

Soon ready for the general trade

S. G. A. MOTORS

Wide experience in this line is your guarantee. Send your inquiry

STANDARD GRAMAPHONE APPLIANCE CO.
173 Lafayette Street NEW YORK

RECORDS HELP SONG SALES.

Alma Gluck's Singing of "Carry Me Back to Old Virginny" for Victor Red Seal Record Revives Popular Demand for Music Itself.

Despite the claims of some of the publishers of music that the talking machine records serve to cut down the sales of their music, there is at least one instance where a Victor record has served to bring about a revival in the demand for an old song. The song referred to is the delightful old Southern melody, "Carry Me Back to Old Virginny," published by the Oliver Ditson Co., Boston. Some time ago Alma Gluck made a Victor Red Seal record of the number, which has proven most successful, with the result that there has been a substantial demand for the music itself. The Ditson Co. recognized that demand by making special window displays both in Boston and New York, featuring the music in connection with the records.

GROWTH OF RECORD BUSINESS.

H. L. Willson, assistant general manager of the Columbia Co., commented this week upon the phenomenal increase in record business being reported by the company's dealers throughout the country. Notwithstanding the remarkable gains being registered in the Columbia machine production, the record output is keeping step with it, and Mr. Willson states that the factories at Bridgeport, Conn., are working to capacity to keep pace with the record demand.

Many an ad-writer spends one-third of his time writing ads, and the other two-thirds defending them.

15¼" high x 13½" wide x 8" deep. As easy to carry as a suit case—and as light.

The Melophone
TALKING MACHINE
COMPANY
40 Cooper Square New York

The Melophone
TALKING MACHINE
TRADE MARK

Portable—Compact—of Finest Construction—Low Priced—$15.00!

Equipped with a sound box built on an entirely new principle. Its reproduction of recorded sound is superior in quality and quantity to that of the most high priced and extravagantly advertised talking machine.

Responsible and wide awake dealers wanted

Manufacturers of phonograph equipment of all kinds, Motors, Tone Arms, Sound Boxes, etc. Special:—A motor to play three twelve-inch records at one winding at a very special price.

Contractors for the manufacture of complete machines of any type.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade in Gramophones and Records Substantially Good All Along the Line Owing to the General Prosperity of the Working Classes Throughout the Principal Industrial Centers—Trade Outlook Prospectively Is Good—Some Reasons Why Over-Sea Demands Are Not Filled More Rapidly—Patriotic Records Have Large Sale—Billy Whitlock Figures in the Courts—The Sound Recording Co., Ltd., Augments Its Large Repertoire—Important Announcement by His Master's Voice Co.—Some Recent "H. M. V." Records—Bad Fire in Dublin—Important W. H. Reynolds Change—New Ad Manager for British Zonophone Co.—Some Important New Records of General Trade Interest—"Push and Go" Music Recorded—News of Month in Detail.

(Special to The Talking Machine World.)

LONDON, E. C., July 30.—Owing to the general prosperity of the working class throughout practically all industrial centers, and perhaps a little to the continued sales propaganda of musical instrument firms, it is to be noted with satisfaction that trade in gramophones and records is substantially good all along the line. Far-seeing wholesalers have, in some instances, already placed big orders for delivery of records and machines in instalments over a certain period, and it is becoming increasingly more apparent that circumstances in relation to supply this season ahead will militate against complete fulfilment of orders unless retail requirements are made known earlier than usual. It must be recalled that the usual fountain of supply is entirely cut off, and that notwithstanding strong efforts by the trade the new British sources which have so far been tapped are pitifully inadequate to satisfy all demands. If early orders are placed British manufacturers of talking machine mechanism may thereby be encouraged to put forth greater effort to meet the situation more fully. As it is, I fear that the gramophonic demand this season will suffer by reason of curtailed sources of supply.

Reviewing the trade field as a whole, one is inclined to the pleasant conclusion that prospective trade is of bright omen. Present business conditions imply it. Period considered, July and August represent usually the low-water mark of retail record sales, and this, in conjunction with the greatest conflict extant, might very naturally lend itself to a general feeling of the deepest pessimism commercially. Neither commercially nor politically is it so. On the contrary, gramophone traders are experiencing a by no means bad time even now, and they, in common with all British peoples, look forward with the utmost confidence to the time when peace, good will and normality shall once more hold sway.

Heavy Demands for Overseas.

Although seriously hampered by high freight and insurance rates and restricted shipping facilities, not to mention many other uncontrollable difficulties, strong efforts are being made to maintain and perhaps increase our trade abroad in all commodities. In the musical instrument field home manufacturers are at their wits' end to meet the splendid trade call from overseas. It is a fact, unfortunately, that in this department of commerce many foreign and Colonial contracts have been turned down, partly because of transport difficulties, but mainly because of labor shortage, requisition of factories by the government, general inability to fully meet the enormous demand for machinery, etc. So be it. Munitions of war, the maintenance of our large armies overseas find first place in our hearts, and ordinary commerce, if needs be, must take a back seat. That is the prevalent national desire—nay, demand! The restricted scope of commerce is, however, being utilized to the best possible advantage, and in the face of all we are, wonderful to relate, still able to keep up a good trade in gramophones. At which even those who fully understand the present conditions are entitled to a legitimate expression of surprise.

Records That Are Most Popular.

On the home sales list patriotic records continue to make a good showing, but the demand for this class is abating somewhat in favor of recorded items from new musical plays and other current music fare. For standard vocal and instrumental works a steady demand continues. In the machine domain I should estimate that comparative sales of hornless and exterior horn instruments are in a ratio of twenty to one of the former type. The metal trumpet instrument has been hard hit with a vengeance!

Motorcycle Light Causes Trouble.

Frederick Gabriel Penna—better known to our readers as Billy Whitlock—the well-known laughing comedian and bell soloist, was recently brought before Alderman Sir John Knill, at the London Guildhall, to answer a charge under the Defense of the Realm Act. The offense consisted of carrying a lamp on his motorcycle "capable of movement apart from the vehicle." While Billy Whitlock admitted the facts, he said he did not know there was any harm in carrying such a lamp. Having inspected the cycle in the courtyard, the clerk said the lamp was quite an ordinary attach-

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

AUSTRIA: Oesterr. Grammophon - Gesellschaft, m.b.H., Graben 29, Trattnerhof I, Vienna I, Austria.

BELGIUM: Cie. Française du Gramophone, 51, Avenue de la Porte de Hal, Brussels.

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

GERMANY: Deutsche Grammophon - Aktiengesellschaft, 35, Ritterstrasse, Berlin.

HUNGARY: The Gramophone Co., Ltd., Kossuth Lajos-Utcza 8, Budapest.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade. The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

ment. Notwithstanding, an adjournment was asked for by the police to inquire into the nationality of the defendant, whose mother said he was born at Cheltenham, but that a copy of his birth certificate was not in her or defendant's possession. A remand was ordered, with a bail in one surety for £50, which was met by J. E. Hough, Ltd.

At the adjourned hearing defendant was able to produce a copy of his birth certificate and prove his innocence of improper motives. His solicitors drew the Alderman's attention to the indignity that defendant had suffered in being confined to a cell for a period of over twenty-four hours, and submitted that this was more than adequate punishment to meet the case. Sir John, however, fined him 20s.

Grammavox Policy—Full Steam Ahead.

The Sound Recording Co., Ltd., the well-known London manufacturer of Grammavox records, is now busy adding to its already large repertoire. In its recently published budget of new titles there are more than 400 additions, and we hear that its autumn catalog will contain the choicest selections from the London popular revues, musical comedies and high-class ballads. Its overseas business is developing to such an extent that it has had to again take over additional premises, adjoining its Swallow street offices, for the purpose of accommodating the increased staff in its despatching department. From this it would appear that the company's active policy is successfully attracting market demands in those parts of the world where competitive conditions rule. It will be seen from the company's advertisement, appearing on another page, that it will forward sample parcels, assorted, at bulk quotations on receipt of currency draft, value £1 sterling. It is evidently sure that its products are capable of demonstrating their own merits. We recommend all keen buyers overseas to test the company's services, quotations, with values offered.

News from the Gramophone Company.

"His Master's Voice" agents here have received advice of an alteration in the prices allowed for old, worn out or broken records of the company's make. The rates are sufficiently encouraging to expect that dealers will take advantage of the ever-present opportunity to always maintain an up-to-date stock.

The compilation of recent "H. M. V." lists indicates that special regard is paid to the time of year. Light music makes a good showing, and this service, which also embraces special advertising on portable models, is reacting very favorably on the retailers' summer trade. "Melody 'Mid the Roses" is the "H. M. V." slogan just now, which good advice is spread abroad via the medium of press and other advertising on a very liberal scale. In support, too, there has been planned an attractive summer scheme for "His Master's Voice" dealers, embracing suggestions on window display, for which the company provides practically all that is necessary to the presentment of an eye-compelling window exhibition. Beautifully produced publicity literature galore is reaching the lucky Dog agents, a plentiful and constant supply enabling them to make frequent changes of show cards, window streamers, etc.

A particularly fine recent issue is the series of "H. M. V." records carrying the best of the music in the Gaiety success, "To-night's the Night," an attractive work in which London's best artistic talent is engaged. More pleasing numbers from "The Passing Show of 1915" are announced, and of course all the best of other recent "Revue" successes are impressed for "His Master's Voice." These are in the nature of supplemental issues, for, as usual, a capital bill of choice musical fare is made public regularly each month.

Good Results from Salvage Sale.

Good prices were realized at an auction sale of salvage musical instrument goods held recently on behalf of Barnett Samuel & Sons, Ltd., London. A report of the fire appeared in these columns at the time.

Suffers Fire Loss in Dublin.

Apropos the above, advice reaches us that another talking machine firm recently suffered a similar unfortunate experience. It occurred in Dublin, on the premises of the Anglo-American Phonograph Co., but arriving promptly on the scene, the brigade promptly subdued the conflagration before much damage was done.

W. H. Reynolds Sells Out Business.

In order to devote himself entirely to the manufacture of war munitions, W. H. Reynolds has sold his business at 45 City road, London, to the Utility Trading Co., of Paper street, E. C., which proposes directing its future activities from the former location only, under the name and style of W. H. Reynolds (1915), Ltd. The latter is now under the sole control of T. Gilbey, who intends carrying on and maintaining the traditions of the old business as supplier of any part of any talking machine ever made. That is a big statement, but one to which I am convinced the company lays great stress in the knowledge that its fulfilment is unquestionably assured.. The popular "Favorite" records will be retained as a leading feature of the business, and in addition motors, tone-arms and accessories of all kinds may be obtained from the company as formerly. As a talking machine and record emporium W. H. Reynolds (1915), Ltd., occupies as strong a position as any one firm in the trade, and may be relied upon to execute export orders with extreme care and promptness. A new catalog is, I understand, in course of preparation. It is to be something exceptionally good, representing a sort of encyclopedic guide to the enormous number of gramophone lines stocked by this enterprising house. Up-to-date dealers should not fail to register their names for an early copy.

Assets of National Gramophone Co., Ltd.

The assets of the National Gramophone Co., Ltd. (in liquidation), consisting of letters patent in various countries, over a thousand master records, about 30,000 Marathon records, recording plant and other apparatus, are now up for tenders in one lot. Such is the end of this company, but not, I venture to think, the end of "Marathon" double-length records, of which we shall certainly hear again.

New Grammavox Records.

Grammavox issues this month carry some pleasing items, which Colonial and foreign dealers alive to the best interests of their patrons should

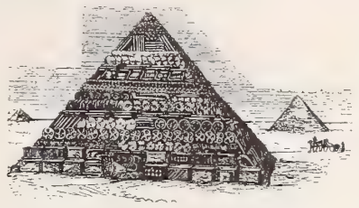
(*Continued on page 72.*)

WANTED:

To get in touch with leading Talking Machine Manufacturers re Machines, Records, Accessories and Novelties of all kinds.

MARCUS CLARK & CO., Ltd.
CENTRAL SQUARE
SYDNEY, N. S. W.

Reno
The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record
Entirely British Made

Wide Selection of Up-to-date Titles
Best and Cheapest Record on the Market

Safiro Needle
Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day
and
Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.
Manufacturers of
Talking Machines, Records, Accessories and Motors
45 City Road, London, E.C., ENGLAND

GUARDSMAN DOUBLE-SIDED RECORDS. LATERAL CUT.

REGISTERED

TRADE MARK

Send for our Catalogue of all the latest English and American successes. We will quote you lower prices than any manufacturer in the world. This is a bold statement, but we will substantiate it if you will write for our terms.

TO LARGE BUYERS:

We will make you your own record, any size, from 5 in. to 12 in., with Hill & Dale or any other cut, if you are big enough to take the quantity, and this record will be confined to you in the U. S. or Canada.

Full particulars upon application to

Export Manager, INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

not fail to investigate. These discs embody the dual attributes of variety and charm combined with a quality standard and price temptation which alone carry an irresistible appeal to keen buyers. If you are one, it's a good plan to place yourself in touch with the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, W.

Waiver of Consular Fees with Russia.

Apropos the complaint, ventilated in my last report, as to the fees in connection with certificates of origin on goods sent to Russia, it is now announced that an arrangement has been concluded between His Majesty's Government and the Russian Government for the reciprocal waiver of consular fees in connection with the issue and legalization of certificates of origin for goods sent from the United Kingdom to Russia and vice versa. The arrangement takes effect as from August 1.

Occupations for Disabled Soldiers.

Herman Darewski, the well-known song writer and composer, gives voice to a suggestion that many of our disabled soldiers who are prevented from following their usual occupations might be instructed in the art of music engraving, heretofore mainly in the hands of Germans.

In last month's issue I suggested that under certain conditions some of our disabled soldiers might be tested for pressing records. There is plenty of scope, and the "boys" would undoubtedly be glad to try it.

Coliseum Records for August.

One of the best Coliseum record programs yet issued is that for August. It is a veritable mine of topical musical fare, embracing many items from London's latest revues to laughter-raising selections of the popular order. Space precludes detailed mention of the many attractive items listed. Suffice it to say that all the most popular numbers from the following revues or plays are in evidence: "Betty," "Watch Your Step," "Tonight's the Night," "The Passing Show of 1915," "5064 Gerrard," "Rosy Rapture." A powerful and pleasing program, to be sure!

A popular comedienne of the highest attainment is Ella Retford, whose record contributions are, as may be imagined, in great demand. Her latest vocal examples are to be found on Coliseum record No. 788, the titles being "I Was a Good Little Girl" (Paul Rubens) and "We're All North Country Lads and Lasses." Both songs have caught the public fancy, and as rendered by Miss Retford are sure of still greater popularity on this Coliseum disc. The list under mention contains many other capital selections which will appeal to discriminating buyers the world over.

Maintaining Normal Output of Records.

Under present conditions the maintenance of a normal output in the record world merits admiration, and our minds respond with unqualified interest when it is averred in relation to any one make of record that the term "progressive sales" is justified by fact. Such is the claim in more than one quarter, and I am prepared to admit that it is not without good foundation. As one example I may mention the Guardsman record, the sale of which is going ahead by leaps and bounds. Its production rests upon the triple virtues of British material, labor and capital, but there are also the attributes of quality and price, which account in no small part to the growing demand experienced. Guardsman records are particularly in favor with large buyers abroad. The company is in a position to promptly execute all orders, and in relation to prices special attention is directed to the statement made in its announcement elsewhere in this issue.

From the viewpoint of tonal quality the position of this record is unassailable. Comprehensive lists of new titles are issued each month, a typical example of excellent fare being the August program, which includes no less than fifteen records (thirty titles). It doesn't matter what you want—the new London Revue items, the latest patriotic and other "hits," vocal or instrumental, it's on Guardsman records. Refer to the Invicta Record Co.'s advertisement and act accordingly.

New Ad Manager for Zonophone Co.

The British Zonophone Co. is proud in the possession of a new advertising manager—E. Baxter, a gentleman of undoubted talent in the compilation of attractive and forceful publicity. In this direction Mr. Baxter enjoys a good reputation, having for some considerable time previously occupied a prominent place on the advertising staff of another large gramophone firm. His special qualifications will now be solely utilized for Zonophone work, and in this capacity his ability will redound, I am sure, with credit on both sides.

Blum & Co. Creditors Dissatisfied.

At the meeting of creditors of Blum & Co., Ltd. (in liquidation), held on July 5, a number of pungent questions were put by various creditors, who expressed not a little dissatisfaction with the position of affairs disclosed. The result was that a committee of investigation, duly appointed by creditors, was asked to submit a report of their findings at a later date.

To Overhaul War Trade Department.

The war trade department, about which many complaints have been made both in and out of parliament, is to undergo something in the nature of reconstruction, according to the promise of Prime Minister Asquith "to make the committee as competent and efficient for the purpose as possible." The news will afford gramophone traders some little satisfaction at any rate.

Zonophone Record Artists.

Contributers to the current Zonophone record supplement include Miss Violet Oppenshaw, Harold Wilde, Sydney Collham, Harry Fay, George Formby, Florrie Forde, and, in the instrumental section, Black Diamond Band, Band of H. M. Royal Irish Fusileers, Peerless Orchestra, etc. To such leading lights of the musical world in combination with first class recording, quality and topicality in the choice of titles, is due Zonophone sales eminence. "Zonophone music is music," and that means business galore for the company's dealers. A very good report, indeed!

Judge in Facetious Mood.

Legal confirmation of an alteration in the objects of a grampophone company to include the making of munitions of war was recently applied for in the London law courts. In granting the application the judge gave expression to the face-

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

Manufacturers of

Coliseum Records, Gramophones and Accessories

Specialties

NEEDLES, MOTORS, SPRINGS

for all makes of machines

CABINETS, TONE ARMS, SOUND BOXES

We are the oldest established firm specializing in all replacement parts for Gramophones and Phonographs, and are in a position to supply any gear of any standard make on the market. We have a special plant, dealing with wheels of odd manufacture, which can be turned out in a few hours' notice.

NOTE! FOREIGN AND COLONIAL BUYERS are you Stocking COLISEUM RECORDS,—IF NOT, WHY NOT?

We have a list of over 1,300 titles of the most popular ballads, marches, selections, etc., reproduced in a manner superior to all other makes. Our terms are right, because we are actual manufacturers.

J. STEAD & CO., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Springs and Needles

Best Prices—Best Quality

Inquiries Solicited

REG. TRADE MARK

DOMINANT GRAMMAVOX

Double Sided
RECORDS of High Repute

SPECIAL POINTS

- We offer one of the finest Needle Cut Records on the market.
- Guaranteed entirely ENGLISH MANUFACTURE.
- Exceptional Quotations for all competitive markets.
- Special Labels, if required, reserved to customers.
- Guaranteed rapid regular deliveries.

BANKERS:
London & South-western Bank, Eng.
Cables: Grammavox, London.

Sample parcels assorted, dispatched at *Bulk Rates* on receipt of Currency Draft value £1 Sterling. We solicit correspondence from Wholesale Houses, Shippers, and Factors handling *LARGE PARCELS*. We are prepared to deposit from Wax Masters, or Shells sent in and supply pressings from same at special rates.

Address "Export Dept.," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued from page 72).

tious remark "That will not cause any more pain than the instruments they used to manufacture," with which statement we are justly indignant! American, Colonial, foreign papers, please don't copy—we have had enough of it already.

Customs duties in Sierra Leone have gone up since July 21. On ordinary goods a surtax of 25 per cent. over and all the previously existing rates is notified by the acting Governor as now in force.

Columbia Co. Records "Kol Nidre."

A record which deserves particular attention on Columbia this month is that of the famous Hebrew melody, "Kol Nidre," played as a 'cello solo by Bannister Powell. This is as much a part and parcel of the Jewish religion as the "Hallelujah" chorus has become in the Christian religion, though there is no possible comparison between them—the one being as sad and appealing as the other is joyous and rousing. It is a wonderful piece of music, this Jewish classic, and as there have been many requests for adequate records of it, this Columbia issue, whereon both sides of the disc are taken up with it, should be in much favor.

New Record of French War Song.

Henri Leoni, who will be remembered as the French soldier in "Business as Usual," singing in honor of the Tricolor, is again on Columbia this month in a famous French war song, "Le Regiment de Sambre et Meuse." Mr. Leoni also sings a popular number by Christine, "The Nice Young Nut," on the reverse of the disc.

To the eight magnificent records by the Milan Symphony Orchestra already in the Columbia repertoire is now added a ninth, which embraces the Dance of the Hours, from "La Giaconda," and the noble and gorgeous Hymn to the Sun, from "Iris."

"Push and Go" for Columbia.

The Columbia production of records of the London Hippodrome revue, "Push and Go," will go down in the history of records as one of the greatest achievements of its kind to date.

It is only right to say that it was by virtue of its success with the previous revue, "Business as Usual," that the Columbia decided there was room for a tremendous "scoop" in "Push and Go." The way was made clear by the courtesy of Albert P. de Courville, who offered every facility for the use of the London Hippodrome artists and songs.

From Miss Shirley Kellogg, Miss Violet Loraine and Harry Tate downward all the artists were secured in their original numbers. Then it was decided that, as the scenic production at the London Hippodrome was such a riot of gorgeous color, the latest art processes should be employed to illustrate the scenes for a special brochure. Mr. Wallcousins was accordingly commissioned, through the Carlton Studio, to paint the principal scenes for reproduction, as well as a portrait of Miss Shirley Kellogg. And the result in printed form is not merely one of the handsomest brochures it has ever been our pleasure to handle, but one of the most ambitious ever issued—certainly more elaborate than any theater has ever presented for a souvenir. In rich colors, its cover shows Miss Kellogg in flower-girl costume, the inside pages illustrating Harry Tate in "How's Your Father?" Violet Loraine in "Dear Old Saturday Night," Anna Wheaton and Jamieson Dodds in "Snake Charming Girl," Jamieson Dodds in "Hearts of Steel," and Shirley Kellogg in her captivating Balloon Song, and (in a beautiful double page picture) in "Chinatown."

An effective poster study was made of Miss Kellogg in her charming balloon dress and reproduced in six colors, and this was so much admired that the London Hippodrome management promptly arranged for its adaptation to their own needs.

The seven Columbia records comprising the complete "Push and Go" series were put up in a dainty album, bearing the name of the revue stamped in gold, this being supplied without extra charge to purchasers of the set.

Finally, the front page of the London Daily Mail was taken to advertise these "Push and Go" records on July 9, and even though, at the last moment, the front position had to be foregone in response to a request from the Treasury for the space to advertise the British War Loan, the Daily Mail generously compensated for the difference in position by mentioning the Columbia advertisement in three other parts of the day's paper.

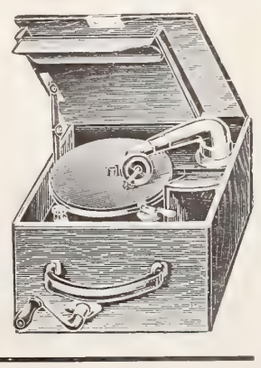
TALKING MACHINES AT FRONT.

A dispatch from Paris, France, says that specially constructed talking machines are being manufactured by a Paris business house for use in the trenches. The reproduction is just sufficiently loud for listeners close to the machine. Several thousands of the machines have been sent to the front.

The Voyageur "RIFANCO"-PHONE, No. 100

Best of all. The latest improved and most compact portable Gramophone. Exclusive design. Own manufacture. Different to all others.

It embodies the maximum of advantages in a minimum of space. The outer size is 8 ins. high, 14 ins. long, and 12 ins. wide. Contains a strong Swiss motor, 10 in. turntable, speed regulator, brake, winding handle, escutcheon, nickel-plated tonearm, fine sound-box, lock and key, leather carrying handle and Record case for 12-18 discs. The Voyageur produces as clear a sound as the largest Gramophone, as 65 per cent. of the interior cubic space is reserved for developing sound. The shaped wooden horn, 11 ins. by 4 ins., which also acts as tonearm rest, is directly connected with the upper hollow half of the cabinet, 14 ins. by 12 ins. by 4 ins. It has also a Sound Reflector under the lid. **Trade Price, $7.00.**



RIFANCO-PHONES

BRITISH DISC MACHINES

20 Models from $4 to $50 each. 1,000 in stock.

RECORDS Double-Sided Discs

10-in. Besttone...	Trade
10-in. Pickofall ..	Prices
10-in. Playwell...	from
12-in. Pickofall ..	$2 doz.

1,000 Picked Titles, all Successes. Best sellers. Up-to-Date. 100 Artists.

The quality of these discs is excellent. 100,000 in stock.

RIFANCO - ELEPHANT NEEDLES

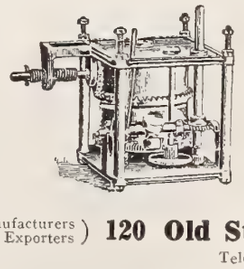
(A few millions always in stock.)

Made of the best English steel in three shapes and packed in colored boxes bearing the trademark. No. 1 Soft Tone, tapered; No. 2 Loud, short points; No. 3, spear points.

RIFANCO SOUND BOXES, from $4 doz.
RECORD ALBUMS, for 10 & 12 in. from $2 doz.

Metal, Brass and Wood Horns, Cases, Springs, and all parts.

Dealers send trade card at once for 60-page Illustrated Lists Free.



RIFANCO MOTORS

1,000 in stock,

playing 1 to 14 discs one wind, are unique in construction, driven by single, double and 4-springs, gears, and worms; they run true and silent. Speedometers, Turntables, Brakes, TONE ARMS for Horn or Hornless machines of various shapes and sizes.

THE REGENT T. M. CO. (Manufacturers and Exporters) **120 Old St., London, E. C.**

Established 1903. Telephone: 3203 London Wall.

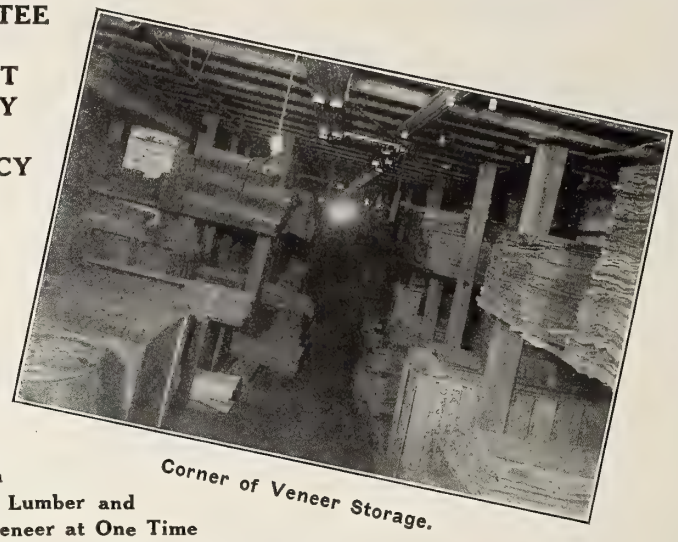
UNEXCELLED MANUFACTURING FACILITIES

One of the Looschen Dry Kilns.

GUARANTEE

HIGHEST QUALITY

ACCURACY AND SPEED



Corner of Veneer Storage.

We Can
Dry 24 Carloads of Lumber and
Many Thousand Feet of Veneer at One Time

A RECENT TEST OF THE LUMBER IN

LOOSCHEN TALKING MACHINE CABINETS

SHOWED IT CONTAINED LESS MOISTURE THAN ANY OTHER

This is an important factor—You will never know how inexpensive a high grade cabinet is until you have communicated with us—Makers of high grade Piano Cases for over a quarter of a century

LOOSCHEN PIANO CASE CO., 12th Ave., 31st and 32nd Sts., PATERSON, N. J.

GOOD TIMES IN INDIANAPOLIS.

Sales for Seven Months of 1915 Ahead of Same Period of Last Year.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., August 5.—A. W. Roos, manager of the Columbia Graphophone Co.'s local branch, for the fourth time in the last seven months won the company's June prize for the best cash collections for that month. This is a record of which he can well feel proud.

July business for the talking machine houses was exceptionally good. Mr. Roos said an eighty per cent. increase was made in collections over the same month of 1914, and that the sales were more than double of those made in July of last year.

B. C. Fletcher, floor salesman at the Columbia store, has a summer cottage on White River, north of Indianapolis, the "watering" place of the Hoosier capital. Of course, Mr. Fletcher put in a talking machine. That action was followed by a number of his neighbors, and he has realized quite a few sales. William S. Byrd, formerly with the Columbia company in St. Louis, is spending his two weeks' vacation there. The Dictaphone business of the local branch was exceptionally good in July, many sales being made by Manager F. J. Clark.

"Our fall business will be bigger than ever before," said Mr. Roos. "The best months are ahead and yet we are making sales far beyond our expectations in the months that may be regarded as the 'dead' months of the year. Our branch at Terre Haute reported more sales in July than in any month since January."

The Stewart Talking Machine Co., 330 North Pennsylvania street, is getting things fixed up at its wholesale headquarters in the seven-story building leased by the company at 20 West Georgia street. The Kipp-Link Phonograph Co., distributer of the Edison line, is anxiously waiting for the opening of its down-town store at 122 North Pennsylvania street. The room is being remodeled.

DECISION UPHELD ON APPEAL.

United States Circuit Court of Appeals Affirms Finding of District Court in Favor of the Defendants in Suit of Victor Talking Machine Co. Against R. H. Macy & Co.

The United States Circuit Court of Appeals, in New York, on July 17 last handed down a decree affirming the decision of the United States District Court for the defendants in the suit brought against R. H. Macy & Co. et al. by the Victor Talking Machine Co. Judge Hand, sitting in the District Court, gave a lengthy decision in the case and dismissed the bill of complaint filed by the Victor Co. against the department store, in which the latter was charged with violation of the license agreement of the Victor Co.

What further steps, if any, that will be taken in the prosecution of the case have not yet been announced by the Victor Co.'s attorneys.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE

NEEDLES

Columbia Double-Disc records by Pablo Casals offers one more Columbia opportunity to give your customers *the best* of "all the music of all the world."

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

A CASE OF SPECIAL DELIVERY.

Sale of Victrola for Crew of a Dredge in Michigan Serves to Put Two Salesmen in the Explorer Class When It Comes to Delivering the Instrument to the Owner.

(Special to The Talking Machine World.)

BATTLE CREEK, MICH., August 5.—The recent sale of a Victrola and a liberal supply of records to

Victor Entertaining Dredge Crew.

the operators of a dredge in the lowlands of southern Michigan by the Roat Music Co., of this city, is believed to have opened up a new field for that most popular instrument. The sale of the Victrola sounds like a simple proposition, especially when the transaction occupied less than ten minutes, but the salesmen who were told to deliver the machine and records threatened to resign their positions the next time a similar task was suggested.

The story of the delivery runs like a comic moving picture, and took the two adventurous salesmen on a trip that made Dr. Cook's polar expedition look like a lamb's gambol. After several unsuccessful attempts to find the exact location of the dredge, the men set out one morning by automobile with determination in their hearts and "blood in their eyes." They traveled for some distance, finally arriving at a place they supposed was in the immediate vicinity of the dredge. Here one of them, with the Victrola strapped to his back, and the other with the familiar Victor dog and a camera started across the fields where the travel was comparatively easy for a few miles. The trip soon brought them to a big swamp where bogs, muck, water and snakes confronted them. They were about to turn back, deciding the trip fruitless, when a cloud of telltale smoke arose in the distance.

Stumbling on, the travel gradually growing worse, they finally came to the big ditch left in the path by the dredge. At this point they succeeded in attracting the attention of one of the crew, who came for them in a rowboat. Drenched, tired and dirty, they at last arrived at the little city isolated from the rest of civilization. In one of the shacks they cleaned up a bit and the above photograph shows the crew enjoying the first selection on the Victrola. The mammoth dredge operates from early spring until fall, and the members of the crew can seldom leave. The long, monotonous evenings are no more. With the Victrola they dance to the latest society orchestras or listen to the greatest operatic favorites.

NEW BALANCE SOUND BOX.

A new "balance" sound box has appeared on the market, known as No. 3. This is a large-sized "speaker" and is for use where a powerful volume of music is desired. One of its features is that when used for dance music it is sufficiently loud to be heard above the shuffling of feet, and while playing in this loud way will not blast. It is for sale by Edison disc machine jobbers. Although being attractively advertised in this month's issue, the manufacturers are doing so with the view of helping jobbers sell these products, which is the reason why the maker's name does not appear in the copy.

INCORPORATED.

The Triumph Record Co., a corporation chartered under the laws of Delaware, has been granted permission to transact business in New York State, E. J. Kaltenbach, 233 Broadway, New York, being named as representative in this State.

OPENS RECORDING LABORATORIES.

The Rex Talking Machine Co. Also Has General Offices in New York at 35 West Thirty-first Street—E. P. H. Allen Appointed Sales Manager of the Company.

The Rex Talking Machine Co., which was recently reorganized, has opened recording laboratories and general offices at 35 West Thirty-first street, New York. Master records made here will be shipped to its factory at Wilmington, Del., for manufacturing purposes.

The new officers of this company are Philip Wohlstetter, president, and Gus Meyer, secretary and treasurer. In charge of the recording are Fred W. Hager and Chas. E. Hibbard. E. P. Huyler Allen has been appointed sales manager. New England representative is Thomas O'Grady.

In addition to its general wholesale business the company operates retail stores at Wilmington, Pittsburgh, Buffalo, Newark and other cities.

Philip Wohlstetter, president, states that the company is incorporated for $1,200,000, $500,000 of which is preferred and $700,000 common. "A considerable amount of new capital has been put into the corporation," he added, "and we have all the money necessary to go ahead with our plans. We also own the equipment of our plant at Wilmington, Del."

The man who boasts that his will is law loses sight of the fact that lots of laws are not enforced in this country.

Generally We Make a Pretty Good Friend of Any Victor Dealer Out West!

A good many Victor dealers already know that we are Victor distributors for this entire part of the country. Others don't know it yet—and that's unfortunate for both of us. Because there isn't any other distributor anywhere who will try harder to give a dealer exactly what he wants exactly when he wants it. If you are a Western Victor dealer who has been sending long distances for your Victor goods, why not try this oldest and largest Western music house right here near you? We'll answer your correspondence by return mail, get up in the night to make you a shipment, and come as near having what you want as any distributor anywhere.

THE KNIGHT-CAMPBELL MUSIC CO.

Oldest and Largest Music House in the West

DENVER, COLORADO

COLORADO SPRINGS, COLO. BOULDER, COLO. CHEYENNE, WYO.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., August 10.—'Tis the same old story. The talking machine business in Philadelphia in July more than doubled the amount of business done the same month last year, and with some firms considerably more. The entire month was most active, and there is every indication that August is going to duplicate the previous months of the year and this fall will be a phenomenon in the talking machine line.

It is remarkable the hold the talking machine has on the public. In these dull times, when business depression has been heard on all sides, people seem to find it possible to buy the talking machine and keep adding to their stock of records.

There is nothing very new in the business here, except that the Louis Buehn Co., as announced in detail last month, has eliminated its retail business and H. A. Weymann & Son have entirely rearranged their store, bringing the talking machine department into much more prominence than it previously occupied.

The Louis Buehn Co. closed out its retail department on July 1 and distributed its trade among its various dealers. Mr. Buehn says that the first month's results are most gratifying. The warerooms have been entirely rearranged, bringing the offices further to the fore, occupying the space that had been given over to the retail business, and thereby increasing the space at the rear for the handling of the stock. A few new offices have been added, but there is still retained one hearing room for the wholesale customers.

Mr. Buehn has his family at Ocean City for the summer, and spends Monday, Wednesday and Friday of each week at his office and the other days at the resort. He says his business has been considerably ahead of last year, and that advance orders for machine deliveries are substantially larger than last year and that everything looks as if they were going to have a very big season from this on. The record stock of the Louis Buehn Co. is in particularly good shape, and it is able to fill orders 90 per cent. and even better.

The Penn Phonograph Co. has had a most gratifying July business, which was more than 50 per cent. larger than last year. It looks for an even better increase in August, and believes that the fall is going to show a phenomenal business. Harry Miller has been in San Francisco, where he attended the talking machine jobbers' convention. T. W. Barnhill has returned from a delightful automobile trip and will go away again for another week in August. Among recent visitors were William H. Keller and George Keller, of Easton, Pa., handlers of the Victor line in that city.

Blake & Burkart, the big Edison dealers here, have added during the month a large booth to the right and another large booth to the left of their store, which will be of material assistance in the handling of their rapidly growing business. Herbert E. Blake is at present in Buffalo on his vacation, and Mr. Burkart will not go until September, when his destination will be the Atlantic coast of Virginia, where he spends the time hunting and fishing. Their business recently has been most satisfactory, and better than they expected it would be. They say that prospects are very bright for the continuation of a good business throughout the remainder of the summer and they are laying extensive plans for a vigorous fall campaign. Mr. Fuller and Mr. Hallowell, of the Edison factory, have both been visitors.

The Edison people are doing good work in their campaign at Atlantic City and have that city well covered. They have been giving exhibitions on all the large piers and at the large hotels and halls.

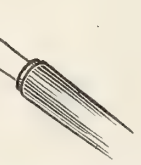
The Pennsylvania Talking Machine Co., the distributer of the Columbia, is more than elated over its success in July, the business having more than doubled over last year. One great satisfaction to the company is that it has been able to handle its business with so much greater ease. The big improvement made in the business, with the up-to-date system installed for the handling of records, has been of wonderful advantage. Among the new distributers appointed one of the most important is William Grant & Sons, of 1025 Arch street, who have just undertaken the handling of a full line of Columbia goods. Manager Eckhart will spend the month of August at Atlantic City. He was in New York several days the past week. His assistant, C. S. Tay, has just returned from a delightful two weeks spent in Frederick, Md. Frank Dorian was one of the visitors the past month.

The cozy Dictaphone department of the Pennsylvania Co. has also been meeting with gratifying success. Among some of the big firms installing these instruments are the Notaseme Hosiery Co., the Electric Storage Battery Co., some nice additions to the H. C. Mulford Co.; Paul Hertel & Co., the well-known insurance concern; the Pillsbury Flour Co., the Crew-Levick Co., dealers in oil; Jones & Baker, stock and bond brokers, and a number of other large concerns have added to their equipment.

Clifford Malliet, of the Pennsylvania Co.'s Dictaphone department, is away on his vacation, spending the time at Hackensack, N. J.

H. A. Weymann & Son have had such a rapid increase in their talking machine business that they are constantly enlarging it. They have now brought it well to the fore and have built several attractive booths in mahogany and white right inside the door. Their store has been very much improved, and Harry Weymann says that so far they have booked advance orders to the extent of double the number at this time last year and they have made every preparation to be able completely to fill whatever orders they have booked. Mr. Weymann believes that the business in talking machines this fall will be phenomenal.

Pen Your Victor Orders to Penn



Have a hand in this "Diplomatic note" affair by writing us that you insist upon getting "the following Victor machines and records" and we will answer it by sending you the goods. There will be no "ifs," "ands," or "buts"; no "whereas," but just the sending of the machines and records.

You are now approaching the busiest season of the year; in four months is crowded over half of a year's business, and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So look over your stock and "pen your Victor orders to Penn" today and become acquainted with our fast service.

Penn Phonograph Company

17 South 9th Street Philadelphia

ISSUE ELABORATE FOLDER.

Unit Construction Co. in Interesting Volume Describes the Unico System of Demonstrating Rooms for Talking Machine and Player-Piano Dealers—Contains Information That Is Well Worth Seeking and Knowing.

The Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., has issued and mailed an elaborate four-page folder, printed in two colors, illustrating and describing the Unico system of demonstrating rooms for talking machine and player-piano dealers.

Thirty-six plans for one, two and three room installations are shown, together with prices for same in several styles of Unico booths, the range showing that a modest booth can be obtained for $75.80, while it is possible to invest any sum from that point up. It is pointed out that the booth at this figure cannot be purchased even from a local carpenter for this sum, and even if the same price could be secured the booth itself would not possess the soundproof qualities and general excellence which have made Unico booths famous and in demand by the merchants who desire to offer their patrons the most convenient and refined atmosphere for the purchase of merchandise.

Unico demonstrating rooms, by virtue of the patent sectional unit construction features, are adaptable to any space, can be installed by anyone in a few hours and, if desired, can be rearranged in size, plan, location, without expense and as often as desired. These rooms are soundproof, dustproof, and are carried in stock in many styles and goods and shipped promptly in any desired finish.

Rayburn Clark Smith, president of the Unit Construction Co., states that several hundred merchants have already availed themselves of the Unico service, among them being such well-known houses as the Aeolian Co., American Piano Co., Lyon & Healy, Rudolph Wurlitzer Co., E. F. Droop & Sons, New York Talking Machine Co., John Wanamaker, Starr Piano Co., R. H. Macy & Co., Bloomingdale Bros., C. Kurtzmann & Co., Brown Talking Machine Co., L. Bamberger & Co., Krell Piano Co., Gimbel Bros., etc.

NEW COLUMBIA RECORD POSTER.

The Columbia Graphophone Co. has just sent out to dealers a strong poster for store window and sidewalk display and devoted to the four latest popular hits issued by the company in record form, namely, "Those Charlie Chaplin Feet," coupled with "If You Can't Get a Girl in the Summertime," and "Are You the O'Reilly," coupled with "Norway." All the songs featured are popular at this time, particularly the Chaplin song and "Are You the O'Reilly." The poster illustrates Chaplin's feet and O'Reilly's face, and should prove a great aid to the dealer in pushing the records referred to.

"IT TOOK."

So many Victor dealers have written and talked to us about our radical change to "exclusive wholesale" Victor distributors, that in one month the success of the new policy has been assured.

Many were of the opinion that not only would they co-operate with Buehn Service in a greater way than ever before, but that our efforts would be reinforced by many of the dealers who do not as yet quite realize just what this plan of ours means to them.

We intend to exploit this important feature of Buehn Victor Service in such a way that every dealer who can possibly be better served, will know just what we are doing towards his assistance. What pleases us most, however, are the voluntary complimentary expressions already received, and it has made us all the more determined to prove that by being WHOLESALE ONLY, those who use Buehn Service will be rewarded by securing the most efficient co-operation.

Read the little panel on the side. It speaks for progress to Progressives.

On record orders we fill from stock over 90% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

ST. LOUIS TRADE IN AN OPTIMISTIC MOOD.

Dealers and Jobbers Talking of Increases Over Last Year and of Normal Gains—Nugent Department Store Will Handle Edison and Columbia Machines—Death of Robt. Voulard—Silverstone Complimented by Mr. Edison on His Publicity—Recent Changes.

(Special to The Talking Machine World.)

ST. LOUIS, MO., August 7.—"There are just two lines of business in this section that are enjoying real prosperity—automobiles and talking machines," declared a talking machine jobber here the first of the month. That statement probably is correct, at least that is what one gathers as he passes through the various representative lines. Of course, the zinc mining districts are prosperous, but they are small; but the miners are fine talking machine buyers, as some of the local dealers have cause to know. But, generally speaking, business is again reaching normal. The first of this month brought the fall buyers into town from Texas and other cotton States. This contingent always is the first to arrive, and there was much ill-concealed anxiety around the big jobbing houses to see these buyers in action. The first day's sales were convincing that they had come prepared to buy in accustomed quantities, and the sigh of relief from the wholesale district quickly reached the three talking machine jobbers, for the report meant much to the latter.

But the talking machine trade here, both jobbers and retailers, are beginning to talk of increases over last year and of "normal gains."

"We are looking forward to an excellent fall," said Manager Irby W. Reid, of the Columbia warerooms. "Our old dealers are making fair increases in their orders already, and from all reports that reach me I gather that, despite weather and insect damage to crops, there is going to be a profitable harvest. What has been lost on one crop has been gained in another, and lines that have been dull for years are coming to the front. Industries are gaining daily, and the big department stores are setting themselves for a good fall business. Hence, our line must go forward as usual. In both the jobbing and retail departments we are preparing to care for an increased trade. Our J. J. Bennett, who is in Arkansas at present, has been finding conditions good and has been lining up many new dealers. That State is in excellent shape, no matter what happens, as the crop diversification idea has taken hold down there and they are prepared for all kinds of weather and all sorts of ups and downs of prices. Hence, I see nothing but a favorable outlook for us."

Mark Silverstone, of the Silverstone Music Co., takes a similar view of the situation and points to the stock of goods that he is receiving as visible evidence that he expects to greatly increase his trade this fall. "We have been making a realignment of our forces and agencies with a view of strengthening our line and placing us in a better position to handle the high-class trade," said Mr. Silverstone. "We feel that the line will be better represented this fall than ever before, and there will be a stronger representation. This work, in connection with the growth of the Edison fame through general advertising and demonstration, together with the excellent business prospects for talking machines, makes us confident that business totals for the fall will be much greater than was anticipated a few weeks ago. With the elimination of the cheaper Edison disc machines it has been found necessary to cut off some of the smaller agencies which could not finance big deals nor reach the trade that will take high-priced machines, but this has been accomplished and has left us better prepared to cover the entire territory than previously."

The Koerber-Brenner Music Co., Victor jobber, reports an excellent and rapidly increasing trade since early spring, with the country buyers now coming in strongly on the prospect of harvest money soon being loosened by the sale of grains.

The country dealers were a bit slow in taking hold this year because of the many evidences of damage to grains, etc., but with the harvest safely by, they are placing orders. This trade, however, is being realized unusually slowly this year to the retailer because there is a strong disposition on the part of growers to hold all crops for later prices.

The Nugent department store's talking machine adjunct will be opened late this month, and the promise is for a very handsome and well appointed salesroom. The plan was to have this department ready early in the month, but the usual delays blocked the plans. Edison disc and Columbias are to be handled. This will make the fourth of the department stores selling talking machines. The Vandervoort Music Salon confines its sales to Victors, the Stix, Baer & Fuller Dry Goods Co. to Edison discs and Victors, the Famous & Barr Co. to Edison discs and Victors and some $10 machines.

Robert Boulard, chief mechanic in the talking machine repair department at Aeolian Hall, died last month after a distressing illness. Mr. Boulard was thirty-one years of age and was well known among mechanics, having worked very earnestly on some inventions that he had planned, and after his physical breakdown worry over the frustration of his plans seriously affected his mind and his eyesight also failed. He formerly worked in the repair department of the Silverstone Music Co. Harry Levy, talking machine manager at Aeolian Hall, is away on a vacation. Manager Ching, speaking for the Aeolian-Vocalion business, said: "We are making very satisfactory progress in our sales campaign, and we have not the slightest grounds for complaint, either at the number of sales or the growing popularity of our machine. Daily people are becoming better acquainted with the advantages we present."

William Maxwell, second vice-president of the Edison Co., was the guest of the Silverstone Music Co. late last month and discussed publicity with Mr. Silverstone. The latter recently received a commendatory letter from Mr. Edison concerning a booklet of the explanatory talks on the phonograph recently printed in one of the local papers as an advertisement, but so placed and arranged as to appear at a glance as a feature of the paper itself. The interest in the series was so great that many persons who only read later articles asked for the earlier ones, and Mr. Silverstone had them printed as a booklet, and they have met with quite a lively demand.

A. Thallmayer, formerly in charge of the Columbia warerooms at Berlin, but now connected with the European department for that company, visited the local warerooms late in July to gather suggestions from the local trade needs for his department.

C. R. Salmon, country trade expert at the Columbia warerooms, was out of the city on a vacation trip the last week of July and the first week of August.

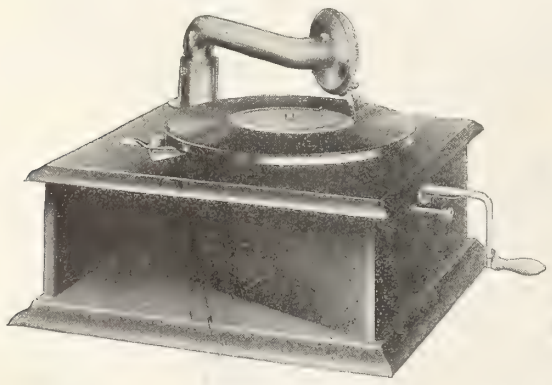
Additions to the Silverstone Music Co. force are: S. C. Mittleberg, in the dictating machine department; Gus Schmidt, in the mechanical department, and George Berthold, on the sales staff. New Edison Disc dealers are King Jewelry Co., Stanton, Ill.; Strauss Bros., Pittsfield, Ill.; Frank Homringhous, Assumption, Ill.; Pound, Kincannon, Elkine Co., Tupelo, Miss. A recent visitor at the Silverstone warerooms was Ben Staple, manager of the piano department of the Heineman Co.

BLUE AMBEROL DURABILITY.

Lighthouse Tender Pulls Up Edison Record in Lobster Trap and After Five Months' Immersion the Reproduction of the Record Was Perfect—Strong Evidence of Durability.

(Special to The Talking Machine World.)

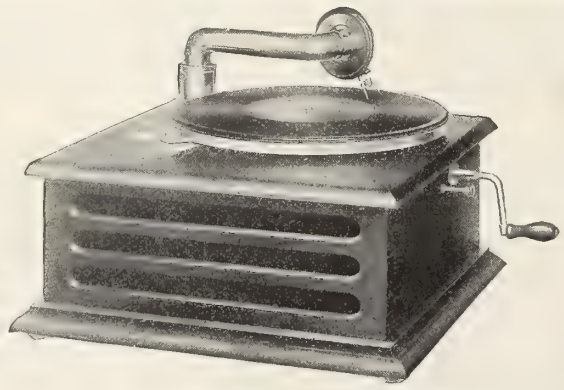
WINNIPEG, MAN., August 4.—An interesting communication received by Thomas A. Edison, Inc., through Babson Bros., of this city, gives some idea of the permanent nature of Blue Amberol records. This letter, which follows, was from a lobster trapper in Nova Scotia: "I wish to tell you about the wonderful toughness of the Edison Blue Amberol record and the experience I have had with one. I am a lighthouse keeper and do some lobster fishing. About the 15th of November last a ship sank three miles from the lighthouse station. This ship had an Edison phonograph aboard, and on the 20th of April, after a heavy storm, while hauling my lobster traps, I was surprised to find a Blue Amberol record in one of my traps. It had been in the water five months, beating and rolling over the rocky bottom of the Atlantic during the winter storms. I brought it home and put it on the Edison cylinder machine, and was surprised to hear it bring out the words of 'Put on Your Old Gray Bonnet.' I consider this wonderful. I could not help telling you about it. Of course it is scratched up a lot, but one can understand the words and music perfectly."



No. 1. Size 12 x 12 x 5 with 8" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany

Retails at $5.



No. 3. Size 14 x 14 x 5¾ with 10" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany

Retails at $10.

Wonderphone

the NEW popular-priced talking machines which are the sensation of the country. These are not only LOW PRICED but are built well and are considered to be exceptional values. They come in two sizes, as per the following details and specifications.

Write for special wholesale prices in quantities

PLAZA MUSIC CO.

10 WEST 20th STREET NEW YORK

The Columbia preparations for this Fall will turn a new page in the history of the talking machine business. Anybody can make predictions, that's a fact. But watch these fulfilled.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TAX "ARTISTIC COST" OF TALKING MACHINE RECORDS.

Board of United States General Appraisers Decide Money Paid to Singers Shall Determine Duty on Discs—Makers Contend Government Should Consider Only Manufactured Value.

An important ruling was made quite recently by the Board of United States General Appraisers, whereby importers of talking machine records will hereafter be obliged to pay duty on the so-called "artistic costs" involved in obtaining the records in foreign countries. While no case of the kind has yet arisen at the Custom House, officials are inclined to the belief that it will be only a question of a short time before the board's ruling in this case will be applied to moving picture films.

The test case before the board was that of the Victor Talking Machine Co., which exported to Colombia, South America, blank wax discs. An agent of this talking machine company visited the cities of the southern republic and engaged prominent South American singers and musical organizations to transfer their art to the records. The records thus obtained were shipped back to this country, being entered at Philadelphia in the care of Austin, Baldwin & Co., custom house brokers.

In this condition the records were entered as having a market value of $3 apiece, but as there is no market for the articles in a customs sense in Colombia, the appraiser reported he was unable to appraise the goods in the usual way provided for in the tariff law. He accordingly proceeded to make a valuation under the provisions of Paragraph L, Section 3, of the act of 1913. This required the ascertaining of the cost of production of the records as merchandise "which is not actually sold or freely offered for sale in usual wholesale quantities in the open market of the country of exportation to all purchasers." This process of appraisal, a complicated one at best, resulted in the fixing of a value on the records many times in excess of the invoiced rate of $3 per record.

The case was appealed, and Judge Howell's decision in part was as follows:

"We do not think that the statute justifies the distinction for which counsel contend. We cannot conceive of any good reason why the amount paid to the artist for his or her artistic production, whether such production be by means of the voice or otherwise, which causes the recording machine to make certain impressions on the disc, should not be included as a part of the cost of production of the record, just as much as would be the wages paid to an operator for operating any machine in producing some other article. In the one case the human voice or other talent is used, in conjunction with the recording machine, to give to the wax disc a new and peculiar character and use, while in the other case the hands or the feet of the operator may be used to operate the machine which changes the character of the article on which it is employed.

"We are of the opinion that in ascertaining the cost of production of an imported article under the provisions of Paragraph L, no distinction may be made between compensation paid to an artist and compensation paid to an artisan in producing the imported article. The statute plainly contemplates that all expenses, of whatsoever nature, incident to the production of the article, should be included in ascertaining the 'cost of production' of such article.

"If it became necessary to find the cost of production of a hand-engraved steel or copper plate, we think it would hardly be seriously contended that the compensation paid to the expert engraver who engraved the plate should not be included as an item in the cost of production of such article. In that case it would be the trained hand of the expert that would give the value to the plate, and the compensation paid for his expert services would undoubtedly be part of the cost of producing the plate.

"In the case at bar, the trained voice or other talent of the artist has given the value to the record, resulting in changing its character so as to adapt it to a particular use, and we think the compensation paid to the artist for the services rendered is as much a part of the cost of production of the record as would be the compensation paid to the engraver in the case of the engraved plate. It is the 'cost of production,' not intrinsic value, which is to be ascertained."

A PROGRESSIVE RICHMOND HOUSE

Is the Corley Co. Whose Victor and Piano Business Has Assumed Large Proportions—Some Recent Extensive Improvements.

(Special to The Talking Machine World.)

RICHMOND, VA., August 8.—"Something doing all the time" might well be adopted as the slogan of that progressive local music house, the Corley Co., for the air of busy activity is never absent from this up-to-date establishment. From the officers down to the little brass-buttoned, gray uniformed, diminutive darkey who opens the door for you as you enter, there's a spirit of "go-to-it-iveness" that impresses one instantly with the fact that here's a house that's thoroughly wide awake! Recently extensive improvements have been made in the store and fixtures, and the writer dropped in the other day to look 'em over and incidentally to ask about the outlook for fall business in the capital of the South. As for the aforesaid improvements—they're good. Massive banks of drawers extending from the floor nearly to the ceiling now take care of much of the stock of sheet music, folios, strings and small goods and the busy clerk is able to lay his or her hands instantly upon any called-for article. Adjoining this and continuing nearly to the extreme rear of the store are the cases for band and orchestra instruments, showing through polished plate glass and against the background of green felt, like jewels of purest water. For the convenience of the patron, a cashier's desk has been installed midway in the store and lost or waste motion has been eliminated as thoroughly as possible. On the opposite side of the salesroom another Victrola booth has been installed to take care of the rapidly increasing demands of the trade, and the impression one gains of the whole as he enters the store is extremely pleasing. "Business is good," says J. G. Corley, "and this fall promises to be a banner fall in the South, and we expect to get our share of it. Our piano sales are as good or better than could be expected right now and we're too busy to talk about the war in Europe—we're neutral, anyway." Equally encouraging reports from Frank Corley regarding the Victor business convinced me that here was one house that deserved the phenomenal success that it was achieving, because it mixed optimism with hard work—a formula that some of the hard-times howlers would do well to try in their business.

John G. Corley, the head of the Corley Co., was elected president of the National Association of Piano Merchants in San Francisco, July 24 to 28. Virginians are quite proud of this honor paid to Mr. Corley, and we are all sure that he will make a capable and brilliant executive.

Among the recent purchasers of motor trucks from the White Co., in Cleveland, O., was the Gramaphone Co., Ltd., of Hayes, England, which purchased three powerful trucks.

Victor Distributors

Ten years of exclusive Victor Jobbing in

Maine and New Hampshire

Service Our Success

CRESSEY & ALLEN

Portland, Maine

SHIP IMMEDIATELY—RUSH—TO-DAY SURE Every wire or special we receive demanding a quick shipment is a test of our efficiency as Victor Distributors. We receive thousands of them in the course of a year's business. Our response earns us each year a big increase. You Victor Dealers who need and appreciate a Victor Service That Serves get in touch with us immediately.

THE OLDEST VICTOR DISTRIBUTORS IN THE SOUTHWEST

Schmelzer Arms Co.

1214-16-18 GRAND AVENUE KANSAS CITY, MO.

KANSAS TRADE BETTER IN COUNTRY THAN IN CITY.

Some Reasons Set Forth for This Condition—Good Results from Vacation Trade—The Edison Shop Now Exclusive Agents—How Other Companies Are Represented—Activity Noticeable in All Branches of Talking Machine Business—Month's Budget of News.

(Special to The Talking Machine World.)

KANSAS CITY, MO., August 9.—Several factors have combined to militate against any large gains in the talking machine business in the city during the past month, but most of these factors have aided the trade with the country districts. The abnormally wet weather has prevented city people from shopping and has caused a slight feeling of depression. But the country people have been all the more eager to enjoy the solace of music while unable to work in the fields and have bought liberally. In fact, talking machine men say that farmers have been buying more talking machines than ever before.

The vacation period has been prepared for by talking machine dealers in Kansas City as never before—with consequent large results. Persons going to their summer homes or to camps have been shown the advantages of preparedness with talking machines, and very many have been sold. One feature of this new outlet has not yet been mastered by the dealers—that of credits. One dealer remarked that special care was necessary in selling machines to camping parties—if the machine happened to be stolen from the cabin or tent the security for its payment was gone, and collection became difficult. Most of the machines in this class, however, are the lower priced ones, whereon the loss is comparatively slight, and the dangerous customers in such cases are boys. The camping season was late in opening this year because of the continued rains, and consequently the talking machine sales for this purpose came with a rush.

Burton J. Pierce, manager of the J. W. Jenkins' Sons Victrola department, "couldn't wait;" he went to San Francisco three days ahead of the Victrola special carrying the jobbers.

The Edison Shop last week attained the ambition for which its officers were striving—that of being the only shop where Edisons could be obtained. The last remaining agency was not renewed. This store handles no other musical instruments than Edisons, and no other store in Kansas City handles Edisons. There are thirty-two establishments selling Columbias, thirty-seven selling Victrolas in Kansas City, including the jobbers who also sell at retail. These large numbers combine on advertising and make big showings in display. The Edison Shop, however, is holding its own despite the apparently herculean task of bucking so formidable a competition. It is said that the aim of the Edison Co. is an exclusive Edison shop in every town of 20,000 inhabitants and over.

The Columbia Co. at Kansas City is holding down its agencies in number. It is said that only last week five requests of merchants to handle the Columbia were refused because the stores did not attain the Columbia standard.

M. Blackman, manager of the Edison Shop, sent out recently 150 special invitations, handsomely printed on good paper and containing a program, to a recital by Mrs. Allen Taylor in conjunction with the diamond disc Edison. These invitations were sent to persons who did not own talking machines. On the day the shop was crowded to capacity; 130 of those invited responded, and some brought friends. Mrs. Taylor was formerly Miss Nita Abraham, a popular local soloist, and this fact attracted comment. It is said that fully half of the invitations resulted in immediate sales—and practically all the others are good prospects.

The safe of the Columbia Graphophone Co., 1112 Grand avenue, was "cracked" some time before Monday morning, July 26, and $250 in cash and postage stamps taken.

Two new faces are appearing in the territory, placing Edison phonographs—W. A. Beal, formerly of Pittsburg, Kan., and M. C. Simms, of Atlanta, Ga. They are traveling out of Kansas City, over Oklahoma, Arkansas, Kansas, Missouri, Iowa and Nebraska.

The Santa Fe Watch Co., at Topeka, Kan., is reported to have made the best sales of Edisons of any agency in the West that is served by Kansas City during the past month. Manager Thomas, of the talking machine department of the Topeka company, rather specializes on reaching the farm trade of his district; and that is the most prosperous class in Kansas this season.

E. A. McMurty, manager of the Columbia Co. at Kansas City, will take his vacation in August at the Great Lakes, with a flying trip to the East.

W. E. Rupe, manager of the Starr Piano Co. at Kansas City, is on his vacation at Grand Rapids, Mich. He will return by way of the headquarters, and hopes to see some of the special models of talking machines that the Starr Co. is preparing.

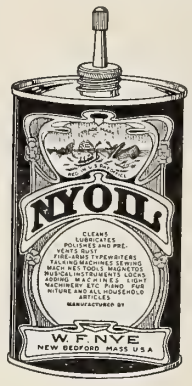
George F. Maxey, formerly of the Edison Shop at Kansas City, has been transferred to the branch at Detroit, Mich.

Many dealers who handle both pianos and talking machines are very frank to declare that the talking machines have been the mainstay of their business for the past year. It is reported here that the Kimball Co. is likely to enter in the manufacture of talking machines. The recent announcement by the Starr Co. of such a purpose and the less recent action of the Aeolian Co. lend color to the report.

T. W. Ivey, manager of the talking machine department of the North-Mehornay Furniture Co., nas distinguished himself this summer with his success in exploiting talking machines for summer resorts near the city. This is said to be the first time that any consistent effort has been made to sell to this trade, and Mr. Ivey has gone after it right. He has canvassed the resorts themselves—the Blue River, Forest Lake, Fairmont Park, Winnwood Lake and other minor camping and houseboat districts. He has urged the smaller models, convenient for poking into corners; but has not urged the cheaper kinds. This is said to be the first time that many machines exceeding $10 in price have been sold for the purpose. Mr. Ivey would not report his sales; but it is known

FALL IN JOIN THE ARMY OF NYOIL DEALERS AND

YOU WILL SHARE

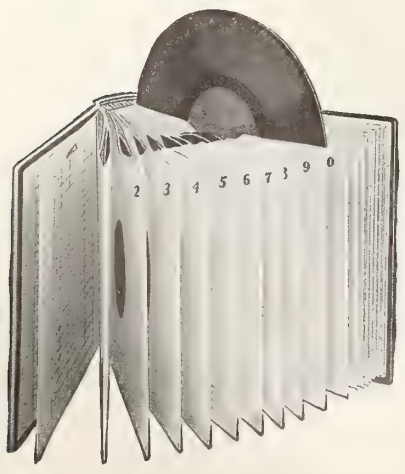


PROFITS WITH US

Let Us Submit Our Latest Proposition

WM. F. NYE, New Bedford, Mass.

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

First of all Reliability

This is our slogan and dealers who now furnish us with their orders know we live up to it.

TRY US.

THE WHITNEY & CURRIER CO.

Victor Distributors

ADAMS and HURON STREETS **TOLEDO, OHIO**

that at least a dozen have been made along the Blue River alone.

The Harris-Goar Jewelry Co., of Kansas City, doing a large mail order business with retailers, is said to be the first mail order house in this district to take hold of talking machines. This company has secured an agency for the Columbia, and will announce the fact to their trade in catalogs now being prepared in Chicago. The talking machines will have six pages of three-color work in this book. The Harris-Goar Co. was practically forced into the talking machine business. So many of their customers had sent requests for instruments that the company got into the habit of mechanically buying Columbias to fill the orders.

C. L. Fox, who places the Gable Entertainers in Kansas City, has been finding the confectionery stores and the summer gardens a useful outlet since their banishment from the saloons and the closing for the summer of restaurants where they were popular.

Arthur Trostler, manager of the Victrola department of the Schmelzer Arms Co., was spirited away by the jobbers when they left Kansas City and will spend a month in California. Walter E. Lyman is managing the department in Mr. Trostler's absence.

A committee had planned a royal entertainment for the Victrola jobbers—motor car rides, lunch at Blue Hills Club, visits to branch offices, etc. But the special was nearly two hours late, there was only half an hour to entertain, and that was taken largely by the use of the automobiles. The local committee consisted chiefly of A. A. Trostler, of the Schmelzer Arms Co.; E. A. McMurty, of the Columbia Graphophone Co.; M. Blackman, of the Edison Shop, and Fred and C. L. Jenkins, of the J. W. Jenkins' Sons Music Co. These are not all Victor jobbers, evidently. As a matter of fact, there were a lot of Columbia and Edison people around the train helping on the "reception committee."

G. Nowlin, of the Nowlin Music Co., reports more talking machines sold in July than in all the previous weeks of summer.

It is said that James LoBello, formerly of Frazier & LoBello, will open a piano store, handling talking machines also.

L. C. Hall is having difficulty keeping up with his orders for electric Victrolas. He sold all he had in stock several weeks ago, disposed of three separate orders, including extras, and now is waiting for machines to fill urgent requests. Mr. Hall reports a good business in small instruments to campers, especially the more wealthy residents of cottages at the summer resorts near Kansas City.

EDISON PHONOGRAPH PARK MUSIC.

Concert by Charles Edison and Guido Bruno in Washington Square Arouses Enthusiasm.

Persons on the benches in Washington Square were surprised last Friday when they heard the strains of the overture to "Galatea," played apparently by a full orchestra, rolling out from amid the shrubbery of the park.

Upon investigation those of the park denizens who were musically inclined discovered that the sounds came from an Edison disc phonograph in the little pavilion near the northwest corner of the park, and when a record from "Pagliacci" was put on the Italians of the neighborhood gathered around the pavilion in crowds.

The concert Friday was a sort of reconaissance in force by Charles Edison, son of Thomas Edison, and Guido Bruno, who are planning a series of park concerts by phonograph to be given twice a week in Washington Square. They experimented with several locations, and finally decided that the best place for the phonograph would be in front of the bust of Alexander Holley, which rests on a pedestal with wings that act as a sort of sounding board.

If the consent of the Park Department is obtained, Mr. Bruno and Mr. Edison expect to furnish the public around the square with not only free concerts, but free dance music.

On Monday, August 2, Mr. Edison's Thimble Theater at 10 Fifth avenue had its formal opening, which was a pleasing success. This theater was planned in order to give hearing to young persons striving for recognition, as well as to furnish entertainment for the residents of the neighborhood. The artists appearing included Miss Helen Dutton, soprano, accompanied by Dwight Lewis Fiske, a young American composer. A selected Edison disc program was also presented.

INCORPORATED.

The Joseph W. Stern & Co. Sales Corporation has been incorporated with capital stock of $10,000. The incorporators are H. R. and J. W. Stern and E. B. Marks, 102 West Thirty-eighth street. The object is to handle phonographs and records.

if there were assembled a Convention of Eastern dealers, the following resolution could be adopted unreservedly and without hesitation:

Resolved, That we endorse the Pearsall Victor Service as being prompt, up-to-date and complete; That inasmuch as the receipt of goods enables us to secure the most profits, we heartily thank the officers of the Silas E. Pearsall Co., 18 West 46th Street (near 5th Avenue), New York, for their efforts in our behalf. We also thank the same officers for their assurance that we will secure the same fast service this Fall, for which the Pearsall Co. is noted, in order that our business may be the greatest in our history.

IF you test PEARSALL VICTOR SERVICE this month, you will prove the foregoing.

LATEST DEVELOPMENTS IN THE MILWAUKEE TRADE.

Review of Business Conditions—Jobbers Still Short of Goods—Outlook Bright—Columbia Used at Lake Outing—Thirty New Edison Dealers Appointed—M. A. Blumenfield's Enterprise Among the Colleges—Wisconsinites at Edison Conference—Month's News.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., August 9.—While the talking machine business has fallen off somewhat of late, as is usually the case during the midsummer period, the trade has not experienced the decided slump usually sustained at this time. Retailers say that the temporary lull is giving them an opportunity to get their stocks up in shape for the brisk business which is expected a little later. Stocks in the hands of most dealers, not only in Milwaukee, but at most points about the State, have reached an abnormally low stage during the past few months, a result of the serious shortage of machines of all lines.

Jobbers in all the leading lines are doing their best to meet the insistent demands of their dealers for goods, but they are still finding it difficult to get sufficient stocks from the factories. There are now plenty of records arriving, but there is still a shortage of the most popular sellers in all the leading machines. Dealers all over the territory tributary to Milwaukee jobbing houses are now sending in their orders thick and fast, so that they may be in readiness for the early fall trade. The outlook is bright at this time, both in Milwaukee and about the State. General industrial conditions here in the city are slowly improving, with most of the large machinery manufacturing plants increasing their output and taking on new men. The result is that money is a little easier. Conditions in the smaller cities and towns of Wisconsin are, of course, much more favorable. Crops were good last season and there is every indication of a bumper yield of grain this year.

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods in this territory, recently returned from a business trip to Detroit, Grand Rapids and other points in Michigan. Mr. Goldsmith says that the shortage of Victor machines is even more severe in Detroit than it is in Milwaukee.

Miss Jule Steiner, in charge of the Victrola department of the J. B. Bradford Piano Co., Milwaukee's oldest piano house, is enjoying a trip through the East, and will visit the factory of the Victor Talking Machine Co. at Camden, N. J., before returning to Milwaukee. The Bradford house has been carrying on some extensive advertising in the Milwaukee newspapers, featuring the new styles of Victrolas.

The Gensch-Smith Co., exclusive Victrola shop, 730 Grand avenue, has been exceptionally busy during the summer months. W. P. Gensch has been making good use of the firm's automobile in making sales.

The Columbia received some good advertising recently as a result of the enterprise of A. G. Kunde, 516 Grand avenue, Columbia jobber and dealer, in taking along a $150 Columbia and a large stock of records on the annual lake outing given the members of the Merchants' and Manufacturers' Association of Milwaukee by F. C. Reynolds, of the Pere Marquette line. The Milwaukee business men visited Ludington and other Michigan points. The Columbia furnished most of the entertainment during both trips across the lake.

The Flanner-Hafsoos Music House, carrying the Edison line, seems to be finding business anything but dull. During the first week of August it sold three Edison machines for cash, one a $200 model and the other two $150 machines.

The teachers and pupils of the Clark School in South Beloit, Wis., have collected money for the purpose of purchasing a Victrola for the school.

The Phonograph Co. of Milwaukee, jobber for the Edison line in Wisconsin and upper Michigan, appointed thirty new Edison disc dealers in the territory covered by the house during the past two months. The company is now receiving plenty of machines and records and is busy meeting the demands of its dealers.

Wisconsin will be represented at the Edison conference, to be held in New York August 9 and 10, by William A. Schmidt, manager of the Phonograph Co. of Milwaukee, jobber in this territory for the Edison goods; George H. Eichholz, of the George H. Eichholz Co., well-known talking machine house of Milwaukee; E. M. Meckelburg, Edison dealer of Two Rivers, Wis., and Arthur Chapman, of J. R. Chapman & Co., of Oshkosh, Wis.

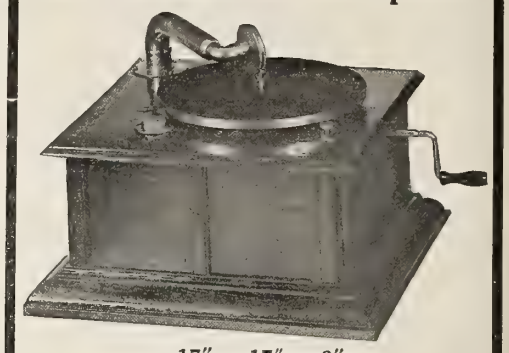
As a result of the activity of J. H. Becker, Jr., manager of the Victrola department of the Hoeffler Piano Manufacturing Co., in pushing the sale of the Baby Victrola for use at summer resorts and on summer outings in general, the Hoeffler house has disposed of a record number of these machines.

The new Unico demonstrating booths recently installed in the handsome establishment of the Edmund Gram Piano House, of Milwaukee, by the Unit Construction Co., of Philadelphia, have been attracting much favorable attention in the Milwaukee talking machine trade. The booths, four in number, are decorated to conform to the color scheme of the Gram store. Paul A. Seeger, manager of the Victrola department of the Gram house, has been meeting with an excellent business since the installation of the new booths.

New Booths at Edmund Gram's.

It is safe to say that the enterprise of Max A. Blumenfeld, general auditor of Gimbel Bros.' local store, a member of a prominent Wisconsin family and a well-known alumnus of the University of Wisconsin, played an important part in the Victor Talking Machine Co. deciding to make a record of the stirring march song, "On Wisconsin," presented by the Victor Co. in its August list of records. Mr. Blumenfeld mailed a letter to every one of the hundreds of graduates of the University of Wisconsin in this State, asking them if they would agree to purchase one of the new records should the Victor Co. decide to place such a record on the market. The result was that every loyal alumnus of the University of Wisconsin promptly responded, and when the new record arrived Gimbel Bros. were swamped with orders for the college number.

A PERFECT
Talking Machine
at a wonderful low price



17" x 17" x 8"

Dimensions of this machine will show you that its size is big. It is made of highly polished oak, beautifully finished, and for general appearance and excellence, it is a machine that anyone will feel proud of.

Equipped with guaranteed motor; has patented automatic stopper and nickel-plated tone arm. Will play disc records of any make and size.

SPECIAL
Complete sample sent on receipt of $7.

Quantity prices on request. Machines sold on a gurantee of "entirely satisfactory" or money will be refunded.

Federal Novelty Importing Co.
INC.
108-110 Worth St., New York City

Mr. Dealer—for your benefit we maintain two of the largest stocks of Victor and Edison Cylinder Machines, Records and Supplies. Our prompt shipments will convince you that we have both goods and service. With seventeen railroads, four express companies, and the boat service of the Great Lakes, our facilities for prompt service are perfect. Try us and be convinced.

Victor and Edison Cylinder Distributor

W. D. ANDREWS
BUFFALO, N. Y.

A line of foreign records, representative of every country in Europe, is to day strengthening every Columbia dealer in handling the present phenomenal demand for European national music. Handsomely illustrated catalogues are furnished dealers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEWS HAPPENINGS IN THE DOMINION OF CANADA.

Edison Disc Phonograph for H. R. H. Duke of Connaught—Expect Big Fall Columbia Business—Death of J. A. Hurteau—New Victrola Model Popular—Why A. B. Pollock Is Enthusiastic—Wm. McPhilips Doing Well in London, Ont.—A Busy Trade Center.

(Special to The Talking Machine World.)

TORONTO, ONT., August 5.—C. Robitaille, the well-known Quebec music house, supplied an Edison Diamond Disc phonograph for the use of H. R. H. the Duke of Connaught during the vice-regal party's stay in Quebec City.

As a result of personal observations while making a tour among a number of his customers, J. A. Sabine, of the Music Supply Co., Toronto, predicts that fall business in Columbia lines will be good. In centers supported by agricultural territory there is no complaint of buying power lacking. In some lines of Grafonolas and graphophones Mr. Sabine's firm has been unable to secure sufficient quantities to fill all orders, but conditions in this respect are improving every day. In the meantime it reports a 50 per cent. increase for the month of July.

A. B. Pollock, head of the Pollock Manufacturing Co., Ltd., of Berlin, Ont., manufacturer of the Phonola, grows more enthusiastic over the prospects for the new type being brought out by him, equipped with amplifying chambers, invented by Mr. Welker, of the Pollock Manufacturing Co. Owing to delay in securing a cabinet of suitable design and finish, the appearance of the new Phonola on the Canadian market has been somewhat prolonged.

William McPhillips, of London, Ont., who has featured the Edison line for many years, is making preparations to make this branch of his business more prominent than ever and has arranged for a larger stock of Edison diamond discs. He also handles Columbia lines, which he finds ready sellers in London, Ont. Mr. McPhillips is a liberal user of printers' ink and has made his place of business one of the best known in Ontario as the London headquarters for Edison phonographs and Columbia graphophones.

Percy Armstrong, formerly manager of the Mason & Risch talking machine department, but who has been in another line of business for the past year, has joined the selling organization of the Nordheimer Piano & Music Co., Ltd., Toronto, with which firm he will specialize in the talking machine branch.

The Music Supply Co., Toronto, distributer of the Columbia lines, is recommending a Columbia advertising sign to its dealers. This is a day-and-night sign of transparent glass, supported by two nickeled pillars and hung by chains. No lights are visible, but a brilliant glow results at a trifling cost for power.

J. D. Ford, the popular manager of the phonograph department of R. S. Williams Sons & Co., Ltd., Toronto, is making his annual vacation this year a honeymoon. Mr. Ford was married in Berlin, Ont., to Miss Jean Pollowsky, formerly a valued member of his firm's selling organization. Mr. Ford and his bride spent their honeymoon at Lake of Bays, Moskoka.

W. T. Ott, formerly connected with the Columbia Graphophone Co., and who disappeared with a charge of embezzlement hanging over him, was brought back last week from Panama to stand trial. Ott was held in jail in the Canal Zone for two months awaiting extradition. It is stated that a large amount of the money he took before running away has been recovered.

The death the past month of J. A. Hurteau, head of the firm of J. A. Hurteau & Co., Ltd., one of the oldest French piano houses of Montreal, removes a notable figure. Mr. Hurteau was a comparatively young man, being only forty-four years of age. His death was the result of an automobile accident, complications setting in, accompanied by a paralytic stroke. The firm of J. A. Hurteau & Co., Ltd., represents the Pathé product for the Province of Quebec.

The new model XVIII Victrola since its introduction in Montreal has met with a good reception, and great things are expected of it as time goes on.

The Berliner Gram-O-Phone Co., Ltd., baseball team has not met defeat as yet, notwithstanding the fact that it has been playing every week since the opening of the season.

Dohan & Hutchinson are featuring the Edison line in their new and attractive store at 146 St. John street, Quebec.

OUTLOOK IN CANADIAN NORTHWEST.

Good Volume of Business in Various Lines and Liberal Advance Orders Placed—Lively Demand from Campers at Near-by Resorts.

(Special to The Talking Machine World.)

WINNIPEG, MAN., August 5.—Robert Shaw, the enthusiastic and energetic exponent of Columbia products in Manitoba, Alberta and Saskatchewan, is, if possible, more optimistic as the fall season draws nearer. He reports that travelers' orders are increasing, and no cancelations of orders booked prior to July 1 augurs well for autumn business.

Mr. Fitch, Western manager for Babson Bros, dealers in Edison phonographs and supplies, has just returned from a delightful ten weeks' holiday, in which he has improved in health and, as he says, has gained in weight, muscle and appetite. While away Mr. Fitch divided his time between Chilliwack, B. C.; Bellingham, Wash; Portland and Seattle.

With the Winnipeg Piano Co. Columbia Grafonola business is good. "Campers are responsible for much of the Columbia sales these days," it states, and "the Beach seems to be as popular this year as the Columbia Grafonola, which is saying a great deal." Pavlowa, the "Queen of Dancers" and a prominent Columbia artist, scored a very great hit on the occasion of her recent visit to Winnipeg.

TO DO BUSINESS IN NEW YORK.

The Domino Phonograph Corporation, of Richmond, Va., has been licensed to transact corporate business under the laws of New York. The capital is given as $125,000, and T. H. McClure, of 29 East Twenty-second street, is local representative.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

11 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

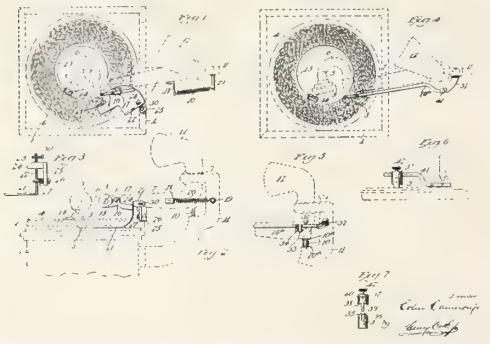
Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - - NEW YORK

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., August 9.—REPEATING GRAPHOPHONE. Colin Cameron, Jr., Tucson, Ariz. Patent No. 1,142,670.

This invention relates to graphophones, and has for its object to provide simple and efficient mechanism whereby the production on the disc, whether music, song or speech, will be automatically repeated, the number of repeats being simply dependent upon the length of time that the usual motor of the graphophone will operate.

Referring to the drawings, in which like parts are similarly designated, Figure 1 is a plan view



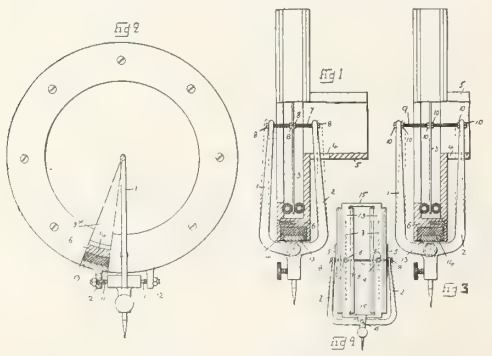
of a graphophone provided with a repeating mechanism embodying the invention. Fig. 2 is a side elevation thereof. Fig. 3 is a detail of a cam for tripping the holding pawl. Fig. 4 is a plan view of a modification showing the tripping cam as mounted on the horn-supporting bracket. Fig. 5 is an enlarged elevation of a portion of Fig. 4. Fig. 6 is a further modification, and Fig. 7 shows the method of attaching the modification shown in Fig. 6 to the post or spindle.

SOUND BOX, OR THE LIKE.—Jose Hoffay, London, England. Patent No. 1,144,202.

This invention relates to improvements in sound boxes or the like for gramophones, phonographs and the like machines having the stylus lever made of a forked formation, the bifurcations straddling the diaphragm, which form of lever is not *per se* new.

The objects of the invention are to obtain a vibratory action of the diaphragm free from the defects arising from the distortion of the stylus lever arising from the working of the stylus in the sound groove, and to obtain a vibratory action of the diaphragm free from the defects produced by the displacement of the stylus lever parallel to the diaphragm owing to irregularities of the record.

To these ends, the invention consists in combining a forked stylus lever with a diaphragm so that the bifurcations connected to the diaphragm are under stress and tend to separate from each



other, so as to keep under continuous tension flexible, inelastic means, preferably passing through the diaphragm, connecting the bifurcations to the diaphragm and to each other, thereby balancing the diaphragm between the resilient bifurcations of the stylus lever and obtaining a braced or more rigid structure, which, while permitting displacement of the stylus lever parallel to the diaphragm, causes vibratory action on the diaphragm of either bifurcation due to this displacement to be balanced or neutralized by the other bifurcation.

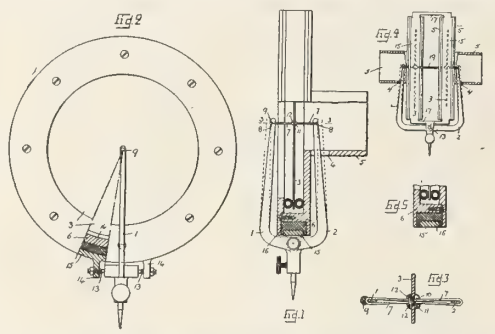
Figure 1 shows an elevation of one form of stylus lever in a sound box, shown partly in transverse section; Fig. 2 is a face view, partly in section; Fig. 3 is an enlarged diagrammatic sectional plan of a detail, on 3—3, Fig. 1; Fig. 4 is an elevation of a modification; Fig. 5 is a section of a detail of construction on 5—5, Fig. 4.

WASHINGTON, D. C., August 9.—SOUND BOX.—Jose Hoffay, London, England. Patent No. 1,143,394.

This invention relates to improvements in sound boxes or the like for gramophones, phonographs and the like machines having the stylus lever made of a forked formation, the bifurcations straddling the diaphragm, which formation is not *per se* new.

The invention has for an object to obtain a vibratory action of the diaphragm which is free from the defects arising from the action of distortion of the stylus lever arising from the working of the stylus in the sound groove.

To this end the invention consists in combining a forked stylus lever with a diaphragm in such manner that the bifurcations connected to the diaphragm are under stress and tend either to separate from or approach toward each other so as respect-



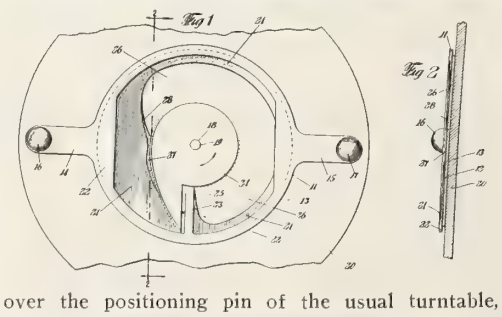
ively to put under continuous tension or compression relatively rigid means passing through the diaphragm and connecting the bifurcations to the diaphragm and to one another, thereby balancing by relatively rigid connection the diaphragm between the resilient bifurcations in the stylus lever, and obtaining a braced or more rigid structure.

Figure 1 shows an elevation of one form of stylus lever in a sound box shown partly in transverse action; Fig. 2 is a face view partly in section; Fig. 3 shows an elevation of a modified form of stylus lever in a sound box shown in transverse section; Fig. 4 is an elevation of another modification.

REPEATING DEVICE FOR TALKING MACHINES.—Frank S. Leisenring, Flushing, N. Y. Patent No. 1,143,289.

The invention relates to a repeating device for talking machines of the disc record type.

It has for its object to provide a simple device of this character which may be manipulated by even the most unskilled operator and whereby the record will be repeated without further attention to the talking machine, said device, furthermore, being of such a character as not to mar the general appearance of the machine nor injure the needle and record. The repeater is simple and positive in its action, being so designed that it need not be attached to the machine proper, but merely fitted



over the positioning pin of the usual turntable, resting lightly upon the record, but exerting no appreciable retarding action on the driving motor. The use of the improved repeater does not affect the reproduction of the tone and affords a means for almost instantaneously returning the reproducing needle to its initial position after the completion of the record, whereupon the record is repeated indefinitely and without any attention whatsoever until the driving motor of the talking machine runs down.

Figure 1 is a plan of the improved repeating device. Fig. 2 is a vertical section through the repeater and a portion of the machine and taken on the line 2—2, Fig. 1.

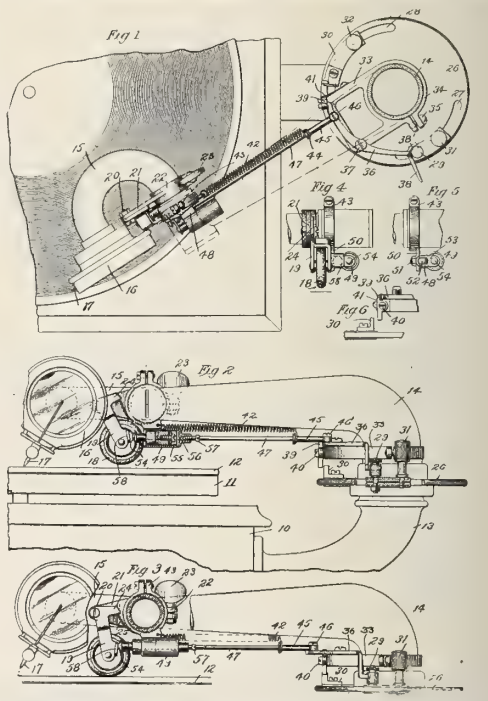
REPEATING PHONOGRAPH.—Albert F. Madden, Newark, N. J. Patent No. 1,144,219.

The object of the invention is to provide a simple and inconspicuous attachment for disc or cylinder phonographs by which the reproducer, when the needle arrives at the end of the record, is automatically returned to the starting position and then released so that the continued operation of the phonograph proper will result in the selection being repeated.

According to this invention, the mechanism can be adjusted to cause the actuation of the repeat mechanism with great accuracy to suit the exact length of each selection to be reproduced. The construction also provides for the removal of the reproducer needle from the record groove prior to the return of the reproducer to starting position, and the gradual introduction of the needle into the record groove at the completion of the return movement, so that injury to the record is avoided.

A prominent feature of the invention is the use of the surface of the record itself for operating the return member. This is effected by the provision of a yielding resilient roller which is automatically thrown into engagement with the surface of the record at the end of the selection, and is held with its axis of rotation inclined to the record groove, so that by the rotation of the record the roller is caused to wear rapidly out of the path of successive grooves until the reproducer arrives at starting position, where the return member is withdrawn from contact with the record and the reproducing needle is again gradually introduced into the groove.

In the drawings Figure 1 is a plan view of the



repeating mechanism; Fig. 2 is a side elevation thereof with parts in section, the device being shown in normal position; Fig. 3 is a similar view, with the parts shown in the automatic return position. Fig. 4 is a detail front elevation of the automatic return roller; Fig. 5 is a similar view of the dash pot with its setting member, and Fig. 6 is a detail elevation showing the tripping mechanism for controlling the inauguration of the return movement.

PHONOGRAPH.—Clarence H. Roop, Camden, N. J., assignor of one-third to Edward W. Havens, Belford, N. J., and one-third to Howard G. Havens, Camden, N. J. Patent No. 1,143,784.

This invention relates to improvements in phonographs, and more particularly to an improved attachment for the phonograph diaphragm, said attachment constituting a sound rectifier operating to eliminate the metallic and scraping sounds so

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 84).

common with sound reproducers in general use.

A further object is to provide an attachment of the character stated which can be connected to any ordinary diaphragm, utilizing for the purpose the screw which is commonly employed to connect the stylus bar to the diaphragm.

In the accompanying drawings Figure 1 is a view in longitudinal section illustrating the improved

Fig. 1.

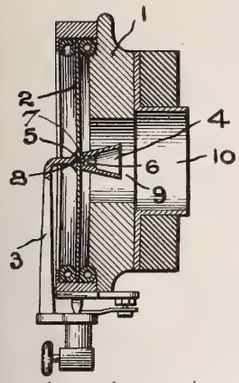


Fig. 2.

attachment in operative position, and Fig. 2 is a perspective view of the attachment removed.

Multiple Record Phonograph.—Walter Edgar Childers, Mertzon, Texas. Patent No. 1,141,232.

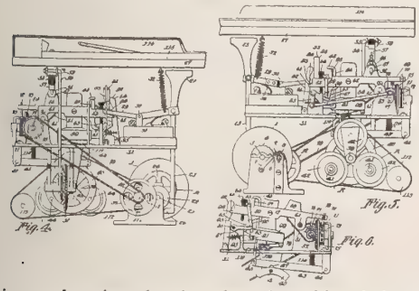
This invention relates to multiple record phonographs, one of its objects being to provide improved means whereby record cylinders, which are arranged in a cluster or group, are brought successively into operative relation with driving mechanism whereby said records are caused successively to rotate, the means employed for actuating the records being simple and efficient.

A further object is to provide a machine of this character utilizing a carriage to which the reproducer is connected, said carriage having means for feeding it longitudinally of the rotating record and, when the reproducer reaches the end of the record, means are provided whereby the carriage is disengaged from its feeding means and is automatically returned to its starting point.

A further object is to provide means whereby the carriage can be locked upon reaching its starting point, or, if desired, can be caused to again travel as before, the mechanism for rotating the cluster or group of records being so timed as to bring a new record to active position each time the carriage is returned to its normal or initial position.

Another object is to provide means whereby the stylus of the reproducer is cleaned of all accumulations of dust, etc., during the return of the carriage to its initial or starting position.

In said drawings Figure 1 is a top plan view of the machine, parts being broken away; Fig. 2 is a front elevation; Fig. 3 is a rear elevation; Fig. 4 is an elevation of one side of the machine; Fig. 5



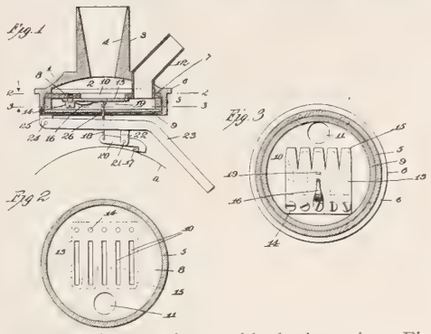
is an elevation showing the other side of the machine; Fig. 6 is a section of a portion of the structure, the carriage being shown in end elevation and elevated at the beginning of its return movement; Fig. 7 is a section through a portion of the reproducer; Fig. 8 is a section on line C—D, Fig. 7.

Sound Reproducer.—Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,145,080.

This invention relates to devices for the reproduction of vibrations which are representative of sound waves, and more particularly to phonograph reproducers, and has for its object the production of a reproducer whose tones will be characterized by more perfect quality than those of reproducers ordinarily used, and which will be capable of producing tones of greater volume than such reproducers; which is simple and compact, cheap to manufacture, and which can be applied to phonographs of the usual construction in common use.

This invention operates upon a new principle, the sounds being produced by vibrations resulting from varying the extent of opening of ports situated in a sound chamber, and adapted to permit the passage of a body of air or other elastic fluid, the valve consisting of an elastic plate operating by flexure.

Referring to the accompanying drawings, Figure 1 is a vertical section of a phonograph reproducer



constructed in accordance with the invention; Fig. 2 is a section on line 2—2 of Fig. 1; Fig. 3 is a section on line 3—3 of Fig. 1.

Phonograph.—John Johnson, Olongapo, Philippine Islands. Patent No. 1,145,146.

The invention has for an object to provide a talking machine which will clearly and distinctly reproduce vocal, instrumental or other sounds and whereby the pitch of musical notes can be varied.

Figure 1 is a side elevation of the phonograph; Fig. 2 is a plan view; Fig. 3 is a front elevation; Fig. 4 is a partial vertical longitudinal sectional view of the structure shown in Figs. 1 and 2, and

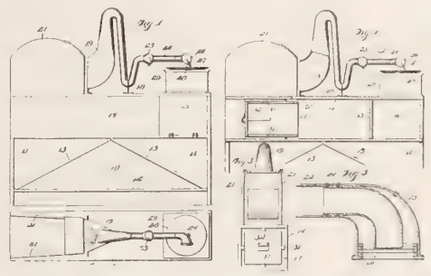


Fig. 5 is a fragmentary enlarged sectional view showing in detail the construction of the tone arm.

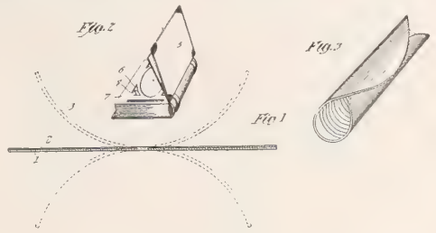
Disc Sound Record.—Jonas W. Alysworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,146,387.

This invention relates to the manufacture of disc sound records, and the objects are the production of a record in the form of an exceedingly thin elastic disc which may be rolled and conveniently sent through the mails, or filed in a suitable portfolio.

By this invention a record is formed from materials which are well suited for record surfaces, but which materials cannot advantageously be used in the ordinary construction of disc records, because of the cost of the same. Heretofore phonographic records of the disc type have been made in relatively thick discs comprising the record surfacing and a backing for the same. The backing and the record surface are sometimes made of the same material and sometimes of different materials. Such records are not adapted to be conveniently sent through the mails or to be filed in a portfolio.

The improved record comprises preferably a thin flexible sheet of cellular texture, such as paper or fabric having a hard elastic surface formed thereon of sufficient plasticity when hot to take a permanent impression of the record matrix by pressure. Or, the record may take the form of an exceedingly thin disc formed of a hard substance, which by virtue of its thinness is sufficiently flexible to be rolled, but is non-distortible. A record such as that described is adapted to be played on a machine wherein the permanent table or support for the record forms the backing for the record when used. A phonograph having a permanent record support with which such a record is adapted to be used has been invented by Mr. Alysworth and is described in application Serial No. 541,763, filed on even date herewith, upon which application U. S. Patent No. 1,062,579 has been granted.

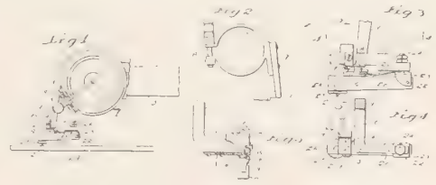
Figure 1 represents a cross sectional view through this improved record, the manner in which the



same may be rolled in either direction being diagrammatically indicated; Fig. 2 represents in perspective the manner in which the record may be filed in a portfolio, and Fig. 3 is a perspective view of the improved record rolled into position to be sent through the mail.

Reproducing Device for Phonographs.—William Tures, Chicago, Ill., assignor of one-half to Henry P. Brace, same place. Patent No. 1,146,744.

There are two general types of disc phonograph records. In one of these general types of disc records the needle of the reproducer is moved laterally to vibrate the diaphragm of the reproducer, while in the other general form the needle is moved up and down to vibrate the diaphragm of the reproducer. This difference in movement of the needle is due to the fact that in the first type mentioned the record is made by a groove varying laterally,



while in the second type the record is made by a groove varying in depth. Under these conditions one type of record cannot be played upon the machine adapted for the other type.

One of the objects of this invention is to provide means by which both types of record can be played upon one machine.

Referring now to the drawings, wherein one form of the invention is illustrated, Figure 1 is a side view of a device embodying my invention used in connection with a reproducer for a record having a laterally varying groove, so as to permit said reproducer to be used on a record having a depth varying groove; Fig. 2 is a rear view of the frame or support, adapted to be removably attached to the body of the reproducer; Fig. 3 is an enlarged view of the lower end of the frame shown in Fig. 2, with the groove engaging point and associated parts connected therewith; Fig. 4 is a sectional view taken on line 4—4 of Fig. 3; Fig. 5 is a sectional view taken on line 5—5 of Fig. 3.

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RECORD BULLETINS FOR SEPTEMBER, 1915.

VICTOR TALKING MACHINE CO.

DANCE RECORDS FOR SEPTEMBER.

No. Size.

17808 Booster Fox Trot—An American Absurdity (M. L. Lake) .....Victor Military Band 10
Glad Rags One-step (J. Wallace Bryan).....
Victor Military Band 10

35475 Estellita—Valse Pathetique (Victor Herbert) (Frank W. McKee, Conductor).....
McKee's Orchestra 12
Elaine—Valse Hesitation ("Valse Elaine") (L. Baxter) (Frank W. McKee, Conductor)....
McKee's Orchestra 12

35478 Hello, 'Frisco Fox Trot, from "The Follies—1915," including "Hold Me in Your Loving Arms".....Victor Military Band 12
Jane—Medley One-step, including "Jane," "She Lives Down in Our Alley," "Mother, May I Go In To Swim," "Floating Down the Mississippi On My Way to New Orleans,".....
Victor Military Band 12

35477 Songs of the Past—No. 1, including "Good-bye Dolly Gray" (Cobb-Barnes), "After the Ball" (C. K. Harris), "Sweet Marie" (Warman-Moore), "Where Did You Get That Hat" (Sullivan-Loraine), "Say 'Au Revoir' But Not 'Good-bye'" (Harry Kennedy), "Daisy Bell" (Harry Dacre), "A Hot Time in the Old Town" (Hayden-Metz).....
Victor Mixed Chorus 12
Songs of the Past—No. 2 including "The Sunshine of Paradise Alley" (Ford-Bratton), "Two Little Girls in Blue" (Chas. Graham), "She Was Bred in Old Kentucky" (Braisted-Carter), "Comrades" (Felix McGlennon), "The Picture That Is Turned Toward the Wall" (Chas. Graham), "Little Annie Rooney" (Michael Nolan), "Johnny Get Your Gun" (F. Belasco).....Victor Mixed Chorus 12

17648 First Brigade March (Weldon) (Patrick Conway, Director).....Conway's Band 10
The Southerner March (Russell Alexander) (Patrick Conway, Director)..Conway's Band 10

POPULAR SONGS FOR SEPTEMBER.

17819 Ma Pickaninny Babe (Charles Johnson).....
Will Oakland-Billy Murray 10
When It's Moonlight in Mayo (Two Irish Eyes are Shining) (Jack Mahoney-Percy Wenrich)
Will Oakland 10

17825 We'll Have a Jubilee in My Old Kentucky Home (Coleman Goetz-Walter Donaldson)..
Peerless Quartet 10
Alabama Julibee (Jack Yellen-George L. Cobb)
Collins and Harlan 10

17826 If War is What Sherman Said It Was (A. B. Sterling-Albert Gumble).....Billy Murray 10
Some Little Bug Is Going to Find You (Food Song from "All Over Town") (Atwell-Burt-Hein) .....Billy Murray 10

17827 Norway (The Land of the Midnight Sun) (Joe McCarthy-Fred Fischer).....
Albert Campbell-Henry Burr 10
Oh, You Bundle of Joy (Jeff Branen-Arthur Lange) .....Peerless Quartet 10

17831 On the Bay of Old Bombay (Edward Madden-Melville Morris).....Lyric Quartet 10
Hold Me in Your Loving Arms, from Ziegfeld's Follies—1915 (Gene Buck-Louis A. Hirsch)
Lillian Davis and Male Chorus 10

TWO BEAUTIFUL TRIOS BY THE NEAPOLITANS.

17681 Fedora Gavotte (Francis J. Lapitino) (Violin, Flute and Harp with Celesta).....
Neapolitan Trio 10
Idyll (Idilio) (Theo. Lack, Op. 134) (Violin, Flute and Harp with Bells)..Neapolitan Trio 10

TWO ATTRACTIVE RECORDS BY PIETRO.

17802 Italian-Spanish Favorites (Accordeon Solo) including "La Sorella," "O sole mio," "La Paloma" "Funiculi Funicula".....Pietro Diero 10
Verona Waltz (Pietro) (Accordeon Solo).....
Pietro Diero 10

ANOTHER BROWN BROTHERS' SAXOPHONE MEDLEY.

17822 La Paloma (Yradier) (Saxopohone Sextet)....
Six Brown Brothers 10
Independentia—Medley March (Saxophone Sextet) including "Under the Double Eagle," "Billboard March".....Six Brown Brothers 10

TWO OF MENDELSSOHN'S "SONGS WITHOUT WORDS."

17805 Songs Without Words—No. 22 "Sorrow" (Mendelssohn, Op. 53, No. 4).....
Victor Concert Orchestra 10
Songs Without Words—No. 9 "Consolation" (Mendelssohn, Op. 30, No. 3).....
Victor Concert Orchestra 10

TWO NEW "UNCLE JOSH" STORIES.

17820 War Talk at Pun'kin Centre (Yankee Talk)..
Cal Stewart 10
Uncle Josh in a Barber Shop (Yankee Talk)..
Cal Stewart 10

HUMOROUS STORIES BY A FAMOUS ENTERTAINER.

17818 Mrs. Rastus at the Telepnone (Darky Story)....
Ralph Bingham 10
Jests from Georgia (Darky Story).....
Ralph Bingham 10

TWO FAMOUS KIPLING BALLADS.

35476 Danny Deever (Rudyard Kipling-Walter Damrosch) .....Reinald Werrenrath 12
On the Road to Mandalay (Rudyard Kipling-Oley Speaks) .....Frederick Wheeler 12

NEW EDUCATIONAL RECORDS.

55052 Hail to the Chief, from "Lady of the Lake" (Sir Walter Scott ; music by Sanderson, with Bagpipe) .....Victor Male Quartet 12
Ave Maria, from "Lady of the Lake" (Sir Walter Scott-Franz Schubert, harp accomp. by Francis J. Lapitino) .....Lucy Isabelle Marsh 12

17821 Three Men's Reel (Folk Dance) (Danish) (from "Dances of the People") (Burchenal).....
Victor Military Band 10
Cshebogar (Folk Dance) (Hungarian Peasant Dance) .....Victor Military Band 10

45037 When the Swallows Homeward Fly (Franz Abt) (from "School Song Book") (Flute obligato by Clement Barone) .....Lucy Isabelle Marsh 10
The Ivy-Green (Charles Dickens-Beethoven) (from Siefert's "Choice Songs" Book 2) (with pianoforte) .....Reinald Werrenrath 10

PURFLE LABEL RECORDS.

C0110 Trixie from Dixie (Scotch Song) (Harry Lauder-John Lauder) .....Harry Lauder 10

60137 Irish Eyes of Love, from "The Heart of Paddy Whack" (J. Edward Killalea-Ernest R. Ball) Baritone Solo in English....George Macfarlane 10

BLUE LABEL RECORDS.

45065 Wohin? (Whither?) (Franz Schubert) (pianoforte by Rosario Bourdon) In German.....
Paul Reimers 10
Auf Flügeln des Gesanges (On Wings of Song) (Mendelssohn) (Harp accomp. by Francis J. Lapitino) in German.....Peul Reimers 10

45066 Liebesfreud (Kreisler) (Old Vienna Waltz) (Violoncello with orch.) .....Beatrice Harrison 10
Orientale (César Cui) (Kaléidoscope Op. 50, No. 9) (Violoncello with orch.)..Beatrice Harrison 10

NEW RED SEAL RECORDS.

64443 Gioconda—Voce di donna (Angelic Voice) (Act I) (Ponchielli) Contralto Solo in Italian.....
Margarete Ober 10

64486 Ideale (My Ideal!) (F. Paolo Tosti) Tenor Solo in Italian.....Giovanni Martinelli 10

64501 Sally in Our Alley (The J. L. Hatton-Boosey Version) (Henry Carey) Baritone Solo, in English .....Emilio de Gogorza 10

64504 Mazurka in A minor (Chopin-Kreisler) Violin Solo, pianoforte, Carl Lamson...Fritz Kreisler 10

64513 The Pipes of Gordon's Men (J. Scott Glasgow-William G. Hammond) Tenor Solo in English
Evan Williams 10

74427 Oh Rest in the Lord, from "Elijah" (Mendelssohn) Contralto Solo in English....Julia Culp 12

74428 When My Ship Comes Sailing Home (Reginald Stewart-Francis Dorel) Tenor Solo in English.
John McCormack 12

74442 Old Black Joe (with Male Chorus) (Stephen C. Foster) Soprano Solo in English..Alma Gluck 12

74445 The Broken Melody (Violin) (Auguste van Biene) Violin Solo, pianoforte by Sam Chotzinoff .....Efrem Zimbalist 12

74446 Concerto in G—Allegro maestoso (first movement) (Op. 76) (Charles de Bierot) (Violin Solo) .....Maude Powell 12

87216 Tes Yeux! (Thine Eyes) (Mélodie) (René Rabey) Soprano and Violin Duet in French; pianoforte by Frank La Forge.....
Frances Alda and Mischa Elman 10

87225 El Punao de Rosas—Romanza (Romance from Spanish Operetta "El Punao de Rosas") (Rupert Chapi) Soprano and Bass Duet in Spanish
Lucrezia Bori and Andrea Perello de Segurola 10

88538 Mignon—Connais-tu le pays? (Knowest Thou the Land?) (Act I) (Ambroise Thomas) Soprano and Violin Duet, in French.....
Geraldine Farrar and Fritz Kreisler 12

88540 Blue Danube Waltz (An der schönen blauen Donau—Walzer) (Johann Strauss) Soprano Solo in German .....Frieda Hempel 12

88544 Ballo in Maschera—Eri tu (The Masked Ball—Is it Thou?) (Act III) (Verdi) Baritone Solo in Italian .....Titta Ruffo 12

NEW DOUBLE FACED RECORDS.

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35473 Gems from "Rob Roy" (Smith-De Koven).....
Victor Light Opera Co. 12
Gems from "The Mocking Bird" (Rosenfeld-Sloane) .....Victor Light Opera Co. 12

35466 Angel's Serenade (Gaetano Braga) (With Violin obligato).....Elsie Baker 12
Ave Maria (Mascagni) Adapted to the "Intermezzo" from "Cavalleria Rusticana") (Sacred words by F. E. Weatherly) In English.....
Raymond Dixon 12

35467 The Dying Poet (Louis M. Gottschalk).....
Sousa's Band 12
The Last Hope (Meditation) (L. M. Gottschalk)
Vessella's Italian Band 12

55053 Messiah—I Know that My Redeemer Liveth (Handel) .....Lucy Isabelle Marsh 12
Oh, for the Wings of a Dove, from "Hear My Prayer" (Mendelssohn) ..Lucy Isabelle Marsh 12

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Kiss Me, Love (Tosti). Contralto Solo in English, with orch. accomp..Margaret Matzenauer 12

A5700 The Little Bird (Soderberg) (Scandinavian Folk Song). Baritone Solo, with orch. accomp.....
Oscar Seagle 12
Would I Were the Tender Apple Blossom (Old Irish Ballad). Baritone Solo, with orch. accomp.
Oscar Seagle 12

A5699 Good Night, Farewell (Kucken). Contralto Solo, with orch. accomp.....Mildred Potter 12
Daddy (Behrend). Contralto Solo, with orch. accomp.....Mildred Potter 12

A5701 Calm as the Night (Gotze). Soprano and Baritone Duet, with orch accomp.....
Grace Kerns and Albert Wiederhold 12
I Live and Love Thee (Campano). Soprano and Contralto Duet, with orch. accomp.....
Grace Kerns and Mildred Potter 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1778 Du, Du Liegst Mir Im Herzen (Thou, thou fillest my heart). Tenor and Soprano Duet in German, with orch. accomp.....
Karl Jörn and Aida de Marion 10
Freut Euch des Lebens (Let us be joyous). Tenor and Soprano Duet in German, with orch. accomp.....Karl Jörn and Aida de Marion 10

A1776 Das Herz am Rhein (The Maid of the Rhine) (Hill). Tenor Solo in German, with orch. accomp.....Karl Jörn 10
Rheinlied (Rhine Song) (Peters). Tenor Solo in German, with orch. accomp.....Karl Jörn 10

A1777 Ungeduld (Impatience) (Schubert). Tenor Solo in German, with orch. accomp.....Karl Jörn 10
Das Wandern (Wandering) (Schubert). Tenor Solo in German, with orch. accomp..Karl Jörn 10

A1779 Jean (Burleigh). Baritone Solo, with orch. accomp.....Albert Wiederhold 10
The Stars That Light My Garden (Russell). Tenor Solo, with orch. accomp....Reed Miller 10

A1781 Ecstasy (Extase) (Ganne). 'Cello, Violin and Piano Trio.....Taylor, Hackel and Berge 10
Bohemian Song (Chanson Bohemienne) (Boldi). 'Cello, Violin and Piano Trio.....
Taylor, Hackel and Berge 10

A1793 Juanita (May). Flute, 'cello and piano accomp.
Columbia Mixed Quartet 10
The Two Roses (Werner).....
Columbia Stellar Quartet 10

DOUBLE-DISC RECORDS.

September Dance Records.

A5695 Classic One-step. Medley, introducing "Toreador Song," "Melody in F," "Sally in Our Alley," "The Anvil Chorus," Liszt's "Hungarian Rhapsody," "Funiculi Funicula," "Salut a Pesth." Arr. for Violin and Piano.....
Albert and Monroe Jockers 12
Snappy One-step (Jockers Brothers and Mayer). Arr. for Violin and Piano.....
Albert and Monroe Jockers 12

A5694 Little Grey Home in the West. Medley, introducing "There's a Hill by the Sea" and "Rose of My Heart (Lohr). Waltz...Prince's Orchestra 12
Where My Caravan Has Rested. Medley, introducing "I Wish I Were a Tiny Bird" and "Port of Au Revoir" (Lohr). Waltz.....
Prince's Orchestra 12

A5702 Ragging the Scale (Claypoole). Fox-trot.....
Prince's Band 12
Kinky (Bernard). One-step.....Prince's Band 12

A5696 Call Me Your Dearest One (Ziehrer). Polka...
Prince's Band 12
Kentucky Jubilee Singers' Schottische (Carnes).
Prince's Band 12

DOUBLE-DISC RECORDS.

A1784 Nigger in the Barnyard (Lovenberg). Descriptive.....Prince's Orchestra 10
A Hunt in the Black Forest (Voelker). Descriptive.....Prince's Orchestra 10

A1738 Spring Blossoms (Capone). Gavotte. Descriptive.
Prince's Orchestra 10
The Birds and the Brook (Stults). Descriptive.
Prince's Orchestra 10

A1775 Nibelungen March (Wagner).....Prince's Band 10
Willow Grove March (Sorrentino).Prince's Band 10

A1786 Eileen Alannah (Thomas). Old Scotch Melody. Violin Solo.....Mackenzie Murdoch 10
My Love Is Like a Red, Red Rose and Bagpipe Imitations. Violin Solo..Mackenzie Murdoch 10

A1787 Giving a Donkey a Strawberry (Williams and Godfrey). Comic Song.....Billy Williams 10
Mr. John Mackenzie, O. Original. Comic Song.
Billy Williams 10

Song Hits for September.

A1780 Those Charlie Chaplin Feet (A. Gottler). Baritone and Tenor Duet, with orch. accomp.....
Arthur Collins and Byron G. Harlan 10
If You Can't Get a Girl in the Summertime (Tierney). Soprano and Tenor Duet, with orch. accomp.....Ada Jones and Will Robbins 10

A1788 Played by a Military Band (Mohr). Tenor Solo, with orch. accomp.....Sam Ash 10
Ypsilanti (Van Alstyne). Soprano Solo, with orch. accomp.....Ada Jones 10

A1789 My Hula Maid (Edwards). Tenor and Baritone Duet, with orch. accomp.....
James Reed and James F. Harrison 10
Open Up Your Heart, Let Me In (Gilbert). Tenor and Baritone Duet, with orch. accomp.
James Reed and James F. Harrison 10

A1790 Close to My Heart (H. Von Tilzer). First Tenor and Second Tenor Duet, with orch. accomp.....Albert Campbell and Henry Burr 10
Firefly (Glogau) Orch. accomp.....
Peerless Quartet 10

A1783 Are You the O'Reilly? (Emmett and Rooney). Orch. accomp.....Columbia Stellar Quartet 10
Norway (McCarthy and Fischer). First Tenor and Second Tenor Duet, with orch, accomp...
Albert Campbell and Henry Burr 10

A1791 There's a Long, Long Trail (Elliott). Tenor and Baritone Duet, with orch. accomp.....
Billy Burton and Herbert Stuart 10
There's a Little Lane Without a Turning (Meyer). Tenor Solo, with orch. accomp....
Henry Burr 10

LATEST EDISON RECORD LIST.

CONCERT LIST.

28212 Inflammatus—Stabat Mater (G. Rossini). Soprano Solo, orch. accomp.....
Marie Rappold and Chorus

28211 Nightingale's Song (Ethelbert Nevin). Contralto Solo, orch. accomp.....Christine Miller

REGULAR LIST.

2663 Alabama Jubilee (George L. Cobb). Baritone and Tenor Duet, orch. accomp.....
Arthur Collins and Byron G. Harlan

2670 Apple Blossoms (Kathleen A. Roberts).....
American Symphony Orchestra

2655 Are You the O'Reilly?—Blime Me, O'Reilly, You Are Lookin' Well (Rooney-Emmett). Tenor Solo, orch. accomp.....Billy Murray and Chorus

2662 As We Parted at the Gate (E. Austin Keith). Tenor and Baritone Duet, orch, accomp.....
Harvey Hindermeyer and Donald Chalmers

2674 Bird Imitations—Whistling...Charles Crawford Gorst

2673 Drifting with the Silver Tide (Cecil Wynne). Contralto and Baritone Duet, orch. accomp...
Helen Clark and Frederick J. Wheeler

2675 Ever of Thee I'm Fondly Dreaming (Foley Hall). Soprano and Baritone Duet, orch. accomp...
Elizabeth Spencer and Thomas Chalmers

2659 Forgotten (Eugene Cowles). Baritone Solo, orch. accomp.....Thomas Chalmers

2661 Good-Bye, Everybody—A Modern Eve (Jean Gilbert). Baritone and Contralto Duet, orch. accomp....Joseph A. Phillips, Helen Clark & Chorus

2660 Hear Me, Norma—Norma (Bellini), Flute and Clarinet Duet, reed orch. accomp.....
Julius Spindler and Anthony Giammatteo

2654 I'm on My Way to Dublin Bay Medley—one-step. For dancing.....Jaudas' Society Orchestra

2668 Introduction to 3d Act—Lohengrin (Wagner).
American Symphony Orchestra

2665 The Kiss (Il Bacio) Waltz Song (Luigi Arditi). Soprano Solo, orch. accomp.....
Mary Carson and Chorus

2671 Ma Curly Headed Babby (G. H. Clutsam). Contralto Solo, orch. accomp.....
Beatrice Collin and Chorus

2667 Make Your Mind Up, Maggie MacKenzie (Bennett Scott). Comic Scotch Song, orch. accomp.
Glen Ellison

2664 My Heart at Thy Sweet Voice — Samson et Dalila (Saint-Saens). Cornet Solo, United States Marine Band accomp...Arthur S. Witcomb

2656 Rippling Waters (Will T. Pierson).....
Edison Concert Band

2666 Shadowland—Fox-trot (Lawrence B. Gilbert) For dancing .....Jaudas' Society Orchestra

2672 Some Little Girl Named Mary (Godfrey, David and Wright). Tenor Solo, orch. accomp.....
Irving Kaufman

2676 Take Me Back to Your Heart (Godfrey, David and Wright). Tenor Solo, orch. accomp.....
George Wilton Ballard

2658 There's a Little Spark of Love Still Burning (Fred Fischer). Tenor Solo, orch. accomp...
Walter Van Brunt and Chorus

2669 Valse Fantastique—Hesitation (Vernon Evill). For dancing.....Jaudas' Society Orchestra

2657 War Talk at Punkin Center (Stewart). Rural Sketch.....Cal Stewart

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Victrolas and Victor Records

COLUMBUS, OHIO

OLIVER DITSON COMPANY

BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.

Saint Paul, Minn.

VICTOR & EDISON

Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of September 15th

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

The time to secure space is now, and get your copy in at once. Don't be a "dead one."

"THE HIGHEST CLASS TALKING MACHINE IN THE WORLD"

Sonora

CLEAR AS A BELL

DEALERS

The time has now arrived when you must consider stocking up for the fall trade! Have you yet formulated your plans as to which line or lines you will sell? It is to your interest to consider that line which is most profitable to you, acceptable to the public and easiest to sell. The SONORA machine possesses all these requirements to a stronger degree than any other machine.

The SONORA line merits your earnest consideration because

One of the Most Popular Machines of the SONORA Line
List Price $75.

IT LEADS IN

Tone Quality. The only phonograph to be awarded by the Panama-Pacific Exposition authorities 100% or a perfect score for tone quality.

Power and Durability of Motors

Ability to Play Perfectly all makes of disc records in the World

Cabinet Design and Quality

The SONORA line also abounds in features which no other line possesses, such as a *perfect tone modifier*, an *automatic stop, motor meter, spring control*—and others on the way.

Write for Descriptive Catalogue and Dealers Proposition

Distributors:

C. W. SNOW & CO., Syracuse, N. Y.
SONORA PHONOGRAPH CO.,
344 Geary St., San Francisco, Cal.
E. S. ADAMS, Norwalk, Conn.
W. B. GLYNN PHARMACIST CO., Saxtons River, Vt.
SONORA PHONOGRAPH CO., of Illinois,
305 So. Wabash Ave., Chicago, Ill.

SONORA PHONOGRAPH CORPORATION

Manufacturers

57 Reade Street NEW YORK, N. Y.

VOL. XI. No. 9.

SINGLE COPIES, 10 CENTS
PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, September 15, 1915

The Victor Temple of Music at the Panama-Pacific Exposition

The Victor Temple of Music, right in the center of the Palace of Liberal Arts, is one of the most attractive exhibits at the Exposition.

Since the opening of the Exposition, twenty-one weeks ago, there have been more than 294,000 visitors to the Victor Temple, and the attendance has been as high as 5,000 on one single day.

These people have come from every part of the country. They have had an actual demonstration of Victor supremacy that has made a lasting impression upon them. And as they return to their homes they are good live prospects who will increase the business of Victor dealers everywhere.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

Leading Jobbers of Talking Machines in America

1856 WURLITZER 1915

VICTOR

DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

Edison Phonograph Distributors

for the SOUTHWEST

All Foreign Records in Stock.

Houston Phonograph Co., HOUSTON, TEXAS

NEW ENGLAND

JOBBING HEADQUARTERS

EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street - - BOSTON, MASS.

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane

PACIFIC COAST DISTRIBUTORS

Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

---

Chase & West DES MOINES, IOWA

Victor Distributors

All orders shipped the same day received

Service to all points

The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company

229 So. Wabash Ave. CHICAGO

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 63 Pryor St.
Baltimore, Md., Columbia Graphophone Co., 305-307 North Howard St.
Birmingham, Ala., Columbia Graphophone Co., 1818 Third Ave.
Boston, Mass., Columbia Graphophone Co., 174 Tremont St.
Buffalo, N. Y., Columbia Graphophone Co., 622 Main St.
Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., Kinney Levan Building, 1375 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Lincoln, Neb., Grafonola Company, 1541 O St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 403 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St
St. Louis, Mo., Columbia Graphophone Co., 1008 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., *Wholesale Department, Woolworth Building,* New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.

Toronto, Ont.

Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.

Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.

Oldest Music House in Virginia or North Carolina.

RICHMOND, VA.

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS

WHOLESALE ONLY

Standard Talking Machine Co.

PITTSBURGH, PA.

The Perry B. Whitsit Co.

DISTRIBUTORS OF

Victrolas and Victor Records

COLUMBUS, OHIO

OLIVER DITSON COMPANY

BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

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W. J. DYER & BRO.

Saint Paul, Minn.

VICTOR & EDISON

Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

GATELY-HAIRE CO., Inc.

If it's Victor we have it
We have it if it's Victor

ALBANY, N. Y.

Do you belong with—"the quick or the dead"

Every talking machine jobber in America should be represented in The World of October 15th.

If you are keenly alive to your business interests you will be with the live ones and occupy space in the issue of The World of that date.

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The Talking Machine World

Vol. 11. No. 9. New York, September 15, 1915. Price Ten Cents

SIZING UP WAREROOM VISITORS.

The Different Temperaments of Prospects Mean Different Treatment—Many Types of People to Consider—It Pays to Know How Best to Handle the Other Fellow—Some Reasons.

If all of us were alike salesmanship would not be an art.

Different temperaments must be treated differently. Different methods of appeal must be made to them. The same things strike them differently.

You know you must handle the quick-tempered man with gloves, while the lethargic person you must urge to action. But, mankind is not divided simply into the quick and slow. There are many types.

The art of analyzing character scientifically is not as simple as the alphabet.

Before you can judge a person you must take into account his coloring, the shape of his features, his manner, the tone of his voice. In fact, quite a few little points that only the student of human nature can know must be practiced. You must be able to do it quickly, too.

Learn salesmanship. This means more than knowing your job, although you should make sure that you know that first. After that you should get busy. Know the job above yours—yes, even the job above that, for the fellow just above you may not be able to fill the job above him. If you can, there is your chance.

While it is the doing that counts in the battle for success, it is not the doing that starts the battle for success. It is your preparation to do the things that should be done when the opportunity arrives that makes you make good at the supreme moment. Be prepared to do things.

Thousands of dollars have been made by knowing how to handle the other fellow.

Thousands have been lost by salesmen not knowing the other fellow and how to handle him.

Thousands of hours of honest effort have been wasted by those who have failed to handle business prospects intelligently.

Thousands of men fail as salesmen simply because they do not get down to the fundamental of understanding the other fellow's viewpoint of things.

How can you sell such an article as a piano or player-piano to a person whom you do not understand?

Since the greatest statesmen and the greatest professional men owe their success to their skill in handling men and women, can any salesman fail to enrich his knowledge in this particular?

The knowing how to handle men—that is, by learning what you can about the other fellow and learning it quickly—has been the stepping stone to the success of the greatest salesmen America has ever produced. Everyone can learn something in this particular and everyone can profit materially by the cultivation of his mentality along the lines of sizing up the other fellow in the talking machine business.

INCORPORATED.

Among the incorporations filed with the Secretary of State at Albany during the first week of September was that of the Imperial Phonograph Co., Poughkeepsie, N. Y., to manufacture and deal in phonographs, records, cabinets and accessories. Capital stock, $10,000. Incorporators: Frank and Stefan Someneck and Sigmund Pollack, 332 Mansion street, Poughkeepsie.

ADVERTISING AND FAME.

No one has ever attained world-wide fame without being extensively advertised in some way by somebody; and one of the problems of the good man in any line of work is how to get his merits properly exploited, that he may receive full recognition and value.

SELLING ON FOUR MONTHS' TIME.

The Limit Set on Talking Machine Sales by One Winnipeg Concern—Value of Experienced Salesmen in Handling Record Sales.

(Special to The Talking Machine World.)

WINNIPEG, MAN., September 4.—The manager of the talking machine department of a large Western general store has pointed out an interesting feature of his policy when he says: "In conducting the talking machine department I see to it that no contracts are ever made that do not bring back to the firm the cost of the machine in at least four months. Every contract bears interest at the rate of 7 per cent. per annum, and we have no free thirty-day trials. Working under these conditions, seldom do we ever have a talking machine come back."

Continuing, the party quoted adds: "I have carefully studied the different methods used by talking machine salesmen, and have come to the conclusion that you can't run a talking machine department with a lot of young boys for salesmen. Our talking machine salesmen are men who know the business thoroughly, and they make good money and earn it. I have one record man who is a 'human encyclopedia' on grand opera. He knows the history, story and tradition of every grand opera ever written—knows the names of the singers who appeared in the principal roles, and can intelligently converse with any musician on any composition, vocal or instrumental, that has ever been put on a record—and hundreds that haven't."

GOOD PROSPECTS IN NEW ORLEANS.

New Maison Blanche Department a Success—J. E. Pradet, Jr., Has Busy Day.

(Special to The Talking Machine World.)

NEW ORLEANS, LA., September 4.—J. E. Pradet, Jr., manager of the talking machine department of the big D. H. Holmes store here, was a member of the committee on music and made arrangements for the band that entertained the employes of the store on their annual outing, which was held at Lake Ponchartrain last Saturday. Over 800 employes attended the outing.

The talking machine department of the Maison Blanche, which was only recently installed under the management of John A. Hofheinz, is meeting with much success, due to the large following in New Orleans enjoyed by that prominent department store. The Edison diamond disc phonograph and Columbia Grafonolas and records are handled by the department.

MICKEL BROTHERS OPTIMISTS.

Report Trade Conditions in Nebraska and Iowa "Never Better and Seldom So Good."

(Special to The Talking Machine World.)

OMAHA, NEB., September 7.—Trade conditions throughout the country may vary; one now and then hears of some section of the country experiencing a depression, but—business in the "Prosperity Belt" was never better. The "Prosperity Belt" means Nebraska, Iowa and surrounding territory.

"Trade's wonderfully good! Don't you see us adding, extending, rebuilding and remodeling," says George E. Mickel, president of the Nebraska Cycle Co., the Victor jobber in this city. Ask George Mickel, "How's business?" and you will get the heartiest response an optimist can give. And what Mr. Mickel says concerning his Omaha house holds good also for the Mickel Bros Co., of Des Moines, Ia., the two concerns being affiliated.

Business with this hustling Western concern holds up remarkably well. Several talking machine salesmen have been added to an already large road force; stocks carried in Omaha and Des Moines are immense, and the Omaha establishment is being remodeled into a perfect gem of a talking machine establishment. Remodeling operations have been going on for months, and when the Nebraska Cycle Co.'s establishment announces its grand opening this fall Westerners will have something to talk about.

It makes one feel good to talk with or hear true optimists, and that's what those Mickel boys are—optimists—but they back the optimism with hustle always.

TALKING MACHINE HELPS JUDGE.

Suitable Music at Psycological Moment Lightens Burden of Officers in Baltimore Police Court by Soothing Disputants.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 6.—The use of talking machine music to sooth wounded feelings and bring harmony out of discord is being given a practical test in the Arlington Police Court, in a suburban section of Baltimore, where Magistrate Zimmerman presides.

On a recent morning, when a row among neighbors was being aired in court, many persons were talking at once, each trying to tell his or her story. Above the turmoil there came sounds of music. It proved to be "I Love the Ladies." This selection was followed by others of the same character, and before long all who gathered before the magistrate agreed that there would be no repetition of the affair; so they all left.

Captain Noah Walker had gone to the second floor when he saw the magistrate had a difficult tangle and brought the talking machine into play. He carried it to the top of the steps so the strains would reach the court room. It was explained by the police that they frequently dispose of cases with the strains of music and that they often find this method very effective when a husband and wife carry their troubles to the magistrate. A sentimental song, they say, frequently causes the warring couple to forget their troubles.

FIGURES IN LITERARY FIELD.

"Record No. 33" is the title of a novel just issued by a prominent publishing house in New York—with an old-fashioned love story in a new-fashioned plot, the basis, of course, being a talking machine record—the story of a girl who fell in love with a voice. The talking machine is figuring in all domains to-day—on the stage, in literature, in the school, in the concert field, as well as the home.

MOCKING-BIRD SINGS "TIPPERARY."

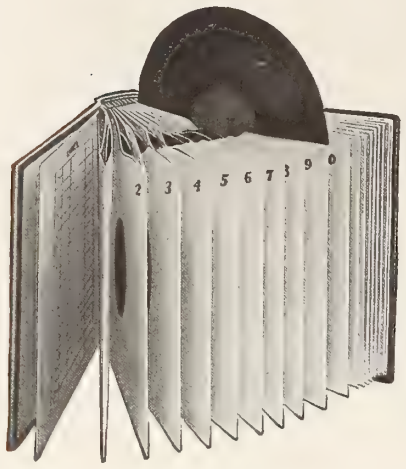
(Special to The Talking Machine World.)

BARNESVILLE, GA., August 28.—G. C. Hayes, of this place, has on his premises a mocking-bird that would doubtless be highly prized in the British trenches. In whiling the hours away Mr. Hayes has frequently rendered "Tipperary" on his graphophone, and now as the mocking-bird woos its lady love its song is interspersed with occasional notes of "Tipperary" clear enough to be understood.

BROADENS SCOPE OF ACTIVITIES.

Henry D. King, manager of the recently organized personal record department of the Columbia Graphophone Co., has also been appointed manager of the professional department and will have the further responsibility of securing new talent for the regular recording of the company. He will have an office at the recording department of the company, 102 West Thirty-eighth street, New York, and also in the Woolworth building. Mr. King has a wide acquaintance among the members of the musical and dramatic professions, which is of great value to him both in the personal record and professional departments. His success in the former divisions has already exceeded expectations

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

EDISON HEARD IN PUBLIC CONCERT.

The Diamond Disc Phonograph Introduced in Richfield Springs by Mr. King in Recitals in Hotels and in a Public Concert Which Aroused Much Interest—Helps Local Agent.

(Special to The Talking Machine World.)

RICHFIELD SPRINGS, N. Y., August 31.—A recent visitor to this popular resort was George M. King, from the Edison laboratory, who displayed the Edison diamond disc phonograph in recitals in two of the leading hotels, and later arranged with the Spring Park Orchestra, which furnishes music in the public park every afternoon and evening, whereby a delightful joint concert was given on the evening of August 23. The novelty of the program attracted a large audience from the hotels, as well as local residents and near-by cottagers, and there was a string of automobiles in front of the park which showed the wide interest that the diamond disc phonograph excited.

There were some nineteen numbers on the program, but Mr. King was kept demonstrating long after the regular concert ended at 10 o'clock, and it was almost 11 before he had finished playing the various requests for records which were sent to him.

The affair was in every respect a great success, and Richard Owen, manager of the Richfield Springs Supply Co., at whose request Mr. King visited this town, is to be congratulated on his enterprise. No better means could be conceived of making known the merits of the Edison to such a large clientele. Mr. Owen, by the way, handles the Victor and the Edison, and has built up a very large business in this locality.

LETTER THAT INCREASED TRADE.

How J. D. Moore, of the Victor Department of the Lion Dry Goods Co., Toledo, Augmented His Clientele.

(Special to The Talking Machine World.)

TOLEDO, O., September 8.—J. D. Moore, manager of the Victor department of the Lion Dry Goods Co., this city, has evolved numerous plans in the past few months to increase his clientele, one of the most successful of which was the following letter, which brought in about a thousand new prospects and resulted in a great many sales of machines:

"We take pardonable pride in assuming that your Victrola has proved a source of genuine pleasure to you and yours—and to your friends

"Prompted by a sincere wish to keep bright the fire of interest in your Victrola—to help make this, the peer of all musical instruments, of still greater enjoyment—enduring—instructive—we are inclosing a list of especially selected records.

"There is no disputing the fact that upon the kind of records you buy depends the amount of enjoyment your Victrola will give you.

"And this is important: Your Victrola must at all times be in perfect running condition.

"To this end, the ——— store maintains a department of Victrola experts whose services cost you nothing, except when the use of some new part is necessary—and then but a nominal charge for the cost of that part.

"Have no hesitancy in calling for our Victrola expert at any time.

"Then perhaps you may have in mind a friend or two, an acquaintance who would purchase a Victrola if they understood 'The ———Store Way.'

"Are we asking too much to suggest that you fill in and mail to us their names and addresses in the spaces below—with the understanding (should you desire) that your name shall not be mentioned?

"We thank you for this courtesy, and trust you may avail yourself of our Victrola Adjustment Service. Cordially yours."

NEW FORM OF RECORD SUPPLEMENT

To Be Issued by the Columbia Graphophone Co. Beginning with the November List.

Beginning with the Columbia records for November, the Columbia Graphophone Co. will issue a new form of monthly supplement which will embody a number of distinctive improvements over the previous form used, and which should prove of considerable value to Columbia dealers.

The size of the new supplement will be 5 by 6¾ inches, as compared with 3½ by 6 inches, thereby giving about 50 per cent. more space for the necessary information regarding the new records. The covers will be unusually attractive, being printed in four colors, the designs embodying some of the artistic illustrations used in Columbia national advertising.

The increased size of the supplement will give room for detailed illustrative and descriptive treatment of record stories that will prove of material assistance to Columbia dealers in increasing their record sales. Envelopes will be furnished to harmonize with the general make-up of the new supplement.

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

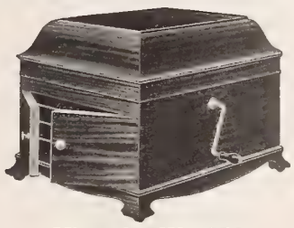
177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak



Victrola IX, $50
Mahogany or oak

Victrola supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument.

The success of Victor dealers goes "hand in hand" with Victrola supremacy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone

Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVIII, $300
Mahogany

More Room---Better Attention to Victor Dealers

FROM a single floor and wareroom we have moved to a six story building. It gives us an infinitely greater storage space, and more elbow room in which to receive visitors. Six floors and a basement, devoted exclusively to jobbing Victor products. That may hold us for a *while*.

STEWART TALKING MACHINE COMPANY
INDIANAPOLIS

INDIANAPOLIS THE HEART OF TRADE

TALKING MACHINE MEN APPROVE

Of Music Trade Chamber of Commerce Plan—Full Text of Resolution in This Connection Passed by National Association of Talking Machine Jobbers at Recent Convention.

L. C. Wiswell has sent out at the request of E. C. Rauth, secretary of the National Association of Talking Machine Jobbers, the attached resolution, which was passed at the recent convention of the association, held in San Francisco, and which relates to the plan proposed by Paul B. Klugh for the formation of a Music Trade Chamber of Commerce, covering all branches of the industry, and which was endorsed by the jobbers. The resolution follows:

Whereas, Since its formation, this association has handled with dignity and care many matters fraught with importance; has cemented valuable friendships, and promoted a spirit of nation-wide sociability among its members, unknown prior to its inception; all to the benefit of the whole music trade; and,

Whereas, There are men who are eligible to and deserving of the benefits to be derived from membership in this association, but who have not thus far availed themselves of these advantages, and believing that there should be an organization of such vital importance to all branches of the trade that all members will desire representation therein; and

Whereas, This association realizes that at the present time certain important factors in the music trade have no organized representation and that, because of the perplexing conditions affecting these factors, this association believes that they should have some form of permanent representation; and,

Whereas, There exists no systematic connection or method of communication between the various music trade branches, resulting in depriving all of the benefits of co-operation and the strength and broader activities resulting from co-ordination, and,

Whereas, This association is opposed to the formation of any plan whereby it loses its identity as a separate body, but favors an association of interests, the aims and purposes of which shall be to influence, rather than control, the activities of the several branches of the trade; whereby matters of common interest can be properly considered, discussed and disposed of to the best advantage of all concerned, and whereby the allied interests are protected in a comprehensive and forceful manner, commensurate with the commercial prominence and dignity of the music trade; and,

Whereas, This association believes that those branches of this trade whose corelationship is considered under the proposed plan should include only those whose entire interest is in the music trade and in no other; therefore, be it

RESOLVED, That the National Association of Talking Machine Jobbers look with favor upon the formation of such a comprehensive music trade organization and empowers its president to appoint a committee of seven members to confer with similar committees from other branches of the trade, at a meeting to be held at the Astor Hotel, New York City, on February 16, 1916, and to prepare and present to this association at its next annual convention, a plan whereby the objects of this resolution may be achieved.

TWO NEW INCORPORATIONS.

The Tonophone Co. and the Automatic Phonograph Stop Co. were granted certificates of incorporation Monday by the Secretary of State at Albany, N. Y., to engage in the manufacture of machinery and mechanical devices. The incorporators for both companies are W. J. Kehoe, H. J. Fisher and R. De Witt, all of New York. The capital for the first named company is $100,000 and for the second $30,000.

* * * *

Amended articles of incorporation have been filed by Ray Bros., Louisville, Ky., changing the name of the corporation to the Talking Machine Shop and authorizing the debt limit of $20,000. The amendment was signed by Joseph Buren, John Cable and Charles Ehret.

JOINS THE EXECUTIVE STAFF.

C. M. Goldstein, prominent in talking machine circles here and abroad, and an acknowledged authority on copyright and patent matters and all phases of the technical division of the talking machine industry has joined the executive offices of the Columbia Graphophone Co., with headquarters in the Woolworth building, New York. Mr. Goldstein's lengthy experience in the talking machine field will doubtless prove of great value in his new work with the Columbia Co.

ATTENDED EDISON REUNION.

A. E. Mandy, of the Phonograph Shop, Ltd., Toronto, Expresses Himself as Delighted with His Recent Visit to Orange, N. J.

(Special to The Talking Machine World.)

OTTAWA, CAN., September 6.—A. E. Mandy, of the Phonograph Shop, Ltd., 167 Sparks street, recently returned from New York and Orange, N. J., where he attended a convention of the Edison dealers, going over the mammoth factory and plant at Orange, inspecting the methods and material from which the Edison diamond disc phonographs are made and looking over the new models that are being brought out.

He met and talked with Mr. Edison personally, and the "Grand Old Man" extended greetings to Canada and complimented them on their support of the mother country. Mr. Mandy found a wonderful spirit of enthusiasm and optimism among the several hundred Edison dealers at Orange, and several artists who made Edison records, who were present at the conference, were equally enthusiastic over the future of the Edison disc instrument.

PETTIT LEFT BIG ESTATE.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—According to a report filed last week Horace Pettit, former widely known attorney and counsel for the Victor Talking Machine Co., who died some time ago, left an estate of $645,476.49, including 400 shares of stock in the Victor Co.

MELOPHONE CO. INCORPORATED.

The Melophone Talking Machine Co., Manhattan, has filed a certificate of incorporation with the Secretary of State at Albany, to manufacture talking machines, music boxes and musical instruments. Capital is placed at $100,000. The incorporators are: F. B. Guarnier, 1002 Garrison avenue, Bronx; E. A. Lambert, 61 West 115th street, New York City; R. Netter, 258 West Fifty-fifth street, New York City.

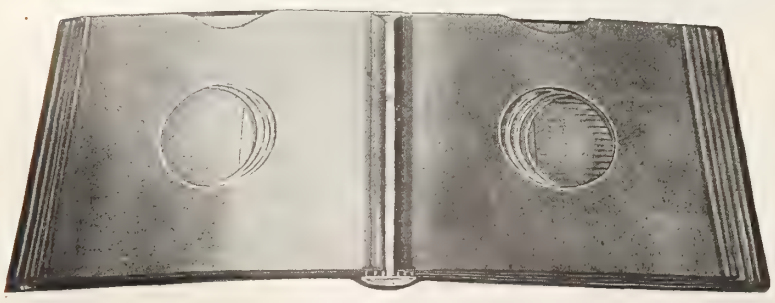
LEASES NEW STORE.

Ormes, the well-known Victor distributer, now located at 366 Fifth avenue, New York, has leased the store in the new building nearing completion at the northeast corner of Fifth avenue and Thirty-seventh street, New York.

INCORPORATED.

The Des Moines Pathéphone Co. at Des Moines, Ia., has been organized by C. C. and Roy Donnell. They have leased a store at 818 Walnut street, where they will conduct their business.

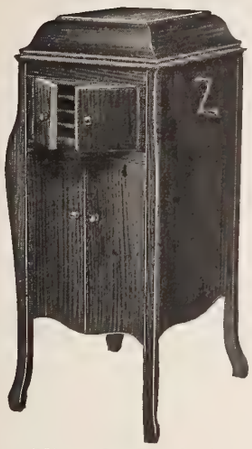
New "Nyacco" Metal Bound Albums



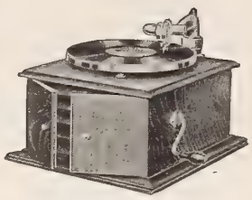
The strongest and best made record album in the world.

Send for prices and samples.

NEW YORK ALBUM & CARD CO.
23 Lispenard St., NEW YORK



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVIII, $300
Mahogany

Victrola supremacy

The universal recognition of Victrola supremacy is one of the greatest assets of every Victor dealer.

With genuine Victrolas from $15 to $300 Victor dealers can satisfy every demand and the volume of business is limited only by the individual efforts of each dealer.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Gately-Harris Co., Inc.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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☞ **NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.**

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1915.

A CAREFUL study of trade conditions shows vast possibilities for the talking machine business during the fall months.

The absorptive powers of this country are something phenomenal and the great yield in all lines of agricultural products gives to this nation a purchasing power which is almost incalculable. Talking machine men have, therefore, splendid possibilities ahead for the balance of the year.

It would seem as if the sales would be limited only by the ability of the physical properties to produce. In other words, the resources of the manufacturers will not be sufficient to supply the demand, and the wise ones will see to it that their stock is kept up to the highest point possible, thus maintaining a selling efficiency which is most desirable.

Indications point to an unprecedented demand for the higher-priced machines.

The possibilities are very large for trade, and no men who show progressiveness in the conduct of their business affairs should fail to win big returns this year—not only this year, but in years to come, for, as we view it, America is bound to enjoy a prosperous era far exceeding former years in our trade history.

THE decision handed down by Judge Hough in the United States District Court at New York, in denying a preliminary injunction which was sought by the Great Atlantic & Pacific Tea Co. against the Cream of Wheat Co., amounts to nothing more nor less than a flat declaration that the manufacturer of a trade-marked product has the right to refuse to supply his goods to jobbers or dealers who cut the price and that the Sherman and Clayton laws contain nothing which prevents such a refusal.

This court decision is a far-reaching one, particularly to the talking machine trade, and the interesting part is that the decision if finally upheld by the United States Supreme Court will point the way for maintaining the contract resale system. If a contract cannot be enforced at law, the manufacturer of an article or the owner of a trade-mark or brand has a legitimate means at his disposal to prevent price-cutting.

If a merchant cuts below the retail price fixed by the manufacturer the latter can refuse to sell to him or the wholesaler who supplies him. In other words, if an agreement to regulate prices cannot be enforced by legal process prices may be regulated by lawful process.

While the Clayton Act, in Judge Hough's opinion, has failed to restrict the manufacturer in the selection of his customers, the court offers as an interesting speculation, the practicability of a system of Federal licenses as a prerequisite for interstate business. Submission to such prospective regulatory order might be exacted as the price of license. Whatever advantage there may be in an entrenched position seems now likely to be with the cut-rate opponents.

How can there be any unreasonable restraint of trade when a manufacturer refuses to deal with a man who avowedly is to use his dealing to injure the manufacturer?

Price-cutting on standardized articles is usually the commercial warfare adopted by the large buyer against smaller ones, or that of a merchant who for advertising purposes may sell an article at a loss in order to get customers to his establishment, and then persuade them to buy other things at a compensating profit, or, to give the idea to customers that if he can undersell on a standardized article it follows as a natural sequence that he can do the same thing on other lines of merchandise.

IT would seem to us that the decision of Judge Hough has gone a long way toward clearing up a vexatious problem. In fact, in our opinion this decision ranks among the most important of recent years in its bearing upon the merchandising of standardized or trade-marked articles.

This subject interests readers of The World everywhere, for price maintenance has not only meant business stability, but it has meant stock stability, for, if the larger establishments could at will go in and slash prices indiscriminately, where would the small dealer be in a short time?

The large dealer through selling a brand of goods and having vast financial resources could suffer a loss in a special department without affecting his business results as a whole, but the small dealer whose entire fortune is locked up in a special product would be ruined and his stock depreciated to such an extent that his business soundness would be a serious question.

The decision of Judge Hough seems not only good law, but good common sense. It certainly justifies any manufacturer in refusing to sell to those who he believes seek to disturb the fixed condition of his business by indiscriminate price-cutting.

The position of the cut-rater is knocked sky high by this decision, because it had been assumed in many quarters that the cut-rate merchant's position had been strengthened by the Clayton bill, by preventing the manufacturer from refusing to sell to the cut-rate man or to discriminate against him as to prices.

Judge Hough in substance holds that if this was the intent of the act, Congress exceeded its powers as to private concerns whose business is in direct connection with public necessity. In other words, the person engaged in commerce has a right to decline business and it is nobody's business why the business is declined.

ANOTHER important decision: Judge Hazel, of the United States District Court, sitting in New York, declares that the Eastman Kodak Co. exercises a monopoly in restraint of trade, in a decision handed down late last month, and the company is given until November to present plans for reorganization.

The judge stated that there was a marked dissimilarity between the acts disclosed in the case and those disclosed in the United Shoe Machinery and the Keystone Watch cases, which were decided in favor of the defendants.

He stated also in his opinion that there was no limit in this country to the extent to which a business might grow and that the acquisitions of property in this case standing alone would not be deemed an illegal monopoly; but when the acquisitions are accompanied by an intent to monopolize and restrain interstate trade by an arbitrary use of the power resulting from the large business to eliminate a weaker competitor, then they no doubt come within the meaning of the statute.

In its suit the Government alleges that the Kodak Co. was monopolizing the trade in photographic supplies in violation of the Sherman Law to the extent of controlling 72 per cent. of the trade. Restraint, the Government declared, had been imposed on the business of competing manufacturers and dealers by the company's terms of sale.

Perhaps the position of the Kodak Co. is not duplicated in any other trade in this country.

There is a vast difference between trade monopoly and price-cutting, and the two should not be confounded.

Talking machine men are deeply interested in price maintenance, and during the coming session of Congress what was known in the last session as the Stevens bill will be resurrected presumably under a new name, and all talking machine dealers should write to the men who represent them in Congress approving the passage of this bill. It is a matter which interests everyone in the trade, from the smallest dealer to the largest and the importance of showing our representatives in Congress just exactly how we stand is quite essential.

THE members of the National Association of Talking Machine Jobbers certainly are justified in taking pride in the success of the 1915 Convention.

To have arranged a meeting place thousands of miles away from where most members of the trade were located and to have carried through every detail successfully in point of individual interest—subjects handled—and attendance—certainly reflects credit upon the cohesiveness of the organization.

All business and social matters in connection with this great undertaking were recorded in The World of last month. From the time of the departure of the special train of five cars from Chicago until the final breakup in San Francisco when the members arranged to make their home trip in a manner pleasing to each.

Over twenty pages of matter, interspersed with sixty photographic illustrations, made the story replete with interest not only to those who participated, but to thousands of readers in every part of the country who were interested in the success of the gathering which will be long remembered by those who journeyed to the Pacific Coast.

The World at all times endeavors to perform its duty faithfully to every department of this trade, and we appreciate greatly the many congratulatory words which have reached this office anent our treatment of the San Francisco Convention.

It is a physical impossibility to reply to each individual who has sent kind words of encouragement to us, but we desire to say that we appreciate deeply all of the good things which have been said to us.

We have always striven to give the talking machine trade efficient service, and an excerpt from a letter received recently is worthy of reproduction. In a two-page communication a member of the trade of great prominence covers a number of interesting points, and, among others, he writes: "The World of August 15 is certainly in every respect a journalistic triumph, and it shows not merely your willingness but your ability to serve the interests of the talking machine trade in a most complete and satisfactory manner.

"During the past year suggestions have been made to us at intervals to sound us on the possible support which we might give to another talking machine paper. We have responded in each case that we were perfectly satisfied with the present journalistic condition, that the field is amply and capably covered by one publication and that we would much rather place our advertising in a paper which had fairly won the confidence and respect of the trade and make it of sufficient importance so that the paper could go ahead and do things than to have our appropriation divided in the support of several publications which could not measure up to the present requirements of the industry, and which might be productive of less results than we can obtain at the present time from one good, straightforward medium like The Talking Machine World. Concentration counts and concentration in advertising in a journalistic sense gives good returns back to the manufacturer."

Assuredly a high compliment to the policy of this paper.

CREDITORS' COMMITTEE IN CHARGE.

Take Over Business of Houston Phonograph Co. and Will Conduct It for Sixty Days—Assets $58,901.38 and Liabilities $53,061.70.

(Special to The Talking Machine World.)

HOUSTON, TEX., September 4.—The creditors of the Houston Phonograph Co., Victor dealers and Edison jobbers, of this city, met here on August 28 to consider the affairs of the company as set forth in a statement of the company's condition presented at the meeting by J. N. Swanson, president.

Those represented at the meeting were the Southwestern Talking Machine Co., Dallas, Tex.; Talking Machine Co. of Texas, Austin, Tex.; Lumbermen's National Bank, Houston; Sanger Bros., Dallas, Tex.; Philip Werlein, Ltd., New Orleans, La.; Schmelzer Arms Co., Kansas City, Mo.; J. W. Jenkins' Sons, Kansas City, Mo., and Thomas A. Edison, Inc., Orange, N. J. The concerns named represented over 75 per cent. of the total indebtedness.

As a result of the meeting the creditors arranged to take over the business and conduct it until November 1 to see whether or not it was feasible to continue it, and if not, to take such steps as will be necessary to liquidate the business. The creditors' committee to take charge of the business includes W. S. Hunt, of the firm of Hunt, Myers & Teagle, attorneys representing the creditors; Guy M. Bryan, vice-president of the Lumbermen's National Bank, and Ewing Werlein, an attorney representing creditors. The committee took charge of the business on August 31, and appointed H. H. Houston to act as manager under bond.

The assets of the company are given as $58,901.38, of which $15,630.25 represents accounts due and the balance inventory. The liabilities are set at $53,061.70, on miscellaneous open accounts and bills payable.

A STRIKING WINDOW POSTER.

Local Columbia dealers, especially those in the cosmopolitan districts, are prominently displaying a window poster recently issued by the foreign record division of the Columbia Graphophone Co. This window hanger is unique in many ways, the border consisting of the actual reproduction in colors of ten of the covers of the foreign record catalogs. These covers are all designed to harmonize with the contents of the catalogs, the illustrations being appropriate. The covers shown include German, Hungarian, Bohemian, Slovak, Italian, Servian-Croation, Roumanian, Polish, Hebrew-Jewish and Scandinavian. In addition to these the hanger calls attention to the other foreign language records in the Columbia library, which include the Arabian-Syrian, Armenian, Bohemian, Cuban, Dutch (Holland), Finnish, French, Gaelic, Greek, Lithuanian, Mexican, Polish, Russian-Ruthanian, Scotch, Slovenian-Krainer, Spanish, Turkish and Welsh.

Boston—Oliver Ditson Co.
NewYork—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next four months.

Ditson Victor Service

We Want a Few More Jobbers and Dealers to Take Care of Increasing Business

A PATHÉ PATHÉPHONE AGENCY is a Valuable Franchise

GAINING RAPIDLY IN POPULARITY

THE "PATHÉPHONE SHOP" IDEA

New Dealers, New Jobbers being Created Daily for the

GREATEST MUSICAL INSTRUMENT IN THE WORLD

THE PATHÉ PATHÉPHONE!

Above are some of the PATHÉPHONE advertisements which will appear in current issues of the Big Magazines.

THE PATHÉPHONE'S SUPERIORITY

Is Due Primarily to the PATHÉ ROUND, SMOOTH, GENUINE, HIGHLY POLISHED SAPPHIRE—NO NEEDLES TO CHANGE—and the PATHÉ ALL-WOOD SOUND-CHAMBER

This combination, with PATHÉ DOUBLE DISCS, rendering absolutely Natural Tone and superior artistic execution, is most true to the actual performance of the artist.

The PATHÉ DISC Repertory comprises over 96,000 selections (the largest in the world) giving to Americans for the first time the opportunity to hear Europe's most famous artists, who for contract reasons can never be heard in person in America—together with well-known artists of this country.

PATHÉ FRÈRES PHONOGRAPH CO.

29-33 West 38th Street NEW YORK CITY

Model by model—dollar for dollar—part by part—Columbia Grafonolas are safe in competitive comparisons. And records the same—timeliness, quality, durability, volume, repertoire.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ST. LOUIS TRADE LOOKS FOR A PROSPEROUS SEASON.

This Feeling Prevails in Jobbing and Retailing Circles—Silverstone Reports 50 Per Cent. Increase in August Business—Pathé Line with Hellrung & Grimm—Smith-Reis Co. Devote Sheet Music Department to Victors—Floods Will Result in New Business.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., September 8.—The talking machine business in St. Louis seems to be set for a big season. Not only is the promise good but the August performance is the best so far recorded for that month, both in jobbing and retail departments. Of course last season's record is not so very hard to beat, but the 1913 records furnish a standard that was exceeded by large percentages last month. The lower priced instrument sales again are picking up; perhaps the increase in these sales are more marked than in those of higher price, due to the fact that the wage earners again are at work and have got to the luxury-buying stage once more. Not all of them, but enough to have an influence on the market. The jobbing departments report that the orders from the smaller towns are coming very strong as a direct result of the improved crops. The losses from storms and floods, it seems, are confined to comparatively restricted districts and their loss will not be great compared with the general trade.

Manager Irby W. Reid, of the Columbia warerooms, is greatly pleased with the present condition of business, not only because he is making increases but because it is bearing out his predictions on which preparations were made for handling the fall trade. Throughout the Columbia trade district the jobbing trade is on the increase, except in the limited flood territory. Retail trade, too, is making nice gains.

Aeolian Hall continues its remarkable advertising campaign on behalf of the Aeolian-Vocalion. The most notable feature of this campaign is the "class" of the advertising, which places the Vocalion on a very high plane as a musical instrument.

The Koerber-Brenner Music Co., Victor jobber, reports excellent conditions of trade throughout its territory, with prospects for the "greatest ever" trade during the late fall period.

Mark Silverstone, of the Silverstone Talking Machine Co., in reporting an increase of 50 per cent. in business for August, adds that he is forced to give up the space he retained for his private office on the main floor. He was at a loss to know where he would find desk room until he started to double the capacity of his record racks by putting on a second story for his shelves. Then it occurred to him that he could put a second story onto the demonstration booths and put his office up there. Another improvement at the Silverstone Co. will be an automobile delivery truck, which will be in service some time this month. Recently a cozy corner near the entrance of the Silverstone warerooms has developed itself by the gradual acquisition of a library table and some handsome chairs and benches into a comfortable rest room.

Louis Nachmann, a former dealer, has joined the sales force of the Silverstone Music Co.

A rather interesting sales incident at the Silverstone Music Co. was that the other day when three partners of the Mendel Printing Co. each bought a Style 250 machine.

The Laveta Music Co., Gadsden, Ala., has become an Edison dealer through the purchase of an opening stock from the Silverstone Music Co.

The Pathé line will be represented here by Hellrung & Grimm, a furniture house that previously kept out of the talking machine line, but which has for several years had a thriving piano department. Hellrung & Grimm, in introducing the Pathé line, began with a number of blind advertisements, the first being only a picture of the rooster, the second a picture of the rooster on a talking machine disc, then in turn appearing some mysterious descriptions of the machine and questions regarding a machine that played all records, etc., and finally the name of the machine and the name of the firm were spelled out, making it plain that Hellrung & Grimm were selling the Pathé talking machine. This method of advertising caused considerable comment.

J. W. Medairy, long associated with the talking machine department at Aeolian Hall, has joined the staff of the Stix, Baer & Fuller Dry Goods Co. under Manager Noon, of the musical instrument department. Mr. Medairy, who is known to hundreds of Victor owners in this city, has been made an assistant to Mr. Noon and placed in charge of the detail work in the talking machine department. This department recently added the Edison line to the Victor.

Miss Clementine Kinn, recently connected with the Silverstone Music Co. sales staff, has taken charge of the Edison department at the Famous Barr Dry Goods Co., where the Victor and Edison departments have been separated.

The talking machine has a new victory to its credit in this city. Having ousted pianos at the Silverstone Piano Co. is an old story, and now the talking machine has ousted the sheet music and teachers' supply department from the Smith-Reis Piano Co. warerooms. By the middle of this month one-half of the large main floor room at the Smith-Reis store that has, since the store was opened, been devoted to music, will be built into talking machine booths to handle the rapidly increasing record business of this Victor store. In speaking of the change Mr. Reis said:

"It was with great regret that I parted with the sheet music and supply business, for that trade practically put me into the piano business. But the best interests must be served. In the last few months our record business has been going forward with leaps and bounds and we must have the space or permit it to go elsewhere. Also, with the rapidly growing trade we realized that we could no longer conduct the record sales on an upper floor because of the time wasted in elevator service, even if we had the room there. So we sacrificed our music stock, and it was a sacrifice not only of stock but an excellent trade to make room for this business, which has a great future."

The Smith-Reis stock of music was bought by Joseph Hunleth, of 9 South Broadway, and Walter Starck, long a main floor figure at the Smith-Reis store, goes with the stock.

The recent unparalleled floods in this neighborhood have evidently created a lot of talking machine business for next spring. A large part of the flooded district was devoted to summer resort cottages, and most of these were stocked with low-priced talking machines. Fortunately for the dealers, these were paid for, as credit for camp cottages is limited. But practically all of the cottages were flooded or destroyed, and at the Columbia Co.'s warerooms there has been a constant procession of owners of salvaged machines who have asked about repairs. In most cases a new case and a repolishing of all metal parts would be required and most of the machines would not be worth it. Dozens of machines were entirely lost, so the summer resort business, which has been good for a number of years, will be a clear field next year.

Ben F. Phillipps, of the Columbia sales force, the only talking machine salesman in town who drives an automobile on all of his travels and then delivers his machines in his touring car, returned the first of the month from a two weeks' pleasure trip to Chicago, but he insists August was a fair month despite the time he spent playing. One of his sales was a grand.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

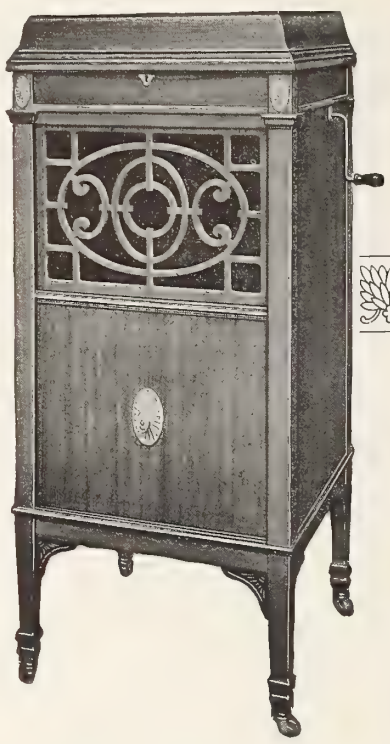
You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs
Can all be played with the
"PERMANENT LEXTON ATTACHMENT"

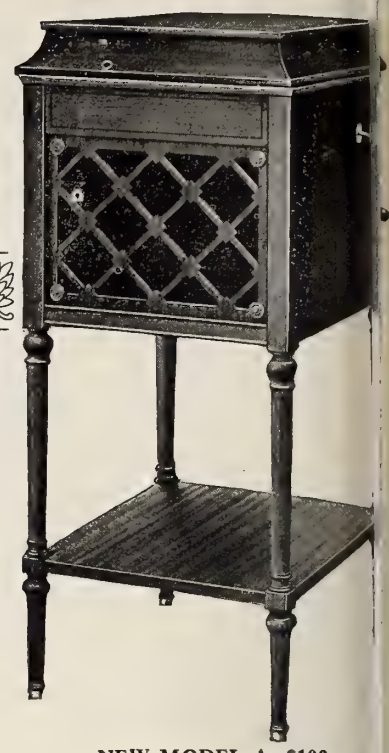
"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.
LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.



NEW MODEL C, $200

NEW MODEL C, $150



NEW MODEL A, $100

Announcing New Models of Edison Disc and Amberola Phonographs

The Diamond Disc Line

In response to a popular demand for a still greater variety of cabinets in the new Edison Diamond Disc Phonograph, three new models have just been added to the line.

Models C-200, C-150 and A-100 are the new members of the Edison Diamond Disc family.

Their list price, respectively, is $200, $150, and $100.

Edison dealers are now offering these new models to their customers. They are handsome examples of the cabinet-maker's craft. Those who have their finger tips upon the pulse of the great demand for Mr. Edison's perfected musical instrument, predict that these new models, through their price and design, will win instant favor.

Now—A Complete Selection

With the addition of these three new models, every music lover who desires a Phonograph measuring up to the Edison standard will find a style and a price to suit his preference.

The range of prices is now as follows: $80, $100, $115, $150, $165, $200, $250, $275, $375, $450.

The Diamond Amberola Line

Beginning with August three new models of Edison Diamond Amberolas were introduced: Amberola 30, $30; Amberola 50, $50; Amberola 75, $75. These three styles, possessing all the superior advantages of tone quality and attractive cabinet design, together with the older Model V, $60, will efficiently supply the demand for a high grade instrument at a reasonable price.

New Edison Diamond Disc Phonograph

The coming year will be "Edison Year" in the Phonograph trade.

The great Edison factories are now equipped for larger production than the most optimistic had dared to predict. Every handicap has been swept away.

The New Edison Diamond Disc Phonograph has established itself in the public mind as a real musical instrument of the highest type—the choice of all lovers of music.

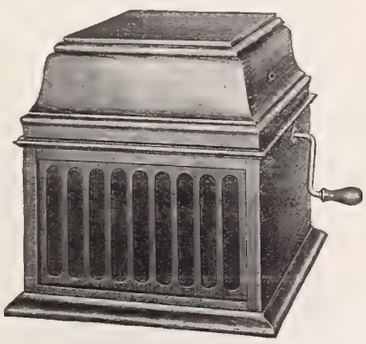
Edison dealers all over the country are preparing for a year of unusual prosperity.

> Now is the time for every shrewd merchant in the music trade to investigate the new Edison line. The man who comes in now will reap the greatest reward. We will be glad to explain, upon request, our plans for the coming year as well as our terms for representation.

Thomas A. Edison, Inc., 279 Lakeside Ave., Orange, N. J.

NEW AMBEROLA 50

NEW AMBEROLA 75



NEW AMBEROLA 30

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., September 7.—The month has begun most auspiciously for the trade. The weather is beautiful, people are fast coming back from vacations and summer homes, dealers from all over New England are coming into town, and this means business to all the companies. The various managers are highly encouraged over the general prospects, and few there are who do not see a splendid fall and winter ahead.

Columbia Business Breaks Record.

Manager Arthur Erisman, of the Columbia Graphophone Co., reports that the business of his establishment for August was the largest in its history. Orders have been coming in from dealers for much larger consignments of machines than ever before. He reports that there is a great shortage of small machines, which is rather embarrassing in view of the fact that many of the large orders which include these machines are for immediate shipment, and there is naturally a delay in getting the goods off.

F. H. Silliman Enjoys Vacation.

Manager Frederick H. Silliman, of the Boston quarters of the Pardee-Ellenberger Co., Inc., has returned from his vacation, which he spent with his family at Boothbay Harbor, Me. The good color which he wears shows close contact with the salt water. One of Manager Silliman's hustling callers a day or two ago was R. G. Knuepfer, of the firm of Knuepfer & Dimmock, large Edison dealers at Lawrence, who came in, as he often does, in his auto. He carried back with him a large consignment of goods. Mr. Knuepfer is one of those dealers who see great things ahead for the business this fall.

H. A. Yerkes a Visitor.

H. A. Yerkes, the wholesale manager of the Columbia Graphophone Co., was over in Boston for a few days and held several conferences with Manager Arthur Erisman, of the Columbia's local offices. Manager Erisman, who, with Mrs. Erisman and child, has been spending the summer at Nantasket, is opening his Cambridge home in a few weeks.

H. L. Royer Visits Victor Factory.

Manager H. L. Royer, of the Arch street headquarters of M. Steinert & Sons, was over in New York a week ago on his way to the Victor factory at Camden, N. J., where he was in conference with the home office regarding business. The Arch street store now is greatly improved through the installation of its new elevator service, mention of which already has been made; and now there are still other improvements under way, notably the lowering of the show windows nearer the street level. This work will probably be completed by the middle of September, and then the establishment will be ready for the good fall business which Manager Royer and all his efficient staff fully believe will come.

Wet Weather Helps Business.

Manager John Alsen, of the talking machine department of the George Lincoln Parker warerooms in the Colonial building, is able to report a good August business, and the fact that there have been many rainy days in a degree accounts for this condition; for it is a fact not to be denied that on wet days that are not so bad as to altogether keep people indoors these Edison and Victor warerooms find many good customers. One of the new acquisitions to Manager Alsen's staff is Frank H. Jenkins, who up to a few weeks ago was connected with the Victor department of the Henry F. Miller Co.

Progress on Pardee-Ellenberger Co. Building.

W. O. Pardee, head of the Pardee-Ellenberger Co., Inc., was in town a few days ago and spoke enthusiastically of his new building, now approaching completion in New Haven, Conn. There has been some delay in getting the structure completed, but it probably will be ready for occupancy toward the end of October, when Mr. Pardee plans to have an auspicious opening. Mr. Pardee will add several good men to his staff about that time, and the establishment will be managed by as good an Edison enthusiast as can be found.

Columbia Co. Vacationists.

R. L. Luscomb, stock man at the Columbia Co., is enjoying his vacation in Maine, and James McDonald, one of the company's canvassers, is over in New York. Billy Ellsler, one of the retail salesmen, is visiting his home in New Jersey and T. Norman Mason, the hustling outside man in the wholesale department, is with his family at Salisbury Beach, N. H.

Take Part in Yacht Club Cruise.

Charles M. Urlass, the outside man for the Edison and Victor departments of Chickering & Sons, was one of those fortunate enough to enjoy the cruise of the Boston Yacht Club when the "Flirt," a trim little sloop, took the lead in the ocean race from Camden, Me., to Marblehead, Mass. Mr. Urlass was with Herbert Evans, manager of the Boylston street store of M. Steinert & Sons Co., and another in the party was Howard Paul, of the Victor department at Arch street of the Steinert house. The cruise was an altogether delightful one to all who participated.

Geraldine Farrar Hears New Records.

Geraldine Farrar, the grand opera singer, was in town for several days on her way to the White Mountains, and while at the Hotel Touraine paid several visits to the Eastern Talking Machine Co. to listen to some of her newest records which she has made for the company. As the Eastern's warerooms are only a few doors from her hotel, she found it a very convenient place to drop in. Miss Farrar's home city is Melrose, a few miles north of Boston.

H. A. Winkelman Enthusiastic Over West.

Manager Henry A. Winkelman, of the Victor department of the Oliver Ditson Co., is telling his friends with much justifiable enthusiasm of his wonderful trip to the Pacific Coast, where he went for the big convention of the talking machine men. His trip home was by way of the Canadian Rockies, and he hopes to repeat this experience at some future time. He stopped at Portland, Ore.; Seattle, Wash.; Victoria, Vancouver, the great glaciers, Lake Louise and at Banff, and he found the scenic grandeur all along the route beautiful beyond words to adequately express. Mr. Winkelman does not speak very optimistically of business conditions in the Canadian Northwest, for he thinks the boom was overdone some time ago, and in some places he visited things were at quite a standstill. On the trip he was accompanied by Mrs. Winkelman, who enjoyed the trip quite as much as he. Mr. Winkelman reports, apropos of local business, that up to the present time he is ahead of last year and at times in the past two or three months the relative increase has been considerable.

Interesting Personal Items.

Elton F. Taft, manager of the Eastern Talking Machine Co.'s Tremont street quarters, is off on an automobile trip, to be gone over Labor Day. He is accompanied by Mrs. Taft and their son, Elton F. Taft, Jr.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., Washington street, is spending his vacation in his car, going first to New Hampshire and later to New York

Real Music At Last

When the musician wants a means of securing music as it is written and as it ought to sound, he buys the NEW Edison Diamond Disc Phonograph. There are many other people who are following this example, for it is evident that the TRUE reproduction of music is obtained only by the new Edison and the new Edison disc records.

No needle nuisance; no scratching nuisance; no nasal nuisance; nothing but MUSIC

The PARDEE-ELLENBERGER CO., Inc.

Boston, Mass. New Haven, Conn.

Distributors of

Edison Diamond-Disc Phonographs

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14).

Roy Sylvester, brother of Chester J. Sylvester, one of the staff of the Columbia Graphophone Co., has returned from his vacation, which was spent in Prince Edward's Island, where he had some exciting fishing and hunting experiences. He isn't telling how much game he bagged, however.

Joseph Price, of the stock staff of the Eastern Talking Machine Co., was over at the Victor factory in Camden lately. This was his first visit there and he returned with a far more comprehensive knowledge of Victor and Victrola manufacturing than he had before.

Harry Brown, who is now associated with a large talking machine house at Burlington, Vt., and George Reece, of the same establishment, were callers a few days ago at the Eastern Talking Machine Co.'s warerooms. Both were former employes of the Eastern, and whenever this way they drop in to renew old acquaintances.

Wallace Currier, manager of the Edison and Victor departments of Chickering & Sons, Tremont street, will return after Labor Day from his vacation, taken at North Conway, N. H., to which place his family motored a few weeks ago. Mr. Currier, however, could not go with them, as he was over in East Orange in conference with the Edison officials, but on his return to Boston he followed on by train.

Otto A. Piesendel, head man of Manager Henry Winkelman's staff at the Victor warerooms of the Oliver Ditson Co., is leaving right after Labor Day for an automobile trip up into New Hampshire.

Joseph Carlson, also of the staff, is leaving next week for his vacation. Miss Gertrude and Miss Laura Lockhart will be back from their vacations, spent at Winthrop. James Fernald has been at Antrim, N. H., for a fortnight.

The boys of the Columbia Graphophone Co. are looking forward with keen anticipation to a fishing trip on which they all are going Sunday, September 12. The crowd has chartered a craft and will make an all-day outing of it.

Fred Finn, who has been with the Eastern Talking Machine Co. forces for nine years, has severed his connection with the local house to accept a position in New York. Before leaving he was presented with a handsome traveling bag by his many friends in the Eastern Co.'s warerooms as a mark of their esteem.

R. A. Dinsmore, a Columbia dealer at 1221 Tremont street, in the Roxbury district, has returned from a trip to the Pacific Coast, having been gone six weeks. He says that the Columbia exhibit at the fair is most attractive and successful in a business way.

George D. Ornstein, the sales manager of the Victor Co., with headquarters at Camden, was a caller last week on the local talking machine trade.

George P. Donnelly, the Portland, Me., manager of the Columbia Co.'s warerooms in that city, was in town for several days renewing acquaintance with his old friends.

A recent addition to the staff of the Columbia Co.'s Tremont street quarters is A. A. Magowan, who comes here from New York and Springfield.

WISE IN HIS GENERATION.

Judge Brady Conceives Happy Idea of Installing a Talking Machine in His Court Room, Which Fulfils Many Desirable Ends.

"O, wad some power with giftie gear us,
To hear oursel's as ithers hear us!"

(Special to The Talking Machine World.)

KANSAS CITY, KAN., September 7.—Thus exclaimed Judge Brady, of the Police in Kansas City, Kan., on a recent occasion. Rattle! Bang! Bing! Cackle! had gone the voices of women haled into court because of a neighborhood quarrel. And so silly, so futile and altogether foolish were the words they spoke and the arguments they made that the judge was disgusted.

"How can human beings believe, speaking so, that they are talking sense or expressing reasonable complaints? Do they actually think they are giving testimony that would produce a verdict for their side?"

It was amusing, were it not tragic. For each side believed it had been grievously wronged—and the petty spites, the meanness of the charges and countercharges were, after all, the sandpapery surface, the irritating frictional contact, of what makes up a large part of many people's lives. If only they could know how foolish their words sounded!

Then the judge had a happy thought! The talking machine! On the spur of the moment he declared to his clerk that he must have a talking machine or a dictaphone in the court room for just such cases. The "testimony" would be recorded—and not transcribed for court purposes—it had a higher mission. It would be repeated next day to the litigants, in open court, that they might hear the trivialities that they had exalted into controversy and, shamed by the revelation, would abandon their litigious belligerency.

This was an inspiration! But the judge had an afterthought, too, in the calmness of his cloistered study. Yes, the controversialists would return the next day calmed by twenty-four hours of reflection; but would this reflection actually calm such people? And would the rendition make their exclamations appeal to them as absurd? Would they not be further enraged at the tone of permanence given their adversaries' eloquence? Would they listen enraptured at their own vituperative assaults? Would it refresh their memories of injuries and add more gas to the fire?

"The world has been traveling too steadily in its grooves for a hundred thousand years—even the talking machine cannot reform it suddenly," the judge mused. ". . . People who would be disgusted by their own resounded twaddle would avoid persons guilty of similar twaddle. . . . And twaddle is seldom twaddle to its author, anyway. . . . Even when he is a judge. . . . The talking machine has a higher mission than to give examples to avoid—its mission is to give examples to admire and imitate, and all uses of the talking machine probably will have to be developed on this theory. . . ."

The judge sighed. Human nature was not yet ready to learn its weaknesses from the phonograph. He would have to continue to be a judge, and tell people crossly when they were wrong.

But that was a cracking good idea, anyway—even if it was ahead of the times.

INDIANAPOLIS NEWS ITEMS.

Business with Talking Machine Stores Very Good—Taylor Co. Advertises in the Movies—Young Lady "Puts One Over."

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 7.—Business with the talking machine stores in Indianapolis is still good. The Columbia Graphophone Co., 44 North Pennsylvania street, is as busy as ever. A. W. Roos, manager, says that the indications for fall trade are exceptionally good.

The Taylor Carpet Co., which sells the Victor line of talking machines, has been attracting attention by advertising with motion picture ads at the local theaters. One cannot help remembering Taylor's and the Victor talking machine after seeing these pictures. They are doing effective work.

Edna A. Martin, employed as a stenographer at the Carlin Music Co., which handles the Edison, "put one over" on the company by keeping her marriage to Louis Howard, a newspaper man, last March, secret until a few days ago. Only the members of the families of the "parties" knew of the marriage, which took place at Paris, Ill. Mrs. Howard has not given up her position with the Carlin Co.

OPEN DOWNTOWN WAREROOMS.

A downtown branch store has been opened by the Sonora Phonograph Co., 57 Reade street, New York, in the Standard Arcade, 50 Broadway. The purpose of this store is to let the business men of this district become acquainted with the musical qualities of the Sonora.

By Every Test, Bagshaw Needles are Best

Everything that goes towards making perfect talking machine needles has been acquired by the House of Bagshaw. Plant, machinery, men and knowledge all blend in unity towards making not only the quality of the product but to increase the volume of production.

Our record of 63,000,000 needles in 10 days is proof of our facilities, and then add to this, our new plant, and you can rest assured of getting needle deliveries as required during the rush season this fall.

W. H. BAGSHAW, Lowell, Mass.

(ESTABLISHED 1870)

They are telling us that Columbia Double-Disc Record A-1735 combines the two most perfect instrumental trio recordings ever issued.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

AUGUST TRADE 50 PER CENT AHEAD IN SAN FRANCISCO

Sales Ahead of Corresponding Period of Last Year—Victor Booth Center of Attraction at Exposition—National Educational Association Convention Hears Address by Mrs. Clark—Prof. Goodwin Also Lectures on Music in Schools—The Month's News.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., September 4.—No matter what lines of business are still inclined to complain, the talking machine interests here are certainly not guilty. Both wholesale and retail establishments report excellent business for the past month, and prospects were never considered brighter for fall and winter trade than at the present time. Everywhere sales seem to be running considerably ahead of the corresponding period of last year. Some managers say their business for July and August, which are usually about the quietest months of the entire year, ran 50 per cent. ahead of the same months last summer, and others report substantial increases also. Exposition festivities are, no doubt, doing a great deal toward stimulating interest in talking machines and records.

Features at Victor Temple of Music.

The Victor Talking Machine Co. continues to offer special features at the Victor Temple at the exposition, which attracts increasing attention right along. Not all the Victor entertainments are confined to the temple in the Palace of Liberal Arts, either. On August 21, for instance, about 4,000 persons gathered in the Liberal Arts plaza to listen to the clear music of the giant Victrola and witness the dancing spectacle, "Le Captif," produced by Mlle. Louise La Gai and her class of child dancers. The dance, which was a barefoot creation danced on the grass, represented the revels of the forest nymphs and was one of the most elaborate productions yet presented by Mlle. La Gai and the Victor Co. for the benefit of exposition visitors. The performance was arranged by Everett Worthington, manager of the Victor exhibit, especially for the visiting members of the National Education Association.

Mrs. Clark's Address.

Frances Elliott Clarke, head of the educational department of the Victor Talking Machine Co., took a prominent part in the convention of the National Education Association the last half of August, particularly the music section, of which she was formerly twice president. The music session was crowded into one day, September 18, and Mrs. Clarke was the first speaker, her subject being "Forces at Work for the Betterment of School Music." Her topic was well chosen, as she for six years was head of the public school department of the National Federation of Women's Clubs and has made a comprehensive study of the subject. Her address was reminiscent of the rise and development of school music in America, the national organization of supervisors of music, the founding of supervisors of training schools in the large colleges and universities, the general awakening in musical interest causing increased interest among club members, etc. Mrs. Clarke reported the work being done by the clubs of the federation in assisting schools to purchase orchestral and mechanical instruments. Her biggest point was the aroused interest in the educational value of music as shown by the strong support given school music by a large number of leading educationists of the country.

The Victor Talking Machine Co. was represented at the afternoon session of the N. E. A. music section also, this time by the giant Victrola, the session opening with a forty-five-minute concert of selected Victor records of educational value. The N. E. A. two weeks' convention was held at the Oakland Auditorium, but many of the delegates visited the exposition, and for their benefit E. Worthington and Mrs. Clarke arranged a special program for each afternoon, putting emphasis on the records demonstrating the Victor Co.'s new phases of educational work and calling attention to the correlation of the school room records with other subjects, such as nature study, history, etc.

Visit Columbia Branches in Northwest.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., visited the company's branches in the Northwest the past month, and while in Spokane, Wash., he installed Charles V. M. Jones as manager of that office. Mr. Jones has been with the company on the Pacific Coast for the past eight years, as manager of the Tacoma branch and more recently connected with the Portland and Los Angeles stores. Mr. Gray found prospects favorable at all the northern branches, particularly in Portland, where he says a 40 per cent. increase was made in July over last year. While in Portland he visited the new Meier & Frank department store, which has a large and modernly equipped talking machine department with seven sound-proof demonstration rooms, an auditorium and ample display space. Manager Hartman was getting settled in the new location and was enthusiastic over its possibilities. In

GET IN LINE—ORDER STOCK NOW

THE WISE DEALERS ARE GETTING THEIR FALL STOCK IN

BE ONE OF THE WISE DEALERS AND PREPARE YOURSELF

YOU CAN DEPEND UPON AMERICAN SERVICE

Place your orders with us and let us show you that we are as good as the best. We have been giving good service since 1903 and are improving all the time. BE ONE OF OUR REGULAR DEALERS AND INSURE GOOD SERVICE FOR THE FALL

DON'T BE A "LAST MINUTE DEALER" OR YOU MAY BE TOO LATE
MESSENGER SERVICE AND AUTOMOBILE DELIVERY

AMERICAN TALKING MACHINE COMPANY

368 LIVINGSTON STREET **BROOKLYN, N. Y.**

DISTRIBUTORS OF VICTROLAS AND VICTOR RECORDS EXCLUSIVELY

Seattle Mr. Gray found Kelley & Hopper, who bought out Eilers recently, very busy and optimistic for the continuation of their present fine business.

Prof. Goodwin Lectures on "Music in Schools."

The local Columbia interests received a visit from Prof. Frederic Goodwin, head of the educational department of the company, during the N. E. A. convention. During that period he delivered several lectures on "Music in Schools" in the Palace of Education and did considerable work at the Columbia booth in the Palace of Liberal Arts. Mr. Dorian, who has charge of the Columbia exhibit, continues to arrange special events, which draw large crowds. The demonstrations of modern dancing by Ethyle Stewart and Addison Fowler, to the accompaniment of the Grafonola, every Wednesday and Saturday afternoon are largely attended, and another strong attraction is the singing of a Miss Mower, a young girl who has taught herself to sing by the Grafonola. She accompanies various records, giving the effect of a duet.

The Cheney talking machine exhibit at the exposition received a short visit from M. L. Willard, secretary of the company, recently.

New Diamond Disc Models Admired.

A. R. Pommer, of the Pacific Phonograph Co., jobber of Edison products, reports much interest being shown in this territory in the new model Edison diamond disc machines. He is concluding preparations for an extensive campaign for their presentation to the trade. He has just engaged C. W. Darby as special representative of the Pacific Co., and the plan is for Mr. Darby to supervise a series of dealers' conventions to be held at central points in the Pacific Coast States, beginning at Fresno, Cal., early in September. At these conventions dealers from the surrounding territory are to gather, and for their benefit Mr. Darby is to deliver sales talks, give instruction in the proper demonstration of Edison machines and records, the art of window dressing, etc. John McCracken, traveler for the Pacific Co., is at headquarters after calling on the trade in southern Oregon and northern California; E. Lyons has just returned from a trip in Montana and Idaho, while Mr. Schwab is covering Oregon and E. V. Chandler is working Washington. John Ramaker is a recent addition to the traveling force of the Pacific Co. in the Northwest.

August Sales Ahead of Last Year.

Manager J. S. Baley, of the Edison Shop, says August sales ran considerably ahead of last year, and he considers prospects very bright for the remainder of the year. He says the new machines are very promising and that record inquiries are looking up, the new piano records attracting particular attention.

Dance Record Demand Still Strong.

At the Emporium talking machine department Manager A. A. White reports very substantial increases for July and August over the corresponding months of last year. The demand for dance records is very strong, and much interest is being shown in the new $150 Edison machine. At present, however, the principal feature is the big call for the Columbia Leader machine.

Planning for Larger Trade Field.

Sigmund W. Meyerfeld, who has been exploiting the Mastrola on the Pacific Coast for the past several months, left for the East late in August expecting to consummate one or two deals which will probably give him a much wider field of operation. Upon his departure he left S. W. MacLewee and S. A. Diefendorf in charge of this territory. While new in the talking machine business, both these gentlemen have had long experience in the exploitation of other articles and they enter the new field with much enthusiasm over the possibilities of the Mastrola.

Retail Manager for Eilers House.

W. S. Storms, until recently manager of the Spokane, Wash., branch of the Columbia Graphophone Co., is now retail manager of the Eilers talking machine department in Portland, Ore.

Visiting the East.

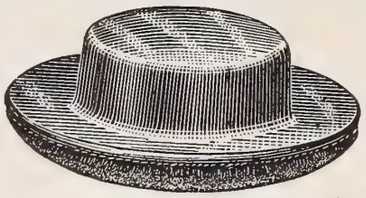
F. M. Steers, president of the Sonora Phonograph Co., left on September 2 for the East on a business trip in the interests of the company. Manager F. B. Travers says the company is placing lots of dealers and that business at the local store on Geary street is increasing rapidly.

DID LARGE SUMMER BUSINESS.

(Special to The Talking Machine World.)

MEADVILLE, PA., September 8.—Forrest P. Weaver, 276 Arch street, who has handled the complete line of phonographs manufactured by the Sonora Phonograph Corp., New York, for quite some time, states that his summer business was considerably ahead of expectations in sales of Sonora phonographs, including both the higher priced models and the cheaper types suitable for outdoor summer use. Mr. Weaver is enthusiastic regarding the tonal qualities of the Sonora phonograph, and is planning to use considerable newspaper space this fall to feature its many merits. He is a firm believer in advertising, and his window displays are always timely and result productive.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

STANDS HARD USAGE.

Interesting Letter Regarding the Edison Diamond Disc Phonograph from Prominent Picture Show Manager in Topeka, Kansas.

The Santa Fe Watch Co., of Topeka, Kan., recently received the following interesting letter from Lew Nathanson, manager of the Miller-Nathanson Amusement Co., of that city, in which he says:

"Nearly two years ago I purchased one of your Edison diamond disc talking machines to use in one of my picture shows. I have used this instrument in front of one of these theaters constantly and there is no limit to the amount of abuse this instrument has stood and it seems in perfect condition.

"I am only proud to say that I believe there is no other instrument in the world that will stand the amount of hard usage this machine and records have stood. I have used other makes of talking machines; in fact, I think I have used every standard make of machine, both in the cylinder and the disc, some of them costing as much as $500, but none of these machines have stood up in comparison with the Edison diamond disc.

"Everyone, no matter who comes along, gives this machine a few turns, puts on a record and away it goes. We use this machine in front of the theaters, and I have seen the records so dirty and dusty that they were actually gray, but they only seemed to sound the better. The greatest feature of the Edison machines is the naturalness of tone which you get from one of these instruments, just as though the artist was present."

One of the difficult things to overcome is a natural prejudice against the other fellow's ideas when they conflict with our own.

VICTOR DEALERS, out here in THIS section of the West, would not be a BIT better situated if they were to have

THE VICTOR TALKING MACHINE CO.'S ENTIRE PLANT WITHIN A STONE'S THROW!

WE have gigantic stocks—Victrolas, Victor Records, Supplies—and we are known, even famed, for SERVICE

Write—Phone—Wire—Call—or send for a man—THEN SEE US HUSTLE—

NEBRASKA CYCLE CO., OMAHA, NEB.

(MICKEL BROS. CO., Des Moines, Iowa, conducted under same management)

HOT WEATHER NO BAR TO BUSINESS IN BALTIMORE.

Every Talking Machine House in City Reports Increase—Lively Advertising Campaign Conducted—How Formation of Talking Machine Association Helps—Vacations at End and All Ready for Busy Fall—Reiner Lehman Co. Has Pathé Agency—Other News.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 6.—Hot weather has been no bar to the business done by the talking machine dealers of Baltimore. Every firm in the city showed an increase in business, and with the distributers the cry is still more machines to fill orders. Lack of machines, while not as bad as it has been, is still the main trouble with the business.

The month's business was well enlivened by the retail dealers, who spent liberally in advertising space in the dailies. It also marked the appearance of billboard display of Victor goods by Cohen & Hughes, Inc., distributers of that line.

Vacations by the various firms have now come to a close, and all of the establishments showed marked activity the latter part of last month. All dealers continue to place orders ahead with the hope that the shortage will not be as great this year in meeting the demand of the trade as it was last year.

The organization of the talking machine association by the local dealers has brought about a very good feeling of fellowship among the trade, and at the meetings it has resulted in the men of various lines getting better acquainted with each other.

With the reopening of the various theaters this week the talking machine showed up very well in the advertising columns of the programs, all lines being represented by various houses.

Another record-breaking month's business was done by the Columbia Co. Manager A. J. Heath reports that the business showed better than a 200 per cent. increase over August of 1914, and the volume of business done by the headquarters was above expectations. The Good Value Bargain House, which signed up the Columbia line a little more than a month ago, at once appeared in the dailies with display ads advertising the line. Mr. Heath made a trip during the month to Norfolk and other sections of the South and found business good. He left on a two weeks' vacation last Saturday and will take a much-needed rest. He first went to Philadelphia, which is the headquarters for the Baltimore office, and he will then go to Atlantic City. He will also visit his family in Brooklyn, N. Y., before returning.

I. Son Cohen, for Cohen & Hughes, Victor distributers, reports business good, but his greatest difficulty is with lack of machines. He said:

"We don't have time to place machines on the floor. Just as soon as they are unloaded on the sidewalk from the wagons they are re-marked for immediate shipment. We are still hopeful that at some time we will be able to get as many machines as we need, but how soon that blessing will come I don't know."

Jesse Rosenstein, of the National Piano Co., Pathé representative, reports big business in his line. He says that the business has gone so far ahead here that there is already a big shortage of machines. The firm closed a deal with the firm of Reiner-Lehman Co. to handle the line. Four or five firms in Baltimore and a like number in Washington are expected to be signed up to handle the Pathé line within the next week. More than a dozen of the Pathé $100 models have been sold for retail delivery and the customers are being kept waiting.

A good business was reported by the McKee Co., Inc., Edison distributer. This firm plans to sign up a number of firms shortly. The retail business of the firm has shown improvement. William W. Gibson, manager of the McKee Co., returns to-day from a two weeks' vacation.

Plans to take care of a big rush for machines are being made by H. R. Eisenbrandt Sons, Inc. The firm is stocking all the space it can spare with machines. The company is one of the Victor distributers in Baltimore.

The business with Eisenbrandt's is showing considerable increase, and an excellent season is looked for.

W. C. Roberts, manager of E. F. Droop & Sons Co., another Victor distributer, is deploring the fact that he is unable to secure machines. He says he is fully 500 machines short from the number he had at the beginning of the fall of last year.

A good business in both the wholesale and retail departments is being done by Droop's.

J. L. Gibbons, manager of the Victrola department of Stewart & Co., is taking no chances on being caught without machines. He says that he expects to have all the machines in by September 20. Then, he points out, as each style gets low he probably will be able to get enough machines to fill it up again. Mr. Gibbons went over the sales of last year, and for every machine sold during that phenomenal period he has ordered a duplicate.

Then, after placing orders for the same number of machines sold last year, he has ordered several more of each style. He has added quite a few $75 and $100 machines, as these are proving to be great sellers in the local trade.

J. C. Haas, of the Stewart sales force, was the high man for the month of August, but he did not have much margin to spare.

Mr. Gibbons reports that there is a decided picking up in the number of dance record sales and the fox trot, "Hello, Frisco," is leading them all. Of the other records he reports excellent sales of McCormack singing "When My Ships Come Sailing Home," and Alma Gluck and a male chorus singing "Old Black Joe."

Mr. Gibbons is another dealer who believes that the coming season will be a record-breaker.

The Kranz-Fink Talking Machine Co. did a good business in August. Joseph M. Fink reports an increase of about 30 per cent. in trading over August, 1914. The $25 model was the best seller, with a big sale in records. The firm handles both Columbia and Victor lines.

Jerome Benesch, for Isaac Benesch & Sons, reports a good business in Victors during the month, which showed an increase over July.

Reiner-Lehman Co., which signed up to carry the Pathé line, is a newcomer to the talking machine field. The firm is located at Baltimore and Poppleton streets, and will open for business Monday, September 13. Emanuel Reiner and J. Morton Lehman comprise the firm. Mr. Reiner was for seventeen years with Hecht Bros & Co. in the music department, and Mr. Lehman was for twenty years a member of the office force of the same firm.

August with the Victrola department of William Knabe & Co., which is under the management of Milton Boucher, was not as good as it might have been, but Mr. Boucher says that they did some business. He also reports that the record sales were not very good.

Mr. Boucher is making elaborate plans for a big rush during the fall. He is sure this rush will come, and he wants to be prepared for it. Therefore, he is ordering a large number of machines, the shipments beginning the first of this month. He is getting the machines from four different jobbers. Mr. Boucher thinks that the September talking machine business will be a record-breaker. His orders call for large numbers of Nos. 10, 11, 14 and 16 Victrolas.

A. J. Boden, of the Sanders & Stayman Co., also is preparing for a grand rush next month. He intends to meet it with a supply of machines which will be sure to tide him over. Every bit of available space is being used for the storage of the machines.

During the entire summer the Columbia business with the Hub Piano Co. kept up well, as did the record sales. Leon Rosenstein looks for a big increase during the coming months.

The Rosenstein Piano Co., which handles the Columbia and Edison lines, reports a good business for August, with collections fair.

"Words are only good when backed up by deeds"
Mr. Victor Dealer:—What are you receiving?
Try a real Victor distributor with your next order
Landay BROS
The House of Victor Service Exclusively
563 Fifth Avenue, New York

Send for FREE SAMPLES
Use the Coupon

We want every Talking Machine Dealer to have samples of the Master-Tone Red Needle. Test it. After you are convinced that it's the best needle for playing all Records, tell your customers about it.

The Master-Tone Red Needle

is made of a composition of vegetable compounds by a secret method—it is the only perfect needle on the market to-day.

Quick Sales—Big Profits

The Master-Tone Red Needle comes in attractive tin boxes—it sells on sight—you make an excellent profit on each sale.

Use the Coupon

Phonograph Accessories Corporation

25 Broad St.
NEW YORK

PHONOGRAPH ACCESSORIES CORPORATION
25 Broad St., New York

Please send me free samples of Master-Tone Red Needles

_____

_____

_____

_____

We sell the _____ machines.

The Advertising Plans Behind the Master-Tone Red Needle

In every city where dealers stock the Master-Tone Red Needle—we will inaugurate a newspaper advertising campaign to introduce this superior needle.

We will furnish each dealer with attractively printed folders to enclose with monthly supplements and statements, with his name imprinted on them.

Also with display cards which can be used in windows and demonstration booths.

Send for samples and prices. Use the coupon.

Phonograph Accessories Corporation

25 BROAD STREET, NEW YORK

JOSEPH M. BRYANT, General Manager

For every argument that might occur to you as to the efficiency of Columbia Grafonolas and Columbia Double-Disc records in your store, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

STARR CO. MANAGERS INSPECT NEW STARR PHONOGRAPH.

Spend Two Days at Factory in Richmond Inspecting the New Products of the Company—Particularly Enthusiastic Regarding the New Starr Phonograph and Its Possibilities.

(Special to The Talking Machine World.)

RICHMOND, IND., September 7.—The formal launching of the Starr phonograph manufactured by the Starr Piano Co., of this city, has been received with a great deal of interest by the music trade in general, and the members of the Starr Co.'s extensive staff are particularly enthusiastic regarding the new venture. For two days recently the factories of the Starr Piano Co. were turned over to the managers, who met there for the purpose of inspecting and hearing the first completed samples of the Starr phonograph.

Clarence Gennett, treasurer of the company and manager of the retail organization, and Harry Gennett, the factory manager, took charge of the demonstrations and meetings. The general enthusiasm with which the new instrument was received gives much greater confidence to the Messrs. Gennett that their new product is to be as great a success as the old. A very pretty demonstration room was arranged for the men. On the walls were hung suitable signs bearing on the sounding board, horn, sound box and other selling points of the machines. Records of every type and of French, German and English, as well as American make, were tried and compared under every possible condition. The unanimous opinion seemed to be that the Starr was to mark a distinct accomplishment in the musical development of the talking machine.

There is every reason to believe that an organization such as the Starr should meet with little difficulty in producing the same musical quality in the phonograph that it has in the Starr line of pianos. Tone is, when considered as a problem of practical application, the same regardless of how produced.

Fred Mayer, factory superintendent, and Harry Gennett, factory manager, have worked long and earnestly in perfecting this machine. In addressing the men Mr. Gennett said: "We are now content that you should offer the Starr phonograph to the public, confident that we have developed an instrument which surpasses all previous efforts yet in the light of our past experiments. I can promise that you may expect even greater and better results than those you hear to-day."

Much time was also spent in the factory, where an opportunity was given to watch the mechanical installation. As a whole the Starr factories have enjoyed a good season and with the addition of this new product the plant is rapidly approaching its maximum output.

During the past several weeks, in fact since the first sample instruments were completed, visitors at the factories have been given an opportunity to hear this new product, resulting in several orders from dealers.

Just when the trade in general can get its first instruments is somewhat uncertain, but it is thought that no serious inconvenience need be felt this fall for lack of stock. The first instruments to go to the Starr stores are now leaving the factory. Several very interesting group photographs taken during the convention are reproduced herewith and portray the enthusiasm of the visitors.

The Indianapolis Delegation at the Starr Convention.

R. A. Williams, sales manager; J. R. Grottendick, assistant manager; Miss Joanna Gilday, special solicitor; Miss Ruth Boaz, in charge of player music department; W. G. Woodward, in charge of repair and tuning; W. F. Jenkins, manager at Hartford City, Ind.

Cincinnati District at the Starr Convention.

Reading from left to right (Top row)—C. S. Pauling, district manager; F. M. Hewett, manager, Springfield, Ohio. (Bottom row)—R. A. Thompson, manager, Middletown, Ohio; W. C. Robinson, manager music roll department, Dayton, Ohio; W. P. Benner, manager, Piqua, Ohio, and F. S. Smith, manager, Hamilton, Ohio.

The Cleveland District at the Starr Convention.

Reading from left to right—C. H. Henderson, of Corry, Pa.; E. E. Henshey, of Elyria; J. J. Anderson, who will have charge of phonograph department at Cleveland; R. E. Tayler, district manager; A. R. Monroe, of Eaton, O.; Miss Harris, of Eaton, and W. E. Cowden, of Toledo.

TALKING MACHINE EXPORTS.

The Figures for June Presented—Exports Show Falling Off for the Month.

(Special to The Talking Machine World.)

WASHINGTON, D. C., August 30.—In the summary of the exports and imports of the commerce of the United States for the month of June, 1915 (the latest period for which it has been compiled) which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures relating to talking machines and supplies are set forth:

The total exports of talking machines for June, 1915, amounted in value to $97,488, while records and supplies were valued at $68,790. Exports of talking machines for the twelve months amounted in value to $794,011; records and supplies were valued at $769,098.

It is fairly easy to see how a man attains success after it is all over, but it is more important to get a "hunch" about it in advance if you can.

TRADE IN CANADIAN CENTERS.

Music Supply Co., Toronto, Distributer of Unico Booths—Columbia Display at Canadian Exposition—Victor Machine Helps Recruiting — Lindsay Features Victrola at Three Rivers, Que.—News of Month.

(Special to The Talking Machine World.)

TORONTO, ONT., September 6.—The Music Supply Co., Toronto, has been appointed Canadian distributer for Unico demonstrating booths, and anticipates a good business for these goods.

Armitage Layton, manager of Layton Bros.' talking machine department, who feature Edison and Columbia lines, is taking in the National Fair at Toronto for the first time, and incidentally will visit the Columbia factory in that city.

A leading Montreal retail clothier and haberdasher, in order to demonstrate the selling value of a line of shirts, displayed in his windows a show card in the center of which was a "Little Wonder" record. On the card beneath the record was printed the following: "'Little Wonder' that these shirts have proved to be 'Record' value."

The Toronto Grafonola Co. is removing from 141 Yonge street to Quebec street West, directly opposite Teraulay street.

An exhibit of Columbia Grafonolas is being held at the Canadian National Exhibition at Toronto by the Adams Furniture Co., of Toronto. An interesting feature in this connection is the Unico demonstration booth furnished by the Music Supply Co., which, as stated above, has secured the Canadian agency for this line.

The appearance in Montreal this month of Creatore's Band should give an impetus to the sale of Columbia recordings of this band.

Layton Bros., Montreal, during the past month made the sale of a $110 Edison machine, type B 80, to the Interment Camp at Spirit Lake, Ont. Eighty records were purchased along with the machine.

P. T. Legare, Ltd., the largest agricultural implement dealer in the Province of Quebec, with a branch in Montreal, has taken on the representation of the Columbia and will feature all models of this make in its Montreal depot.

S. H. Brown, sales manager of the retail stores of the Berliner Gram-O-Phone Co., Ltd., Montreal, is enjoying his vacation in Boston and his home town, Riverside, near Providence, R. I.

Interest in the formation of the Sixty-ninth Battalion is steadily on the increase, many friends doing their utmost to aid in the good work. The latest of these is the Berliner Gram-O-Phone Co., Ltd., Montreal, which, through its general sales manager, R. L. Chilvers, has donated to Lieut.-Col. Dansereau a $250 Victrola, which will be used to entertain the men of the regiment. The presentation to the commanding officer was made through Lieuts. F. A. O'Leary and W. G. Coffin.

One of the lines most severely affected in the early days of the war was talking machine needles, which formerly came almost entirely from Germany. The market seems to have adjusted itself to conditions, however, and Whaley Royce & Co., Ltd., Toronto, some time ago arranged for the exclusive Canadian representation of Truetone needles, which they are strongly featuring. This firm are distributers in Ontario and the Maritime Provinces for Phonola disc talking machines, and also Fonotipia, Odeon and Jumbo records.

The Columbia Graphophone Co. is extending an invitation to dealers visiting the Toronto Fair to see the interesting processes by which Columbia double-disc records are made at its Canadian factory, located in Toronto. Five Ontario furniture factories are now busy manufacturing cabinets for Columbia Grafonolas.

A recruiting station has been established on Dominion square. A model VI Victor machine with megaphone attachment plays popular patriotic airs at the door of the tent.

The Berliner Gram-O-Phone Co., Ltd., through R. L. Chilvers, the sales manager, has sent a substantial check to the Gazette Tobacco Fund for the soldiers at the front.

Arthur Mandy, of the Phonograph Shop, Ltd., Ottawa, Ont., was in attendance at the convention of Edison phonograph jobbers recently held in New York, as was also R. S. Williams, of R. S. Williams & Sons Co., Ltd., Toronto.

Robin, Jones & Whitman, general storekeepers of Gaspe, Que., whose business is confined principally to the fishermen and inhabitants of the district, make a specialty of gramophones. Very little was done in gramophones until recently. Last year, it is said, the turnover in this department amounted to $500 chiefly in Victor records. In order to push this line a machine is kept on view all the time, and now and again a tune is played.

C. W. Lindsay, Ltd., has opened a branch warerooms at Three Rivers, Quebec, where it will feature the Victrola. In addition to the two warerooms in Montreal the company operates at Ottawa, Quebec, Kingston, Brockville, Renfrew, Pembroke, Arnprior, Cornwall, Hawkesbury, Smith's Falls and Carleton Place, in which branches they feature Victrola models.

Layton Bros. have on display and are stocking the Aeolian-Vocalion, the newest talking machine on the market, the product of the Aeolian Co., of New York.

TALKING MACHINE AS COURT AID.

(Special to The Talking Machine World.)

KANSAS CITY, MO., September 6.—Police Judge J. H. Brady believes that many family quarrels would never happen if the participants could see themselves as others see them, and states that he is preparing to have a phonograph in court to record each bit of testimony, recording the inflections and interruptions of other witnesses. Then a few days later he will summon all who took part in the case, produce the phonographic records and have them listen to their testimony. "Those who took part," said Judge Brady, "would feel so ashamed of the entire proceedings—seeing themselves as the court room crowd sees them—that there would be no further need for a judge."

INCORPORATED IN BROOKLYN, N. Y.

The Victory Talking Machine Co., of Brooklyn, N. Y., was incorporated recently with the Secretary of State to deal in musical instruments; capital, $5,000. Incorporators: B. and H. B. Berinstein, M. Borowitz, 694 Wythe avenue, Brooklyn.

Experience Is The Best Teacher

The benefit of eighteen years' experience in the Talking Machine line is at your disposal.

Let us know how we can help you.

THE BLACK AND WHITE MAN

Blackman Talking Machine Co.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

Victor "HIS MASTER'S VOICE"

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR
Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

LINDSTRÖM MOTORS
"The Motor of Quality"

BALTIMORE DEALERS ORGANIZE.

Form Permanent Association Under Name of Associated Talking Machine Dealers of Baltimore—Officers Elected and Important Matters Discussed—Constitution Adopted.

(Special to The Talking Machine World.)

BALTIMORE, MD., September 6.—The second gathering of the talking machine dealers of Baltimore, which took place last Tuesday night, was marked by the organization of a permanent association with the election of permanent officers. The gathering which was held last month with temporary officers was known as the Associated Talking Machine Dealers of Baltimore, but that name was discarded and in its place the name of the Baltimore Talking Machine Dealers was substituted.

A constitution was adopted, which was modeled very much after that of the Philadelphia Talking Machine Dealers' Association. There was much wrangling over the adoption of a price schedule which is to guide the policy of the dealers. After several hours' discussion it was deferred until a later meeting. This discussion was due to the fact that several large dealers have not as yet joined with the association, and some of the small dealers objected to any price schedule that would be a handicap to them and an asset to the larger dealers. By the time the next meeting is held it is the hope of the officers and the leading spirits of the association to have every dealer linked with the association, which means much to the proper handling of the trade.

The dues of the association were placed at $4 anually, with $1 for initiation fee. No firm, no matter how many stores it has, is entitled to more than one vote, but the association plans to have an associate membership that will permit various members of the sales forces of the different firms to become members.

The following were named as the permanent officers: Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., president; A. J. Heath, local manager for the Columbia Co., vice-president; J. L. Gibbons, manager of Stewart & Co.'s Victrola department, secretary, and A. J. Boden, of Sanders & Stayman Co., Inc., treasurer.

PIONEER CASE MANUFACTURERS.

Edward B. Jordan Co. Has Specialized for Years in This Special Department of the Industry and Has a Splendid Record.

In 1868 Edward B. Jordan founded the cabinet-making factory which bears his name. He was one of the very earliest men to see the possibilities of the talking machine business, and it is said that the first talking machine cabinet was manufactured by him.

The Edward B. Jordan Co., which consists of the founder and his son, Edward B. Jordan, Jr., has a large and commodious factory at 127-135 Degraw street, Brooklyn, New York, where over 600 men are employed in talking machine cabinet work. The Jordon Co. submits special designs, but manufactures only to order.

A trip through the factory will convince one of the superb facilities of the company. Every point has been carefully estimated, so that the quality of the product throughout is steadfastly maintained. Special systems, including rapid-drying varnish and other accessories, are maintained. A huge stock of lumber and veneer is at all times carried in storage.

GOOD BUSINESS

Careful comparison of costs has resulted in over fifty per cent. of the cabinet machines being packed in

ATLAS 3-PLY VENEER PACKING CASES

Manufacturers and dealers have found that these northern hardwood veneer cases with clear spruce cleats are an economy because of their lighter weight and better protection. Have you investigated? Write for full information to our General Sales Office, Montgomery Center, Vt. Although the demand is tremendous, our new plant at Camden, N. J., will enable us to handle your order without any delay.

You will find this label on over fifty per cent. of the cases in which cabinet machines are shipped.

THIS IS AN "ATLAS" PACKING CASE MADE ONLY BY NELSON & HALL CO., MONTGOMERY CENTER, VT.

Look for this label. It stands for economy and efficiency in the firm using this case for packing.

TALKERS IN NEW YORK PARKS

Supply the Music for Dancing at Labor Day Exhibitions—Lead in the Singing.

Talking machines were used to a great extent at the various exhibitions given by school children in the various parks of New York on Labor Day, when the youngsters gave some interesting exhibitions of folk-dancing for the edification of their parents and the public in general. For a group in Riverside Park a Victrola IX, placed on the ground, furnished the music in a most satisfactory volume and also played "The Star Spangled Banner" and other patriotic airs, several hundred children joining in the singing of the songs.

H. E. Logan, of the Logan Theater, Macon, Ga., has purchased of the John N. Taylor Music Co. a high-class Victrola, which is now installed in the orchestra pit of that popular theater.

WANT TALKERS FOR SCHOOLS.

(Special to The Talking Machine World.)

PATERSON, N. J., September 7.—Phonographs are wanted in every school in the township, according to the request made to the Board of Education by the school principals of Acquackanonk, N. J., last week. The board agreed to pay half of the expense, providing the phonograhps did not cost more than $50 each. The schools will reopen for the fall and winter season on Wednesday, September 8.

SONORA WINDOW CARD.

The Sonora Phonograph Corp., 57 Reade street, New York, is sending to the trade an elaborate wareroom hanger and window card which is to be used for display purposes by Sonora dealers. The background of the card is in imitation mahogany figure, while the text is printed in black and gold. This design is both an ornament and a selling force for any merchant.

APPOINTS PRESS COMMITTEE.

Andrew G. McCarthy, president of the National Association of Talking Machine Jobbers, has appointed the following members of the association to act as a press committee: J. C. Roush, president; Perry B. Whitsit, Burton J. Pierce, R. C. Rogers and A. M. Stewart.

Open confession of error or wrong-doing is good medicine for the soul, but it is rather a bitter dose.

DO YOU WANT TO HEAR THE REAL EDISON TONE REPRODUCED ON OTHER TALKING MACHINES?

THE VICSONIA REPRODUCER IS THE ONLY SOUND BOX THAT WILL DO IT

The VICSONIA will reproduce every note, sound wave and minute variation as recorded on Edison disc records with a sweetness of tone and marvelous accuracy.

It affords wider possibilities in that it gives a larger range of selections and affords the users of talking machines a greater variety.

The VICSONIA is a revelation in reproducers, and some of the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

The VICSONIA fits both, Victrola or Grafonola. No alterations necessary. Instantly and easily attached or detached. A child can do it.

Jobbers and dealers will find that the VICSONIA is a business builder. The VICSONIA sells for $7.50. Discounts to jobbers and dealers.

One demonstrating model will be forwarded to any address on receipt of $3.50.

ALBERT F. BUHLER, 313 E. 134th Street, NEW YORK, Manufacturer

NEW HOME OF THE STEWART CO.

Prominent Victor Distributer in Indianapolis Now Occupies Handsome Six-Story Building Specially Arranged—Proof of Rapid Business Growth and Progressive Methods.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 7.—The Stewart Talking Machine Co., Victor jobber, has just opened up its new quarters in its six-story building at 18-20 West Georgia street. After an inspection of the Stewart plant E. W. Fortiner, representing the

Emerson B. Knight.

Victor Talking Machine Co., declared the Stewart Talking Machine Co. to be as well equipped as any talking machine jobber in the United States.

The location of the Stewart Co.'s new home is ideal from the point of service to the dealer, the whole organization of the Stewart Co. being given over to service to the dealer—quick service. It is within one minute of the freight depots. An order given to the Stewart Co. is filled in an incredibly short time.

With the opening of the Stewart jobbing house Indianapolis takes rank as one of the important talking machine jobbing points in the country. The wareroom space occupied by the Stewart Talking Machine Co. in 1913 was one floor of a two-story building. Later the entire floor of one of the large industrial buildings was taken over, in addition to the original floor space. And now the Stewart Co. has six floors and a basement devoted entirely to the wholesaling of Victor talking machines, Victor records and Victor accessories.

The front part of the main floor of the building is given over to the advertising department, salesmen's desks, stenographers and the office of George E. Stewart, manager of the Stewart Talking Machine Co. Back of this space is an attractive display room for dealers, where the entire line of Victor talking machines may be seen. The decorations and appointments of this room are particularly inviting and attractive. The indirect lighting system is used.

On one of the upper floors is situated a practically natural light-proof record room, where thousands of records pause for a short time in their trip from the factory to the dealer. The general offices of the company will be on the front part of the second floor. The office of Alexander M. Stewart head of the Stewart Talking Machine Co., is here. In other parts of the building are found the shipping department, repair department, accessory department. In short, the building presents a complete talking machine jobbing house with every facility for getting to the dealer the goods he wishes. It is perhaps trite to say that the growth and development of the Stewart Talking Machine Co. has been "stupendous," but nevertheless it is true.

Emerson B. Knight, formerly with the Campbell Circular Advertising Co., has taken charge of the advertising and correspondence of the Stewart Co.

VICTOR
Distributing Service For the South-West

—centers naturally in Kansas City

We can offer unusual facilities in the filling of orders completely, and the most prompt and satisfactory service.

Schmelzer's

The Oldest Victor Distributors in the South-West

KANSAS CITY, MO.

CHARLES POPKIN A BENEDICT.

(Special to The Talking Machine World.)

BROCKTON, MASS., September 5.—Charles Popkin, of the United Talking Machine Co., 19 Main street, this city, and widely known in the trade, was married on August 29 to Miss Irene Friedman, of New York City. Mr. and Mrs. Popkin will make their home at 105 Newbury street, this city. The United Talking Machine Co., with which Mr. Popkin is associated, is a large dealer in Victor, Edison and Columbia goods, and its customers number a large following along the South Shore.

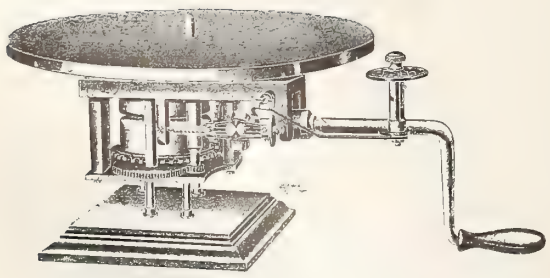
Lindström Motors

Are the Product of Experience
Are giving Perfect Satisfaction
Are in use the World Over
Are Guaranteed for One Year

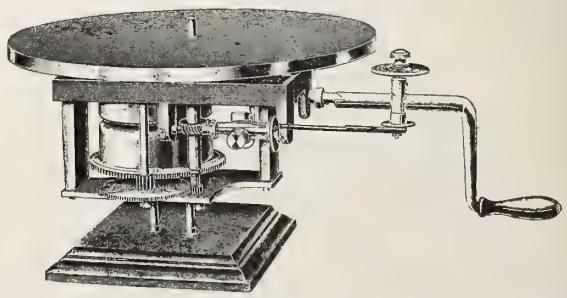
OTTO HEINEMAN

45 Broadway, New York
2701 Armitage Avenue, Chicago

LINDSTRÖM MOTORS



No. 3—Motor, with Worm Gear. Plays 4 10-Inch or 3 12-Inch Victor or 3 10-Inch Edison Records.



No. 4—Motor, with Worm Gear. Plays 8 10-Inch or 5 12-Inch Victor or 5 10-Inch Edison Records.

CATERING TO THE CUSTOMER.

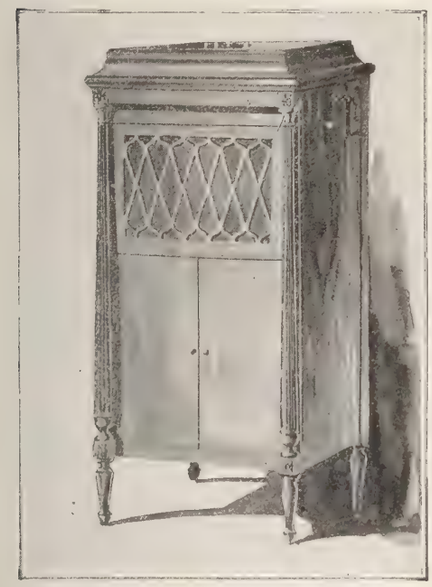
There was once a men's outfitting store that lost a lot of business because the proprietor thought his taste in neckties was better than his customers' It probably was—but his business was to sell neckties to other people—not to himself, says the Voice of The Victor. You may be sick unto death of "Old Black Joe," but to a customer it may be a source of pure delight. Take your cue from him and offer him other records of the same type. There is only one "Old Black Joe," but there are plenty of records with the same easy-sweeping melody and the same simplicity of sentiment. Your chief concern should be to supply him all the records you possibly can of the kind of music *he* likes, regardless of your own ideas of things.

THE IMPERIAL LOUIS XVI.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., September 7.—Some very attractive new styles of Imperial talking machines are being shown at the big factories of the Imperial Talking Machine Co. at First street and Keefe avenue, this city. General Manager Paul F. Netzow, who is in charge, is quite besieged with inquiries from dealers in various parts of the country who have heard of these models.

One of the handsomest designs is Style 15, or



Imperial Talking Machine, Style 15.

Louis XVI, which is made in mahogany and oak in satin finish, with tone chamber 12x18 inches, double spring motor playing eight 10-inch records with one winding. Gold-plated hardware. Capacity for filing 156 records, with thirteen record albums. Tone modifier operated by a button on the side; 12-inch turntable; speed regulator and brake. The case design is strikingly beautiful, while the large resonator produces a tone exceptionally sweet and pure. Hand-carved, solid genuine mahogany posts and frame. Measurements, 23 inches wide, 48 inches high, 25 inches deep.

FAST BECOMING UNIVERSAL

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only last indefinitely and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they create talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

PITTSBURGH ASSOCIATION MEETS.

Talking Machine Dealers Elect New Officers and Take Action on Stevens Bill.

(Special to The Talking Machine World.)

PITTSBURGH, PA., September 10.—The Talking Machine Dealers of Pittsburgh held an important meeting Tuesday evening, September 7, in the store of the W. F. Frederick Piano Co., at 635 Smithfield street, and discussed various matters of vital importance to the trade.

At this meeting the following officers for the ensuing year were elected: French Nestor, of the W. F. Frederick Piano Co., president; Mr. Culp, of the Culp Drug Co., of Braddock, Pa., vice-president; Mr. Hotaling, of the McCreery Co., secretary, and C. L. Hamilton, of the S. Hamilton Co., treasurer. Mr. Montgomery, of the Rosenbaum Co., and J. Fisher, of the C. C. Mellor Co., president and secretary, respectively, were the retiring officers, the balance of the officers being re-elected for another term.

After the election of officers a resolution was passed instructing the president to appoint a committee to obtain all possible information on the Stevens bill and to get in touch with other organizations throughout the country, and to get acquainted with the various Congressmen for the purpose of taking action against the Stevens bill.

At the close of the meeting a very interesting speech was delivered by the president telling of the advantages gained in the united effort of the associations of dealers.

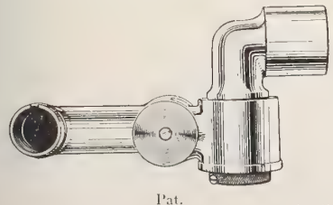
Several important matters which are on schedule will be brought before the members of the organization at their next meeting, which will be held the second Monday in October.

RETAIL PRICE HAS BEEN REDUCED.

"Ragtime Rastus," the automatic dancing doll for talking machines, which was created and has been distributed all over the country by the National Toy Co., 30 Federal street, Boston, Mass., has been reduced in retail price, with proper discounts for the dealer. This is now selling at $1, and under the new plan there is every indication that the coming season will be most successful. The decrease in price is announced as being due to an adjustment in royalties.

It is our pride that gets us lots of falls as we go through the world, and yet if it were not for pride we would not likely rise high enough to get a fall. So we may safely reason that a fair amount of pride is a pretty good thing to have.

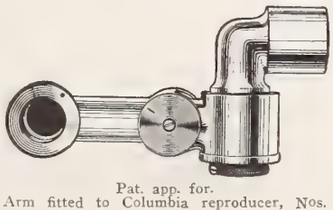
The West Music Co., Joliet, Ill., which devotes about one-half of its space to Victor Victrolas, recently entertained a large number of piano dealers handling the Packard piano.



Pat.
Arm fitted to Victor reproducer and all reproducers having bayonet or pinlock.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of

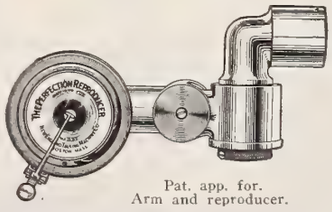
Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries it across. Both arms have new friction spring device for holding the reproducer suspended above the turntable when machine is not in use.



Pat. app. for.
Arm fitted to Columbia reproducer, Nos. 6 and 7, and all reproducers having bayonet or pinlock.

Dealers, send us your names and addresses. We will have more accessories from time to time that will make money for you.

NEW ENGLAND TALKING MACHINE COMPANY
120 Boylston Street
BOSTON, MASS.



Pat. app. for.
Arm and reproducer.

Price of arms, each $2.50
Price of reproducer to fit arm No. 1 . 2.50
Combination arm and reproducer:
Gold finish 5.00
Nickel finish 4.75
SEND CHECK FOR SAMPLE

BRINGING DEALERS TO THE JOBBER.

Plan Put in Force by Kipp-Link Phonograph Co. Proves Great Success—Groups of Dealers Entertained at Headquarters—Sales Plans Discussed—Concentrate on Wholesale Trade.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., September 8.—At the close of the week ending September 4 the Kipp-Link Phonograph Co., 343-345 Massachusetts avenue, jobber for the Edison line of talking machines, had demonstrated that it had found an exceptionally novel and effective method of arriving at a better understanding with the dealers in the Kipp-Link Co.'s zone. Instead of going to the dealer, the Kipp-Link Co. brought the dealer to it.

Beginning Tuesday, August 31, a certain number of Kipp-Link dealers from various parts of the Kipp-Link zone came to Indianapolis and made the Kipp-Link Co.'s store their headquarters. The next day another batch of dealers arrived. On Thursday there was another batch, and on Friday the last batch arrived. As each group of dealers, spending a day with the Kipp-Link Co., had practically the same experiences, it is sufficient to refer to the program of one day.

Primarily, the scheme was devised by Walter E. Kipp, president and manager of the Kipp-Link Phonograph Co., to the end that all the dealers might see all the latest models of the Edison line. From 10 o'clock to 11:30 each morning the dealers were addressed by H. G. Dennis, mechanical instructor of the Edison Co. The addresses of Mr. Dennis proved to be particularly interesting to the dealers. From 11:30 to 1 o'clock there was general discussion of sales methods. Out of these discussions developed a great number of new sales schemes. At 1 o'clock the group of dealers were taken to the German House for lunch. After lunch Mr. Kipp addressed the dealers in an informal manner, discussing the "ins and outs" of the talking machine business. He referred to the new Edison zone system and of its value to the dealer. Mr. Kipp read a message from Thomas A. Edison, in which Mr. Edison cordially invited the dealers to visit the factory at any time. A letter from William Maxwell, vice-president of the Edison Co., also was read by Mr. Kipp.

The new scheme devised by Mr. Kipp of bringing the dealer to the jobber impressed the dealers and they voiced unstinted approval of the plan. Convinced that fall business with the Edison dealers would be large, all the dealers left large orders for delivery. It was pointed out that sufficient goods should be ordered, that the dealers have stock for the holiday trade.

After the discussion at the German House the dealers were taken on a trip of inspection through the Edison Shop in North Pennsylvania street, opposite Keith's Theater. The rooms to be occupied by the Edison Shop are being remodeled, and when the work is done there will be no finer talking machine quarters in the country. The dealers were impressed with what is being done in preparing a high-class, artistic shop for the sale of talking machines, and many announced that they would also improve their salesrooms.

The main floor of the Edison Shop will be devoted to a concert hall seating approximately seventy-five persons, display and demonstration rooms and the offices of the shop. Free concerts will be given in the concert hall. The record rooms will be downstairs.

With the opening of the Edison Shop, of which Walter E. Kipp is the proprietor, the Kipp-Link Phonograph Co. will devote its entire energies to the wholesale business. The opening of the Edison Shop probably will take place in October.

VICTROLA FOR SOLDIERS.

A handsome Victrola was recently sold to the soldiers stationed at Fort Logan, Col., by the Darrow Music Co., Denver, Col., and will be used to furnish music for the dances at the fort during the winter months.

An accusing conscience is sometimes a more difficult thing to quiet than a fretting baby.

PURCHASE RED NEEDLE PATENTS.

Phonograph Accessories Corporation Takes Over Patents and Rights to the "Red" Talking Machine Needle—Plan for Big Output and Widespread Advertising Campaign.

The Phonograph Accessories Corp., with offices at 25 Broad street, New York, has purchased the patents and rights covering the construction of the Red talking machine needle, which was made by the Masterphone Corp., as well as the machinery therefore, and has secured quarters in New York for the manufacture of this needle, which hereafter will be known as the "Master-Tone—the Red Needle."

A national plan of publicity will be inaugurated

J. M. Bryant.

in behalf of this needle, whereby its merits will be brought to the attention of the public in an educational way, so that the dealers' sales will be materially augmented. It will be a trade-mark specialty.

The factory of the Phonograph Accessories Corp. is now being rapidly equipped with additional machinery for the manufacture of these needles, and it is expected to be in full working order the early part of October, when it is planned to have a night and a day force of workmen employed in order to fill accumulated orders.

The Master-Tone Red Needle is made of a new substance which is said to be more durable than steel, and which, it is claimed, plays five to ten records without change, without wearing the record, and minimizing the scratch. It is further claimed that its reproductive qualities are of the best.

The Phonograph Accessories Corp. is under the management of J. M. Bryant, who for the past ten years has been associated with the talking machine trade in many important capacities, and who recently resigned from Landay Bros. in order to accept this responsible position. He is a young man who is fully conversant with the needs of the trade, and should achieve a success in his new field of operations.

It is the intention of Mr. Bryant to start on an extensive trade tour about the end of September, first visiting the New England trade and the large cities in the East, and then leaving for the Pacific Coast, calling at important points en route, and returning home by way of Canada. In another part of The World will be found the advertisement of the new company, which should interest readers.

NEW COLUMBIA AGENTS.

Many Local Concerns Place Line in Branch Stores, Including Ludwig Baumann & Co.

The rapid strides which the products of the Columbia Graphophone Co. are making in local territory are evidenced by the many branch stores which have been equipped with the complete Columbia line by concerns which have fully tested and tried out the sales possibilities of Columbia graphophones and records in other stores. During the past week the following deals were closed with stores already having the Columbia line: Ludwig Baumann & Co., the well-known furniture house, which has had a Columbia department for quite some time in its stores at Newark, N. J., and Thirty-fifth street and Eighth avenue, New York, has arranged to install the Columbia line in its store on 125th street, in the heart of Harlem's shopping center. Otto Wissner, the prominent piano concern, which has prosperous Columbia departments in its stores in Bridgeport, Conn.; Jersey City, N. J.; New York, N. Y., and Brooklyn, N. Y., has placed the line in its Newark, N. J., store. The Heraco Exchange, which has closed an excellent business with Columbia products in its store at West Hoboken, N. J., has also arranged to handle the Columbia line exclusively in its new store at West New York, N. J.

Proper dressing counts for something with every man if he will but let it.

Mermod Motors

(BUILT RIGHT)

Now being made in the U. S. A.

The result of a century's experience.

MERMOD TONE ARMS

Diamond and Sapphire Multi-Playing JEWEL NEEDLES

for

EDISON, PATHÉ, VICTOR, COLUMBIA and all other makes of RECORDS

MARC K. MERMOD 810 BROAD STREET NEWARK N. J.

LOS ANGELES TRADE PREPARED.

Jobbers' Stocks in Satisfactory Condition and Dealers Are Ordering Liberally—New Edison Disc Models Please—Central Library of Records for Schools—Vacations Enjoyed.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., September 7.—The month of August has shown a steady increase in business over June and July, which is, of course, very gratifying to the local dealers, as August is considered the quietest month of the year.

All the jobbing houses are in much better condition to supply both machines and records than at any other time this year. This is a great benefit to the retail dealers, who have been short on machines and records so long that their patience was nearly exhausted. Back orders of customers that have been on file for several months are now being filled and the days of "scarcity" are about over.

The Southern California Music Co., Edison jobber, reports great activity in its wholesale department since the arrival of the three new Edison disc models. These new designs apparently are destined to become very popular, especially the Model 100, for which there has been a big demand for some time.

O. A. Lovejoy, manager of the wholesale department for the Southern California Music Co., has just returned from a two weeks' vacation in the mountains.

Several local dealers report unusual activity in the inquiries from schools. Indications point to a splendid business in talking machines in that department. Over 150 schools in Los Angeles and suburban towns are supplied with talking machines of various makes, and they are fast becoming a necessity in the musical departments of the schools.

The Los Angeles city schools have a central library of records, access to which is open to all schools which have machines. A great many individual schools have very fine collections of their own which they obtain in various ways, by donations, concerts, etc.

William Hobbs Richardson, manager of the retail department of the Southern California Music Co., with Mrs. Richardson, has just returned from a delightful ten days' visit to San Francisco, where they of course visited the big fair.

A NEW REPRODUCER

Which Is Interesting Members of the Trade—Can Be Quickly Placed on Different Types of Machines to Play Edison Records.

The manufacturer of the Vicsonia reproducer has been much gratified at the manner in which his new product has been received by the members of the trade who have tested it.

The jewel point enables the user of a talking machine to use Edison records on other machines. It can be instantly attached or detached so that it fits the various types of machines. Some of the members of the trade have become convinced that it opens up pleasing trade possibilities and after they have tested the Vicsonia reproducer have placed substantial orders for same. The manufacturer is Albert F. Buhler, 313 East 134th street, New York.

The department store of John Schmelze, Saginaw, Mich., has installed a talking machine department on the eighth floor of this establishment. Mrs. Elsie Burroughs has been appointed manager.

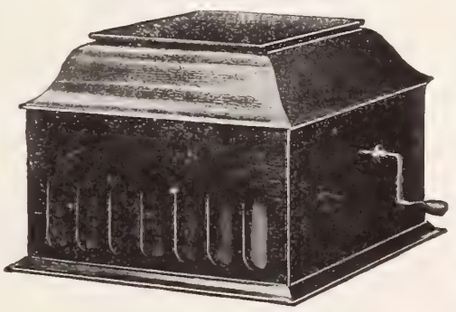
Plays Every Make of Disc Record Without Attachment

SYMPHONY TALKING MACHINE CO.
47 WEST 42ND STREET, (Suite 311) NEW YORK

MACHINES FROM $7.50 to $100

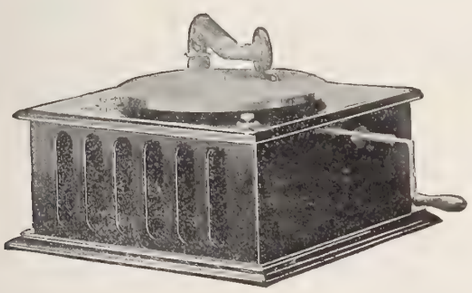
THE SYMPHONY TALKING MACHINE

Represents Years of Experience
Is Attractive in Design
Perfect in Tone
Absolutely Guaranteed
Is the Best Value on the Market

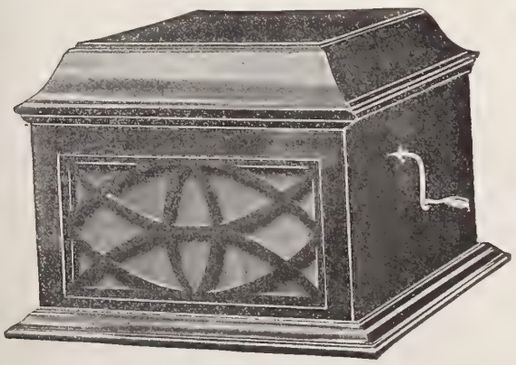


STYLE L No. 4, $25.00.
Size, 15¼ inches wide, 17½ inches deep and 12¾ inches high. Finish, mahogany or oak. Double spring worm gear motor. 10-inch turntable.

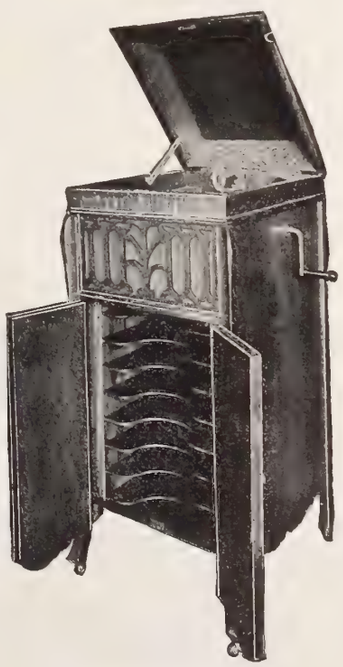
Write for Catalog and Unusually Good Dealers' Proposition
Get in Line for the Big Holiday Trade
Special Cabinet Designs to Order



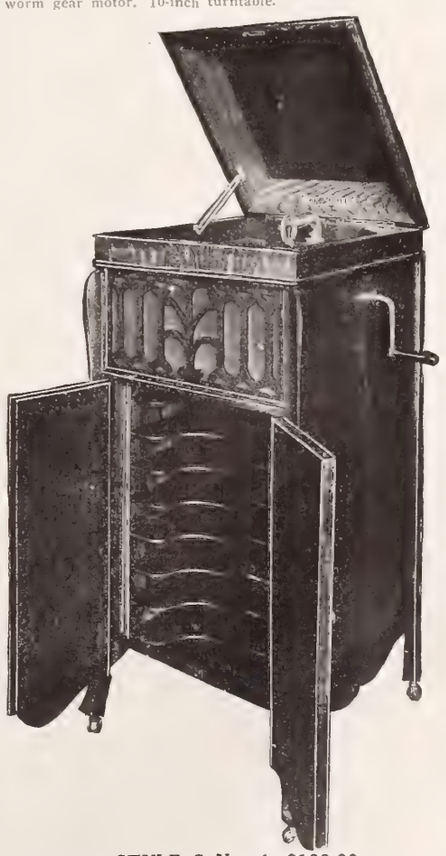
STYLE L No. 6, $10.00.
Size, 15 inches wide, 15 inches deep and 7½ inches high. Finish, mahogany or oak. Strong single spring motor. 10-inch turntable.



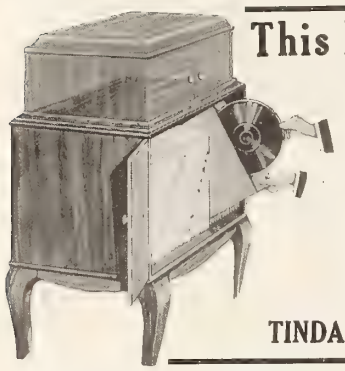
STYLE L No. 3, $45.00.
Size, 17¼ inches wide, 19¼ inches deep and 14¼ inches high. Finish, mahogany or oak. Double spring worm gear motor. 12-inch turntable.



STYLE S No. 3, $75.00.
Style S, No. 3.—Size, 17 inches wide, 20 inches deep and 43 inches high. Finish, mahogany or fumed oak. Heavy double spring worm gear motor. 12-inch turntable.



STYLE S No. 4, $100.00.
Size, 19 inches wide, 21 inches deep and 44½ inches high. Finish, mahogany or oak. Heavy double spring worm gear motor. 12-inch turntable.



This Record Cabinet Sells More Records

Many talking machine owners stop buying new records because of the difficulty of finding them—because ordinary record cabinets are inconvenient and the records cannot be readily located. The Tindale Record Cabinet is planned on the same efficiency lines as office vertical filing systems. They protect records and make them instantly available just as office filing systems do.

TINDALE Record Cabinets

For all Disc Records will satisfy your customers; make quick, easy sales for you, and result in larger record sales. They are distinctive in many ways and are made in many graceful designs and beautiful finishes. Exclusive Tindale features and the Tindale National Advertising Campaign make this the most profitable line of record cabinets you can handle.

A New Record Cabinet at a popular price—write for particulars and Catalog No. 98, including terms to Dealers.

TINDALE CABINET CO., Ditson Bldg., 8-10-12 E. 34th Street, New York.

CHANGES IN NEW YORK T. M. CO.

W. D. Marbourg Now Assisting Sales Manager Moody—S. B. Schoonmaker Appointed to Sales Force—Other Promotions and Changes.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, announced recently a number of changes in the company's sales staff, which were made to enable the members of the organization to work much more closely with the company's dealers in the dealers' own establishments, thereby co-operating with them to a maximum degree.

W. D. Marbourg, who for some time past has taken care of most of the company's city and nearby suburban trade, is now assisting Mr. Moody in putting into operation an even broader plan of co-operation than has heretofore existed between the company and its many Victor dealers. The scope of this new plan will be of great value to the dealers, embodying many new and important features. A considerable portion of the work included in Mr. Marbourg's activities has heretofore been handled by Mr. Moody, assisted by J. J. Davin. Mr. Davin now has new and responsible duties which will include meeting the many dealers who visit the New York Talking Machine Co.'s headquarters.

Elmer Howells, who has been acting as floor man in the past, has been placed in charge of the company's record stock, this work including the supervision and handling of all record orders, his duties in this capacity being in direct conjunction with Mr. Moody's department.

S. B. Schoonmaker has been appointed to the sales staff, handling the territory formerly under Mr. Marbourg's direction. Mr. Schoonmaker bids fair to achieve the same success accorded the company's other "stars" in the sales domain.

TO GIVE INFORMAL DANCES.

How the Bloch Co. Attracts and Holds Interest in Its Columbia Department in Racine.

(Special to The Talking Machine World.)

RACINE, WIS., September 8.—Although the Columbia department of the Bloch Furniture & Carpet Co., of this city, has been open but a few weeks, it has already built up a substantial clientele for Columbia graphophones and records, due to a live sales organization and capable executive direction.

A. L. von Gergely, manager of the Columbia department, is an enthusiastic believer in the unlimited possibilities of the talking machine field, and to carry out one of his sales development ideas will give informal dances in the Columbia department during the fall and winter, the hardwood floor being so constructed that it is easily adaptable for such a purpose.

GOOD PUR-A-TON NEEDLE SALES.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., September 6.—The Emerald Talking Machine Needle Co., of 428 Grand avenue, this city, is having excellent success on its Pur-A-Ton permanent needle for lateral cut disc records. This needle has recently been further improved by a fibre shank which eliminates the possibility of breakage. The company's sales are increasing steadily and reorders ars coming in rapidly. It also reports quite a sprinkling of inquiries from foreign countries. The company has reason to be proud of the large number of letters it is receiving eulogistic of its needle and of the quality of tone it secures.

NEW LABEL FOR FILING PURPOSES.

The Victor Talking Machine Co. recently called the attention of its dealers to the advisability of having their patrons use the new label on the Victor records for filing purposes. Referring to this label, the company said:

"Beginning with the supplement for January, 1914, a new record label was adopted, one of the advantages of which was a widening of the gold band above the word 'Victor' and at either side of the trade-mark. This, it was pointed out, was not a mere decoration but it was designed to serve a certain purpose, viz., to provide a space in which people might put their own catalog number, and so simplify the process of returning each record to its proper album. Suppose, for instance, that a certain record is to be kept in section 16 of Album 'A.' If the record is so marked with black ink on the widened portion of the gold band all chance of confusion is avoided, because a glance at the record itself tells just where the record should go. Dealers should make a point of calling the attention of their customers to this feature, because in any considerable collection some sort of 'keying' system is necessary."

GETTING THE MOST OUT OF LIFE.

Thomas F. Green, General Manager of the Silas E. Pearsall Co., Enjoys Bucolic Delights.

Four acres of ground, chickens, cats, dogs, apple trees, enough corn and fresh vegetables to feed a regiment; a beautiful cottage in the best part of Connecticut, one of the best of wives to look after his comfort, and two lively youngsters, are among the things that go to make life worth living for Thomas F. Green, general manager of the Silas E. Pearsall Co., the Victor distributer of New York.

Thomas F. Green Enjoying Life.

The accompanying snapshot, showing Mr. Green enjoying life at his home in Noroton, Conn., in company with his young son, was recently taken by E. Paul Hamilton, of Frederick Loeser & Co., Brooklyn, and goes to prove that Mr. Green, Jr., is being brought up in a proper environment.

A Bird In the Hand Is Worth Two In the Bush

By having a few Victrolas of each type in stock you are always prepared.

A shortage on some style may occur at any time. Send us your order at once for those you need.

THE BLACKMAN — Blackman Talking Machine Co. 97 Chambers St. Near Church St New York — Victor "His Master's Voice"

CASH for your INSTALLMENT PAPER

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone Main 4125 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC. 136 LIBERTY ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA. and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

TRADE NEWS FROM CINCINNATI.

Increased Number of Stores and Larger Variety of Talking Machines Will Add Materially to Competition This Fall — Leading Houses Report Larger Business Than for Same Period Last Year — Active Campaign Planned for Fall—Many Orders Placed.

(Special to The Talking Machine World.)

CINCINNATI, O., September 7.—Although the Starr Piano Co.'s talking machine has been formally placed on the market, it is evident that the manufacturers hardly counted on the big demand, since the local branch has not yet been supplied in the regular manner. Two sizes have made their appearance on the market, the prices being $100 and $125. The few shipped to this city were immediately sold. The Starr people believe the instrument and the case, as well as the price, will immediately give the machine a good place on the market.

The gain in openings for talking machine business in this market is giving the wholesalers as well as the old retailers something to think about. The situation will undoubtedly result in much competition this winter. Most all of the department stores now carry talking machines, and the Baldwin Piano Co. and Steinway & Sons are the only piano firms without these side lines.

R. J. Whelen, manager of the local Columbia store, reports a tremendous increase over August of last year, and from all indications expects a continuance of good business. In talking further of conditions he said: "While the retail end holds its own the wholesale is breaking all records, and in anticipation of a phenomenal fall and winter the dealers all over the territory are stocking up in advance."

S. H. Nichols, district manager of the Columbia Graphophone Co., visited Cincinnati during the past month, spending two days at the local store.

The extensive improvements which are being made at the Columbia headquarters on West Fourth street are well under way, and when all is finished Cincinnati will have one of the most beautiful and exclusive talking machine stores in the country.

Manager Byars, of the Aeolian Co., this morning said August showed a substantial increase over the previous month in Vocalion business. In speaking of the situation he said: "The skepticism which usually greets a new musical instrument is entirely disappearing and the Vocalion is winning its way into the homes of the most representative and musical people of Cincinnati. In addition to the local business the recent high-class Aeolian advertising is bringing inquiries from out of town in every mail and a number of sales have been made in cities adjacent to Cincinnati. The day of the cheap talking machine is gone. It is most gratifying to the trade to see the higher-priced instruments taking the lead. It unquestionably proves that the talking machine is rapidly becoming the standard of musical entertainment. This fall, in the face of the existing industrial conditions, should see the biggest season ever experienced in the talking machine field."

Wurlitzers report a substantial increase in both retail and wholesale over August, 1915. The record business was especially active and increasing daily at a great rate. Thanks to a vastly increased stock, the company will be able to handle the situation, although the advance orders for Victrolas are far heavier than anticipated.

The advance orders placed by dealers are simply astonishing in size. It is evident that they all look for phenomenal business and are trying to prepare so as to lose as little as they can help.

Increasing numbers of dealers are doing outside work in the way of demonstration and canvassing, and this alone has a tendency to increase sales. A great deal of the prosperity of certain dealers is credited to their improved methods.

CONCERTS AS TRADE DEVELOPERS.

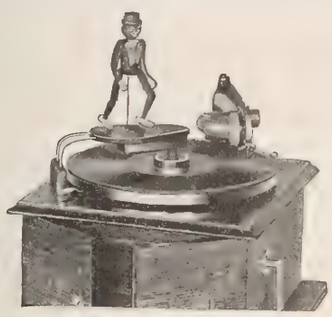
(Special to The Talking Machine World.)

SHERMAN, TEX., September 7.—The Hollingsworth Carpet Co., of this city, which maintains a prosperous Columbia department, has developed the free concert idea to a profitable degree, and through the judicious use of newspaper advertising has made its series of concerts the Mecca for local music lovers.

The Hollingsworth Carpet Co. has three kinds of concerts which it presents to the Sherman populace. One is a regular weekly concert, which is liberally advertised, the program being announced. Any Columbia artists who visit Sherman are made the subject of a second class of concerts, and national holidays, such as Independence Day, are the basis for a third class of concerts. These concerts have aided in making the company's Columbia department a signal and gratifying success.

CONDUCTING RECORD EXCHANGE.

A new system of conducting a record exchange which may help to solve some of the many problems connected with that proposition is being developed by R. & H. C. Robertson, Kansas City, Mo., which will be referred to more fully later.



PATENTED MARCH 16, 1915

Ragtime Rastus

Automatic Dancing Doll for Columbia or Victor Talking Machines

Under different royalty arrangements and with larger manufacturing facilities.

Rastus NOW RETAILS at $1.00 in U. S.

Prices to Dealers, Sample 75c.
One Dozen, $7.20 Half Gross, $40.00
F. O. B. Boston, Mass., U. S. A.

NATIONAL TOY CO.
Manufacturers of Toys and Specialties
30 Federal St., BOSTON, MASS., U. S. A.

A Word to the Wise Is Sufficient

Start in right now building up your Record and Victrola stock.

You will not feel putting in an extra machine every now and then and it will be a big help when the time comes to lay in a large stock for the fall demand.

THE BLACKMAN TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation
Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*,
57 Reade Street - NEW YORK

DISTRIBUTORS

BALTIMORE, MD.
E. F. Droop & Sons Co.,
231 N. Howard Street.

BANGOR, MAINE.
Andrews Music House Co.

BOSTON, MASS.
Oliver Ditson Co.,
150 Tremont Street.
Eastern Talking Machine Co.
177 Tremont Street.
M. Steinert & Sons Co.,
53 Arch Street.

BUFFALO, N. Y.
Neal, Clark & Neal,
643 Main Street.

BUTTE, MONTANA.
Orton Bros. Music House.

CHICAGO, ILL.
Lyon & Healy.
The Talking Machine Co.,
12 North Michigan Ave.

CINCINNATI, OHIO.
Rudolph Wurlitzer Co.

CLEVELAND, OHIO.
W. H. Buescher & Sons Co.

COLUMBUS, OHIO.
Perry B. Whitsit Co.

DALLAS, TEXAS.
Sanger Bros.

DENVER, COLO.
Knight, Campbell Music Co.

DES MOINES, IOWA.
Chase & West

DETROIT, MICH.
Grinnell Bros.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

KANSAS CITY, MO.
The Phonograph Co.
The Schmelzer Arms Co.

MILWAUKEE, WIS.
Badger Talking Machine Co.,
312 Grand Avenue.

UNIT CONSTRUCTION UNICO TRADE MARK

Write or See
Nearest Distributor

THE UNIC

BEFORE

THE UNICO SYSTEM

Provides for the Complete Equipment of the Talking Machine and Player Piano Establishment including Demonstrating Rooms Decoration of Walls and Ceilings Ventilating and Lighting Systems Floors, Furnishings, Record and Player Roll Racks

Sound Proof
Dust Proof
Sectional
Elastic

THE STOR

The Above Change Wa
Order Your Unico Insta

A Record Fall a

UNICO DEMON

As Illustrated Ab

$75.80

24 HOU

In order to give the Talking Machine Trade servi
in all eight designs, completely finished, glazed
finishes: Colonial Mahogany, White Enamel, F
October Fifteenth we will make shipment when d

WITHIN TWENTY-FOUR

UNICO DEMON

Are Shipped Entirely Compl

CATALO

THE UNIT CONSTRUCTION

SYSTEM

AFTER

BEAUTIFUL

lished in Three Weeks
ow and Be Equipped for

Holiday Business

ATING ROOMS
e In Price From

wards

LIVERY

equalled, we are now carrying UNICO ROOMS dy for immediate shipment in the following eathered Oak, Driftwood Oak. From now until of the above finishes

M RECEIPT OF ORDER

ATING ROOMS

eady for Quick Installation

EQUEST

When in Philadelphia

Call and Inspect
Our
Model Talking
Machine Shop
(Illustrated Above)

Unico Demonstrating Rooms
$75.80 Upwards

Unico Panelling For Walls and Ceilings
25c. Per Sq. Ft. Upwards

Unico Electric Ventilating System
$12.50 Per Room Upwards

Unico Lighting System
$10.00 Per Room Upwards

Unico Record Racks
(Capacity 1200 Records) $36.00

Furnishings to Suit the Individual Taste at Moderate Cost

Patent Assembling
Requires Neither
Nail Nor Screw
No Expert Labor Needed

DISTRIBUTORS

NASHVILLE, TENN.
O. K. Houck Piano Co.

NEW HAVEN, CONN.
Henry Horton,
422 State Street.

NEW ORLEANS, LA.
Philip Werlein, Ltd.

NEW YORK, N. Y.
Blackman Talking Machine Co.,
97 Chambers Street.
C. Bruno & Son, Inc.,
351 Fourth Avenue.
I. Davega, Jr., Inc.,
125 West 125th Street.
New York Talking Machine Co.
119 West 40th Street.
Silas E. Pearsall Co.,
16 West 46th Street.

OMAHA, NEBRASKA.
A. Hospe Co.
Nebraska Cycle Co.

PEORIA, ILL.
Putnam-Page Co.,
211 South Adams Street.

PHILADELPHIA, PA.
Louis Buehn Co.,
825 Arch Street.
Penn Phonograph Co.,
17 South Ninth Street.
H. A. Weymann & Son,
1010 Chestnut Street.

SAINT PAUL, MINN.
W. J. Dyer & Bro.

SALT LAKE CITY, UTAH.
Consolidated Music Co.

CANADA.
Music Supply Co.,
Toronto, Ontario.

UNICO CONSTRUCTION PARTITION TRADE MARK

Write or See
Nearest Distributor

MPANY, 121-131 SOUTH THIRTY-FIRST STREET PHILADELPHIA, U. S. A.

EXPANDING TRADE IN CLEVELAND.

Dealers and Jobbers a Unit in Optimism—Leading Concerns Increasing Equipment and Adding to Perfection of Their Service for Fall and Winter—News of the Month.

(Special to The Talking Machine World.)

CLEVELAND, O., September 7.—While numerous industries and businesses were suffering from a usual summer dulness the talking machine trade was quite active. During the past month the jobbers and dealers have been unusually busy preparing for a heavy fall and winter business. Even at this early date some of the jobbers report a shortage of goods, but are making every preparation for handling future business.

J. E. Lightner, progressive Painesville dealer, was in the city on business, visiting the Eclipse Musical Co., local Victor distributer.

Mr. Smerda, Mr. Meier and the Maresh Piano Co., east end Victor dealers, report a fair month.

R. Svehla, who is the only Victor dealer who has a store on the east side and on the west side, reports a good business. He is about to move his west side store into more spacious quarters to accommodate an increasing patronage.

The Harmony Music Shoppe, located in the Arcade, by means of advertising and window displays has shown good results in its Victrola business.

Miss Elsie Baer, of the O'Neill Co., Victor dealer in Akron, O., was in Cleveland, and expressed satisfaction over the increased facilities of the Eclipse Musical Co. for handling its increased orders.

C. L. Price, factory representative of the Victor Talking Machine Co., was in Cleveland on a tour of inspection.

J. C. Roush, of the Standard Talking Machine Co., Pittsburgh, was a visitor on his way East from the convention at San Francisco.

H. R. Fitzpatrick, Wisconsin representative of the Victor Co., stopped in Cleveland on his way to the Victor factory, where he expects to attend a meeting of all the factory representatives.

The Columbia Graphophone Co., under Mr. Madson's management, reports an increase of 100 per cent. over August business of 1914. He said that large orders are coming in fast, and unless there is a shortage of goods this fall a tremendous business will result from the thirty-nine local dealers which the company supplies. Mr. Madson stated that innovations have been made to facilitate the handling of increased business.

The Grafonola department of the B. Dreher's Sons Co. has experienced a fair business during the month. Owing to extensive advertising, said W. G. Bowie, manager of the department, over 350 music lovers came to hear the new Vocalion demonstrated. Many of these instruments have been sold as a direct result of the advertising.

During the past few weeks the Eclipse Musical Co. has received numerous applications from people desiring to handle the Victor line, but in view of the large shortage of goods the Victor factory could not sanction these applications.

C. K. Bennett, general manager of the Eclipse Musical Co., just returned from a trip to the Victor factory, and reported that he was very much pleased over the outlook for the coming season. He states that there has been a marked increase over 1914 business.

The W. F. Frederick Piano Co. has been making strenuous efforts to increase the Victrola end of its business, and by means of new facilities is in splendid shape to take care of the anticipated fall business. The company has just purchased a new automobile in order to better serve its record customers. A canvass of its Victrola customers has been made, a competent mechanic repairing the Victrolas and a salesman getting orders for and selling records. Many of the customers were much impressed by this unusual service.

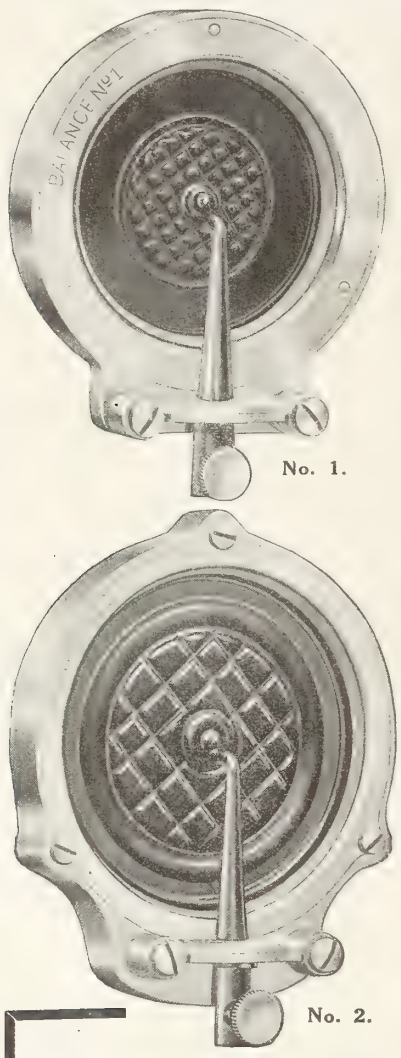
Judging from the appearance at the Ott Piano Manufacturing Co., exclusive Columbia dealer on Euclid avenue, there seems to be no signs of a summer dulness.

A general air of optimism prevails at the headquarters of the Euclid Music Co., Victor dealer, which has been going after the business energetically. The company has a live sales staff, including two attractive salesgirls who look after the records. A recent addition to the staff is A. W. Witter, well known in the local field, who during the summer has been conducting a house-to-house canvass and has succeeded in placing over 200 Victrolas in homes and actually selling over one-third of them.

PRODUCERS OF DIE CASTINGS.

The Doehler Die-Casting Co., Court and Ninth streets, Brooklyn, is producer of die castings in aluminum, zinc, tin and lead alloys, operating a special service department for talking machine manufacturers who desire excellent service in the production of phonograph parts all ready for delivery and assembling. The company claims that Doehler die-cast parts are closer to mechanical perfection than the average machine-finished part, while the financial investment on the part of the manufacturer is confined to only a few dies. Two plants are operated, one at Brooklyn for covering the East, and one at East Woodruff and North Twelfth streets, Toledo, O., for the Western field.

Doehler die-cast parts are noted for the accurate placing of holes, slots, threads, etc., the smoothness of the surface of the parts being so excellent as to enable buffing, polishing, plating or enameling.



No. 1.

No. 2.

No. 3.

Retail Prices

	Nickel Plate	Oxidized	24k Gold Plate
No. 1	$3.00	$3.00	$3.50
No. 2	3.50	3.50	4.00
No. 3	4.00	4.00	4.50

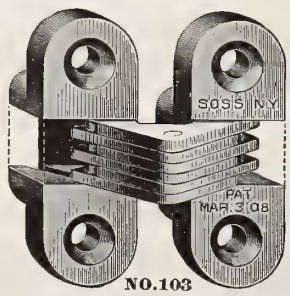
BALANCE
Sound Boxes

with the "metalloy" diaphragm for reproducing tenor voices in the **TRUE TENOR** quality of tone.

Sold by Jobbers of Edison Disc Machines

SOSS

INVISIBLE HINGES



"OUT OF SIGHT EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know* *SOSS* is the answer.

Write today.

SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

PHENOMENAL AUGUST BUSINESS

Formed the Basis of an Inspiring Letter of Congratulation Sent to Columbia Wholesale Establishments by Sales Manager James P. Bradt—Tells Why He Is Optimistic.

James P. Bradt, sales manager of the Columbia Graphophone Co., sent out this week to the Columbia wholesale establishments throughout the country the following interesting letter of congratulation and optimism, occasioned by the phenomenal August business closed by the company:

"Heartiest congratulations on your splendid sales showing for August, which was not only the biggest August in our history but shows even a larger percentage of increase than any other month this year.

"There is reason for enthusiasm in the knowledge that our month-to-month increases have been steadily progressive, reaching in August an increase of 132 per cent. for the whole service over the preceding August—United States stores showing nearly 200 per cent.

"This steady forward movement inspires the utmost confidence in the future.

"Better product (and more of it), better publicity, coupled with your salesmanship, produced these handsome results.

"New things and good things will continue to come along. Business generally is much better. Steel mills are running 'at capacity' and making more money than in any previous time in the last decade. The farmers will get more money from their crops this year than ever before. The earnings of railroads are in excess of anything for a long time. The American people, instead of spending about $150,000,000 a year in foreign travel, are distributing it in the United States. The United States is the only nation that is richer and more powerful financially to-day than it was a year ago.

"Let us recognize what is taking place and profit by it. It is our time to reap a harvest that will make all preceding years look lean to the point of emaciation. Don't let any of your men falter in our sales-climbing contest. If a laggard is discovered, get him in step with the procession or—well, you know battles are not won by non-fighters, and it is up to you to see that our progress is maintained in your territory.

"There will be no resting on the oars at this end of the line. We know that we can count on your further and best efforts.

"Let us use these splendid August figures as they should be used—not as a comparison with a good past, but as an inspiration for a better future."

RECEIVING LARGE ORDERS.

"There seems to be a steady activity in business conditions throughout the country," said Otto Heineman, managing director of Carl Lindström, 45 Broadway, New York, manufacturer of the well-known Lindström motor. "During the past few weeks we have received a number of unusually large orders for our motors from some of the most prominent members of the talking machine industry, and there is a feeling of confidence in manufacturing circles which assures a healthy trade for some time to come.

"The reception being accorded all models of the Lindström motor is most gratifying, and our efforts to impress upon the trade that this motor is manufactured and merchandised with quality as its key-note are meeting with pleasing success. The Lindström motor has given perfect satisfaction under the most exacting conditions, and our patrons are ordering them in greater numbers year after year."

L. S. McCORMICK WITH PATHE CO.

Well-Known Talking Machine Man Joins the General Sales Division of the Pathé Frères Phonograph Co.—Widely Known.

L. S. McCormick, well known in wholesale and retail talking machine circles, has joined the general sales division of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York. Mr. McCormick assumed his new duties on Monday, and he will spend some time getting acquainted with the various Pathé jobbers and dealers in near-by territory.

For the past two years Mr. McCormick has been

L. S. McCormick.

connected with the Phonograph Corp. of Manhattan, Edison distributer, having been manager of the company's wholesale division, and more recently in charge of the Edison Shop at 473 Fifth avenue, New York. Previous to this association Mr. McCormick was connected with the traveling staff of Thomas A. Edison, Inc., and his familiarity with the talking machine industry from both a wholesale and retail standpoint will doubtless prove of material value in the service he will render Pathé representatives.

"STEVENS BILL" LITERATURE

Sent to Victor Dealers—Reprint of "Cream of Wheat" Decision of Considerable Interest.

The Victor Talking Machine sent out to its dealers this week a reprint of the decision in the "Cream of Wheat" case handed down by Judge Hough in the United States District Court recently, which was noted in full in The World. This decision is of vast importance to the retail trade throughout the country as it embodies several opinions relative to the standardization of prices which are of the utmost value to the talking machine trade.

Referring briefly to the decision the Victor Co. in a letter accompanying the reprint said:

"This decision is one of the many encouraging signs that the public and the judiciary are rapidly acknowledging the propriety of a reasonable standardization of prices upon proprietary articles, and it should be an additional encouragement to every merchant—small and large—to study thoroughly the provisions and merits of the Stevens bill, to which their attention has been so frequently called during the past year, and if convinced of the justice thereof to personally call upon the Congressman from his district and make plain to that gentleman its merits and his own desire for its passage during the coming season of Congress."

RECORDS BY MME. RIDER-KELSEY.

Noted Soprano Signs with Columbia Co.—More Office Room Secured in Woolworth Building.

The Columbia Graphophone Co. will announce next month the first Columbia records by Mme. Corinne Rider-Kelsey, a soprano of country-wide prominence, who has signed an exclusive Columbia contract. Mme. Rider-Kelsey has appeared many times with the largest orchestras, including the Boston Symphony, New York Symphony, New York Philharmonic and the Theodore Thomas Orchestra, of Chicago. Her first records, two popular ballads, will doubtless be well received by Columbia dealers and music lovers throughout the country.

In order to keep pace with the fast increasing demands being made upon the various departments of its organization, the Columbia Co. has materially increased its floor space in the Woolworth building, occupying in addition to the entire southerly end of the twentieth floor several large rooms along the east side. The new space will accommodate the Dictaphone, European and personal record departments. The rooms formerly occupied by these divisions have been apportioned among the departments which have been sorely pressed for additional space, one of which is the sales division.

VICTOR DEALERS IN NEW YORK.

Many Out-of-Town Representatives Call on Local Trade—Report Prosperous Business.

During the past week the offices of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, have been visited by a large number of Victor dealers, local and out of town, who, taking advantage of the company's central location, have called to examine the various systems which it has introduced to add to the efficiency and prosperity of the Victor retail business.

Among the visitors was the "Smith-Carroll Co.," of Louisville, Ky., which has been numbered among the New York Talking Machine Co.'s clients for some time. Correspondence had been the medium by which the company was acquainted with the Kentucky concern, but even this intercourse had served to promote a feeling of admiration for the hustling activity of the Smith Carroll Co. To the surprise of the members of the New York Talking Machine Co., its Lexington dealers proved to be Miss Mary Carroll and Miss Elizabeth Smith, two charming Kentucky ladies, whose personality accounts in a measure for their success.

Other recent callers were C. L. Pierce, New Britain, Conn.; Oscar Simmons, Simmons Talking Machine Co., Bristol, Tenn.; John S. Banks, Savannah, Ga.; B. F. Rensing, Lindsay & Morgan Co., Savannah, Ga.; Chester Abelowitz, Terre Haute, Ind.; J. A. Barney, Newport, R. I.; Mr. Cowles, McClure & Cowles, Albany, N. Y. All were pleased with the fall trade outlook.

The United Phonograph Co., Chicago, has been incorporated with a capital stock of $9,000. Incorporators: H. A. Cohen, W. R. Wolff, I. H. Hartman.

ACME DIE CASTING CORPORATION

BUSH TERMINAL BLDG. 5, 35th ST. AND 3rd AVE., BROOKLYN, N. Y.

In the manufacture of sound boxes, elbows and other phonograph parts, we will co-operate with you and give you the kind of die-castings and "service" that our long experience in this particular field makes possible. We know the kind of finish and fit your castings must have and you will be able to rely on our promises of delivery. Get our quotations now, before ordering. You will be pleased with our prices and samples.

TRADE MARK.

TRADE MARK.

THE TRADE IN NEW YORK CITY AND VICINITY

August proved an agreeable surprise for many members of the local talking machine trade, as it not only showed a material gain over last August but in addition was better than July of this year, a condition which occasioned general gratification. Although July had been satisfactory from a sales standpoint, it had not shown the healthy growth and steady activity of the preceding months of 1915, and when August swung into line as one of the best months of the year the jobbers and retailers set to to work in earnest to prepare for a record-breaking fall season.

All signs point to a machine and record shortage this fall and winter which will be equal to if not greater than last year. The manufacturers are utilizing every possible means to fill the orders of their dealers and jobbers promptly and in their entirety, but the phenomenal gains of the talking machine industry over last year went far beyond all calculations, and notwithstanding increased manufacturing facilities in every direction there is certain to be a shortage of product.

Wherever possible dealers are taking cognizance of this situation and are placing advance orders of liberal proportions. As a matter of fact, the individual jobbers report the receipt of larger orders of this character than ever before, with the dealers making urgent requests for prompt delivery, thus indicating that the orders are being given for sales development rather than for protection. It is interesting to note that the higher-priced machines are in heavier demand, comparatively, than the cheaper models, the dealers evidently determining to push the more expensive machines in preference to the others.

The Trend of Record Business.

There is certain to be a change in the trend of record business this season, the standard records being in a position to add to their popularity by leaps and bounds. The dance craze in local territory has not shown any degree of activity the past few months, and there is a feeling among talking machine dealers that the modern dances have about finished their sovereignty. Modern dance enthusiasts still maintain that the most popular of these dances will live for a long time to come, and they are probably correct in their predictions. Two, or at most three, of the modern dances have sufficient individuality to survive for quite some time, but the great majority of the modern dances now rank in the fad class, with little or no stability. It therefore behooves the progressive dealer to leave no stone unturned to interest his patrons in the true musical qualities of the talking machine, and to use the standard records as the medium to create this impression. There are a great many records in the catalogs which are good for an all-year-round sale with very little effort, and as these records gradually earn the appreciation they well deserve the customer's increased musical knowledge will result in the sale of other high-class records which popular or dance music could never have served to develop.

August Makes Fine Showing.

"Our sales for August showed a surprisingly large gain over last August," said V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer. "The month maintained the high-water mark of the first seven months of 1915, the record situation in particular being a matter of considerable gratification. Our clients are expressing great interest in our list of active standard records issued a short while ago, and even dealers not on our books have written us for a copy of this list." In connection with Mr. Moody's comments regarding this list of standard records which the New York Talking Machine Co. compiled recently, the following paragraphs from a letter sent out by the company to its dealers are well worth attention: (a) "The demand for popular songs frequently is temporary, and if we fail to supply them on the instant of the demand that order is lost forever, but your costomers will be ordering the 'Lucia Sextet' and similar standards fifty years from to-day. (b) Remember the so-called 'midwinter record scarcity'—every year since 1905. (c) In these times of scarcity the Victor Co. manufactures popular selections with full knowledge that your customers will not wait for them and that they will wait for standard numbers. (d) Therefore, it is always the standards that are most difficult to obtain in the time of a scarcity. Order these standards and get them now."

R. F. Bolton's Review of Conditions.

R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York, reports the closing of the biggest August in the history of the company, thereby keeping step with the record of every month this year. "The sales totals for August were even better than July," said Mr. Bolton, "a condition which is somewhat unusual, and which well indicates the steady trend of our trade. Our record business is phenomenal, and although our manufacturing facilities in this direction have been greatly enhanced since the first of the year, the superior quality of our records has resulted in a demand that is far ahead of all our expectations. Machine orders are continuing to break all previous records, and from the 'Eclipse' to the 'De Luxe' our advance orders are greater than ever before. Collections are good, and considering the season of the year give ground for optimism and confidence."

Preparing for Busy Fall Business.

In order to prepare for the coming season the Edison Shop, 473 Fifth avenue, New York, controlled by the Phonograph Corp. of Manhattan, has been placed in the hands of decorators, masons and carpenters, and according to present indications the sales facilities of the establishment will be more than doubled before the end of the month. On the third floor of the building two more phonograph demonstration rooms have been constructed, the architectural design conforming to the decoration scheme of the other demonstration rooms. On the fourth floor seven additional record booths are being built, together with a complete record department, thereby bringing the total of record rooms up to fourteen, the other seven rooms being located on the second floor of the building. Present plans provide for machine demonstration space on the first and third floors and record rooms on the second and fourth floors of the building. A series of recitals by Edison diamond disc artists in conjunction with their own records will be given this fall in the Waldorf Gallery at the Waldorf-Astoria Hotel, Thirty-fourth street and Fifth avenue, New York. The first one of this series will take place the 22d of the month, Mme. Verlet, the new Belgian operatic soprano, being the artist.

Nice Increase in August Business.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor distributer, anent the past month's business said: "We closed a very satisfactory August trade, showing a nice increase over last year. We are pleased to say that the dealers are placing advance orders for Victrolas, realizing that this is not only advisable in view of past experiences, but on account of every indication of a bigger demand and probably a greater shortage than ever before. If there is any reason why dealers should not feel that business will be good it is certainly more than outweighed by those to the contrary, and we are making our plans in accordance."

Local Columbia Activities.

With the inauguration of fall activities in all directions the local advertising of Columbia dealers is becoming more and more apparent. During the past few months there has been a marked activity in the growth of the talking machine trade in the upper part or residential section of the city. The Columbia line is especially well represented in this section, and the live-wire methods utilized by the Columbia representatives have certainly produced splendid results. Among the well-known Columbia dealers in the uptown section are the Audubon Grafonola Shop, 156th street and Broadway, and the Dyckman Grafonola Shop, 208th street and Broadway. The former establishment, which is under the management of Mr. Hamblin, is closing an excellent machine and record trade, and Mr. Lee, in charge of the Dyckman Grafonola Shop, is making rapid progress convincing Washington Heights residents of the tonal qualities of the Columbia product.

Artistic Pathé Advertising.

One of the features of the rotogravure section of

(*Continued on page* 34.)

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

A RESOLUTION

NYTMCO

Application for Profit Insurance

Issued By

New York Talking Machine Company

New York, N. Y.

Whereas, *the Premium for "PROFIT INSURANCE" on Victrolas in the form of interest carrying charges is only 4 cents per month on a style IV Victrola and on others as follows:*

		Insurance cost at 6% per annum		List
1	Victrola IV	4	cents per month	$15.00
1	" VI	6¾	" " "	25.00
1	" VIII	8¾	" " "	40.00
1	" IX	13½	" " "	50.00
1	" X	20¼	" " "	75.00
1	" XI	27	" " "	100.00
1	" XIV	48¾	" " "	150.00
1	" XVI	65	" " "	200.00

Total Premium..$1.94 on machine business to amount of $655.00, and

Whereas, *in past seasons a shortage of Victrolas has caused the loss of profit on many machines, and*

Whereas, *each loss on this account has resulted in an unsatisfied customer, and each unsatisfied customer means the loss of future record business and the value of that customer as a "salesman," and*

Whereas, *it has been necessary on many occasions to lend machines of different types until the customer's order could be finally filled, and*

Whereas, *in the busy season much valuable time has been lost in the endeavor to appease such customers, and in making efforts, often futile, to secure the required machines, with consequent expense of telephoning, etc., and*

Whereas, *this loss of time is most annoying and costly;*

Now Therefore, We Have Resolved, *in consideration of the expense, annoyance, loss of time and profit, through lack of adequate machine stock, and particularly realizing the necessity of assuring ourselves of the profits which should accrue from the result of our labors throughout past times, to place an order as follows:*

Q't'y.		Q't'y.		Mah.	G. O.	W. O.	F. O.
	Victrola IV		Victrola IX				
	" VI		" X				
	" VIII		" XI				
	"		" XIV				
	"		" XVI				

All machines to be shipped immediately or as soon as stock is available from the Factory. Schedule or "Future Delivery" orders entered separately.

Dated _____ *Signed* _____

Ship Via _____

INSURANCE

INSURANCE

PROTECTION

The number of talking machine dealers who restrict their business activity to one line of instruments alone is becoming less by every mail.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

THE TRADE IN NEW YORK CITY.

(*Continued from page* 32.)

several of the Sunday newspapers is the advertising of the dealers handling the product of the Pathé Frères Phonograph Co. in local territory. This company has made remarkable strides in recent months in placing its line with representative and successful concerns, and the high-class character of the publicity used by these houses assures the success of the Pathé line and the prosperity of its dealers. Among the concerns advertising the Pathé line in this manner are Hardman, Peck & Co., 433 Fifth avenue, the well-known piano concern; Otto W. Wuertz, who conducts a number of retail piano stores; Henry B. Pye & Co., one of the Bronx's leading piano houses, and the James Mather Music House, which maintains a successful piano store in the Washington Heights district. The Pathephone $200 model is featured extensively in this advertising.

Little Thimble Theater Popular.

Charles Edison is having a considerable measure of success with his Little Thimble Theater, at 10 Fifth avenue, New York. The programs which he has arranged have been well received, and in addition to his activities at the theater Mr. Edison has arranged with the local Park Department to give Edison diamond disc concerts every Monday and Friday evening, from 8 to 10, in Washington square, and also to furnish music for children's dances on the pavements near the Washington Arch on Wednesday and Saturday afternoons. The dances have become very popular.

Rafael Cabanas a Visitor.

Rafael Cabanas, president of the Mexican Phonograph Co., Mexico City, Mex., distributer in Mexico for the products of the Columbia Graphophone Co., was a visitor to New York recently, after spending a few weeks at the summer home of Edward N. Burns, vice-president of the Columbia Co. Mr. Cabanas, who only recently returned from an extended stay in Mexico, states that conditions in that country are fully as bad as they are painted by the American newspapers. Business is practically at a standstill, with the industrial situation growing steadily worse. The outlook gives no good ground for encouragement, and the country is in such shape at the present time that a cessation of hostilities would only be the first steps towards prosperity, as it would take at least a year before Mexico could approach normal conditions. Mr. Cabanas' stay in this country is indefinite.

Grandola
SUPERIOR IN DESIGN AND TONE
Copyrighted 1915
The Best Phonograph at $10.-$15.-$25.
GRANDOLA PHONOGRAPH CO.
1269 Broadway NEW YORK

MODEL TALKING MACHINE SHOP

Talking Machine Men Should Not Overlook Visiting the Model Talking Machine Shop Installed in the Plant of the Unit Construction Co. at 121-131 South Thirty-first Street, Philadelphia—Some Recent Installations.

The Unit Construction Co. has recently completed the installation in its plant, 121-131 South Thirty-first street, Philadelphia, of a model talking machine shop. Not only does it display a complete battery of seven Unico demonstrating and record rooms in various designs and finishes, but also the complete Unico system of equipment, including the decoration of walls and ceilings, electric lighting and ventilating systems, as well as furnishings and floor treatments, for the entire establishment.

Every talking machine dealer contemplating improvements or equipment of any description should make a point of inspecting this display if at all possible, and if not, communicate with the Unit Construction Co. and ascertain how, at moderate cost, his requirements can be fulfilled through the Unico system.

Another new service feature recently introduced by this company is the carrying in stock of completely finished Unico demonstrating rooms in eight designs and the following finishes: Colonial mahogany, white enamel, fumed oak, weathered oak, silver gray oak.

This makes possible the shipment of Unico rooms within twenty-four hours after the receipt of order, giving the dealer a delivery service which enables him to completely equip or rearrange his store or department within a few days. As evidence of the fact that this service is appreciated by the trade, the Unit Construction Co. is receiving many wire orders from dealers requiring equipment for installation before the opening of the fall season, recent installations including the following:

Fred W. Peabody, Haverhill, Mass.; Gimbel Bros., Philadelphia, Pa.; John V. Roberts, Iola, Kan.; George A. Rutherford Co., Cleveland, O.; C. A. Hansen & Bros., Brooklyn, N. Y.; E. Winters' Sons, Kingston, N. Y.; Fred Leithold Piano Co., La Crosse, Wis.; George P. Bent Co., Chicago, Ill.; H. D. Munson's Sons Co., Zanesville, O.; Crescent Talking Machine Co., New York City; C. E. Wheelock Co., Peoria, Ill.; J. Herman Estate, Calumet, Mich.; Louis Bertschey, Wheeling, W. Va.; Music Supply Co., Toronto, Canada; Bloomingdale Bros., New York City; Lauter Piano Co., Paterson, N. J.; William Taylor, Son & Co., Cleveland, O.; A. Hospe Co., Omaha, Neb.; Lauter Piano Co., Newark, N. J.; Chase & West, Des Moines, Ia.; the Jones Store Co., Kansas City, Mo.; C. R. De Nyse, Brooklyn, N. Y.; Blake & Burkart, Philadelphia, Pa.; James Mather Music Co., New York City; Rudolph Wurlitzer Co., New York City; Edmund Gram, Milwaukee, Wis.; Albert Lindo, Panama City, Canal Zone; W. A. Meyers Sporting Goods House, Williamsport, Pa.; G. A. Barlow's Son Co., Trenton, N. J.

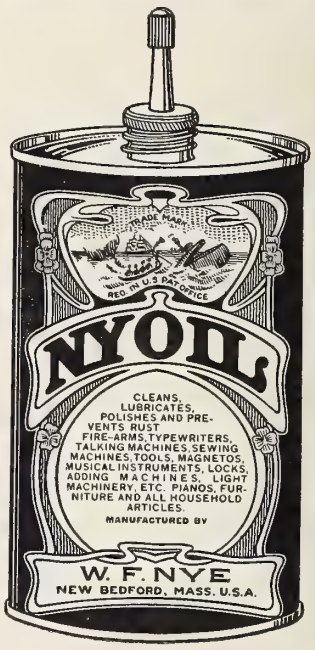
Unico demonstrating rooms range in price from $75.80 upward, and a circular recently issued gives the dealer 144 plan and price combinations from which to make selection to suit his requirements.

"NYOIL" AN ESSENTIAL

To the Proper Care and Operation of a Talking Machine—Merits Widely Recognized—New Oval "Nyoil" Can Will Be a Big Seller.

There is nothing more necessary to the preservation and proper running of the talking machine than good oil. In this connection the house of William F. Nye, of New Bedford, Mass., has occupied the leading positon in the furnishing of the highest class of refined oil, which can be used in the most delicate machinery with assurance of best results.

Talking machine jobbers and dealers have long



New Oval Can for "Nyoil."

handled "Nyoil"—as the product of the Nye institution is popularly known—and at no time has a complaint been registered by a user—a record in the truest sense of the word.

This brings to mind the importance of dealers emphasizing the necessity of purchasers of talking machines always securing "Nyoil" so as to keep the machine properly lubricated. As Thomas A. Edison, Inc., have pointed out, "The use of a proper oil in connection with Edison phonographs is important. We have thoroughly tested 'Nyoil' and find that it is suitable for use in our phonographs." "Nyoil" is really four oils combined for lubricating, cleaning, polishing and preventing rust. It will not gum or kill.

One of the latest creations of the house of William F. Nye is a new oval can which is destined to be very popular and a big seller. The can is handsomely enameled in three colors and sold at a price that yields an excellent profit to handlers.

The Texas-Oklahoma Phonograph Co., of Fort Worth, Tex., has filed an amendment to its charter changing its place of business to Dallas, Tex.

Look out for the man who is always asserting his independence, for he has a chip on his shoulder somewhere and is aching to start something.

HOW BEST TO REAP THE VACATION HARVEST.

How a Brilliant and Brainy Salesman, a Melodious Phonograph and a Staunch Canoe Brought New Business to the House of John Jones, Inc.—A Suggestion for Talking Machine Men Generally Which Might Be Given Consideration and Adopted with Profit.

At a fashionable fresh water resort in New Jersey, which we will call Hainesport-on-the-Rancocas, but that was not the place, the summer day was waning. The Western sky was ablaze with flame-edged clouds, and behind them, gliding majestically downward en route to another world, passed the great golden ball of the sun. Lower and lower it dropped down the glowing expanse of yellow fleece-flecked sky. The aerial color scheme changed to orange, to crimson, to pink; the light paled and faded, while above, burning dimly through the early twilight, shone out the first signal lantern of the coming night—the evening star.

A belated mallard quacked from the heights; a muskrat splashed his noisy way to a succulent wild celery bed, and all was still.

As the big white moon rose above the grove of pines upon the Rancocas' Eastern shore, bathing the surface of the river in a rippling milky sheen, a canoe shot out from behind a wooded point and came quietly to anchor in midstream. At first glance the graceful craft seemed rather a creature of the long ago—a mythological leviathan of the days when the mammoth and the pterodactyl ruled the earth and sky, but upon closer view it became a staunch Oldtown skippered by a lithe young chap in natty flannels and armed with an Edison phonograph. The instrument was equipped to carry melody across long distances, and boasted a huge spun brass horn balanced most gracefully with its wide mouth aimed shoreward.

In range of this musical weapon were a number of picturesque cottages and bungalows, sheltering a colony of vacationists, most of whom, after a strenuous day upon the water, tennis courts or golf links, were lounging upon the verandas waiting patiently for "something to turn up," speaking in the vernacular of the idler. Then from across the moonlit tide came the sweet strains of a tenor voice singing "By the Setting of the Sun."

"Listen!" cried out the cottagers in unison; "our mysterious entertainer is on the job again."

Chairs were drawn close to veranda rails, pinpoints of fire glowed out from a myriad of cigar and cigarette ends, moonbeams gleamed creamy white on bare shoulders, as the elite of Hainesport-on-the-Rancocas gathered enmasse for the concert that came from somewhere across the night.

When Walter VanBrunt had finished his charming solo the Edison concert band crashed out that beautiful air of Arthur Pryor, "After Sunset." This selection was followed in turn by the delightful piccolo solo, "Through the Air," played by Weyert A. Moor; "Nightingale's Song," by Christine Miller; "Drifting with the Silver Tide," Helen Clarke and Frederick W. Wheeler; "Alone in the Deep," Knickerbocker Quartet; "Night's Frolic," New York Military Band; "In the Evening by the Moonlight, Dear Louise," Harvey Hindermeyer and chorus; "When the Ebb Tide Flows," Knickerbocker Quartet; "When It's Night Time Down in Burgundy," Helen Clarke and Walter VanBrunt; "Boat with My True Love's Name," Helen Clarke and Vernon Archibald, and as a finale, in order that the end need not come unheralded, "Good-Bye, Everybody," Joseph Phillips and chorus. (Rather appropriate program for the time and place, what?)

The young skipper in flannels, as you have perhaps guessed ere this, was no other than the star salesman of the house of John Jones, Inc., talking machines and accessories, Blanktown, N. Y., of which you have heard much if you have perused the pages of the Talking Machine Worlds that are gone. He gave a number of concerts similar to the one described above during the course of the summer, making it a point to conceal for the time the fact that he was in any way responsible for the nocturnal surprises that came ever and anon from the bosom of the river, but learning with a great deal of satisfaction from sundry chats with the vacationists that the same were much enjoyed and appreciated.

At the psychological moment, i. e., the close of the summer season, he remarked casually that he was the man behind the phantom horn, from out whose golden mouth had come to the colony of Hainesport-on-the-Rancocas the world's best in phonographic music, and, more important still, that he was a talking machine salesman badly in need of orders. It is needless to say those orders materialized at once and in very satisfying quantities.

Arriving in town, our young friend doffed his nautical togs for a quiet suit of serge and reported in due course to the great John Jones himself.

"Well, son, how goes it? Did the rubes fall for that ghostly canoe stunt of yours?" rasped out the proprietor of Blanktown's biggest talking machine emporium, shoving across the cigars and motioning his star salesman to a chair.

The answer came in the guise of a fat leather-covered note book bulging with orders placed silently beside the litter of correspondence upon the desk. A brief perusal brought forth a chuckle of approval and the question, "Anything to suggest for the enhancement of fall business, son, in order that we may keep up the pace you have set for us?"

The young fellow reached for a cigar, bit off the end very slowly and carefully, lighted it and grinned. "Sure I have!"

"Shoot!" came the terse command.

A smoke ring soared ceilingward, another followed it, then the 25-cent Havana was laid tenderly upon the ash tray for future reference. "It has occurred to me, Mr. Jones," he began, "that if we should ask our old patrons to electioneer for us among the folks they have met and whose acquaintance they have formed while upon their vacations, it would help out a whole lot, and I'll tell you why. Listen! They can do this stunt for us with practically no effort on their part and the scheme cannot fail to work out satisfactorily from our standpoint. From this day forward, therefore, every time we are honored by a call from an old customer it is my idea that we suggest to him that he supply us with a list of the people he encountered at the seashore, mountains or country, as the case may be, who expressed themselves as being pleased with the phonograph concerts they heard there. There are a good many prospective customers of some talker man among the returned vacationists in this town right now, and with a certain amount of diplomacy, placed where it will do the most good, they should be our meat. Do you get me, boss?"

"I get you, son; have another cigar, and go to it."

* * *

L'Envoi: I would respectfully suggest that you take this young fellow's suggestion to heart, Mr. Dealer. The idea of having your customers work for you is an ideal one, for it will not only bring you in more trade but it will increase your business family, at the same time bringing you in touch with the right sort of people—the fellows who will add to the reputation of your establishment, viz.: It is so easy for Smith, a patron of long standing, who swears by you and your goods, to remark to Brown, who has never heard of you, but who intends buying an 'ola of some description one of these days, "Better get it at the Elite Talker Shop, old man; they'll treat you right there. I've dealt with that house for years, and I know."

Both a simple and productive idea, is it not?

HOWARD TAYLOR MIDDLETON

BOOKED SOME GOOD ORDERS.

"There is a general demand for a better grade of talking machine accessories," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, manufacturer of the Nyacco record albums, who returned Monday from an extended Western trip. "Our new Nyacco metal-back albums are meeting with great success in all the cities I visited, and there is every indication of this album becoming one of the best sellers of our line during the next few months. The many merits of the new metal-back album are recognized by the successful talking machine dealers, who are featuring it as an accessory which they can offer to their customers with the positive assurance that it will give perfect satisfaction. General business conditions are excellent, and I believe the coming fall will be the best season in the history of the talking machine industry."

The "Perfection" Record Holder in Use.

BEE CROFT

The "Perfection" Record Holder

Need not be taken from Machine when being used.

50c Retail

Long Cabinets

Record Envelopes for all purposes

Needles

Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

STRIKE AT COLUMBIA FACTORY.

Despite Concessions Made by the Columbia Co. Men Go Out—Sales Manager Bradt Discusses Conditions and Plans in the Premises.

Employes of the Columbia Graphophone Co.'s factory at Bridgeport, Conn., to the number of 1,600 left their work Friday, September 10, and went on strike until their demands for a 20 per cent. horizontal increase in wages are accepted by the company. It is understood that none of the foremen, heads of departments or any employe holding a responsible position in the factory joined the strikers, all remaining at their respective posts.

In order to adequately present its side of the labor question at its plant the Columbia Co. published a half-page advertisement in the Bridgeport newspapers, in which it called the public's attention to the fact that before the men at the plant walked out the following notice had been posted in the works:

"Effective September 10, forty-eight hours will constitute a week's work in this factory, the working hours to be as follows: Monday, Tuesday, Wednesday, Thursday, Friday, 7 a. m. to 12 m., 1 p. m. to 4:30 p. m.; Saturday, 7 a. m. to 12:30 p. m. Day work rates will be revised to cover the same amount for forty-eight hours as now paid for fifty hours. Piece work rates will be increased in the same proportion as day rates. Time and a half will be paid for overtime and Sunday work. Double time will be paid for holiday work. Fifty per cent. increase will be paid on piece work prices done on overtime. This company will pay as high wages as commonly paid for similar operations in Bridgeport factories, and will as soon as possible make such adjustments as may be necessary to carry this out. The management will, as heretofore, receive and consider at any time grievances submitted by individual employes. G. L. Funnell, manager. Approved, P. T. Dodge, president."

At the bottom of this advertisement the following appeared over President Dodge's signature: "From the foregoing it will be seen that the company had granted eight hours with fifty hours' pay; also half a day on Saturday; also extra pay for overtime; also the recognition of the right of men to submit grievances; also an assurance that wages would be adjusted where required to bring all to the highest market level."

Regarding the company's manufacturing facilities at the present time James P. Bradt, sales manager, said: "We have made plans to ship to a number of our cabinet manufacturers many units which will enable us to make shipments of machines for some weeks to come. We have also made arrangements to send them our matrices and have the records pressed at their plants. Shipments of machines are being made to our trade with practically no delay, while record shipments under the new arrangements will start to go out the end of the week."

PHONOGRAPHS IN WAR ZONE.

Phonographs and phonographic records are being sent in considerable quantities at the present time to troops fighting in the trenches of France and Belgium. This statement, which is indicative of the comparatively quiet conditions now existing on the Western battle front, comes from the English branch of the Aeolian Co. of this city. These shipments, it is said, are made almost wholly by private persons with friends or relatives at the front, and are not purchased by the Government for the entertainment of the soldiers. Private soldiers as well as officers are the recipients. As England is a large importer of American made phonographs, many of the instruments sent to the front are of American manufacture. The English branch of the Aeolian Co. has specialized in this business and all shipments made to it from this side include types of instruments especially suited for the rough handling incidental to conditions at the front.—New York World.

Knowledge and work really go hand in hand, for no man attains any great knowledge without doing a goodly share of work, and, better still, doing it well.

RECEIVER SUES H. W. WHITNEY.

Brings Action to Recover $15,000 in Bankruptcy Case of Boston Talking Machine Co.

(Special to The Talking Machine World.)

BOSTON, MASS., September 11.—Ephraim Fred Aldrich, who was appointed by the United States District Court as receiver for the Boston Talking Machine Co., has brought suit for $15,000 in the Superior Court against Henry M. Whitney, alleging that Mr. Whitney converted to his own use 100 shares of the common stock of the Berkshire Factory Trust, which were the property of the Boston Talking Machine Co.

MAKE SOME UNIQUE RECORDS.

During the past few weeks the personal record department of the Columbia Co., under the management of H. D. King, has made a number of records for rather unusual purposes which serve to illustrate the possibilities of this department. Several records were recently completed at the laboratory to work in conjunction with a new invention in the talking picture field. It is said that these new records, which were recorded with all necessary pauses and other incidental changes, will synchronize perfectly with the moving pictures. The anti-suffrage selection, "Anti-Suffrage Rose," was recorded by the Columbia personal record division for the State association opposed to woman suffrage, and is having a phenomenal sale throughout the country. A taxation speech for this same association will be ready in the near future.

The local headquarters of the Columbia Co., at 83 Chambers street, closed a deal a few days ago whereby each steamship of the Southern Pacific line will include in the equipment for the entertainment of its passengers a Columbia graphophone with a good-sized record library. This deal is in line with the recent arrangements completed with the New York Central Railroad, by which two "Mignonettes" were placed on the bankers' trains going West.

INTRODUCE EDISON DISC ALBUM.

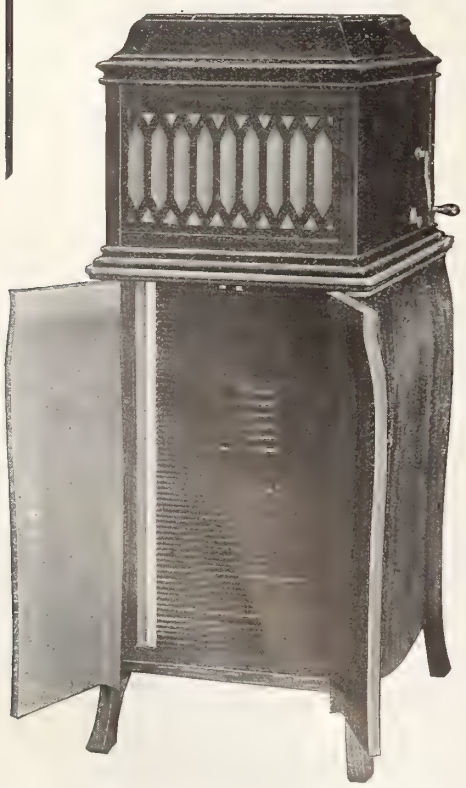
The National Publishing Co., Philadelphia, Pa., whose advertisement appears elsewhere in The World, is introducing an Edison disc album, which holds ten records, the width of back is 2¾ inches and the size 10½x13¼ inches. Five of these albums require a space of 14 inches and fit neatly in cabinet No. C 150. These albums, which contain ten pockets to fit both square and double-faced records, are made of extra strong fibre paper and securely fastened together with strong and durable binding and sell at $1 each.

The National Publishing Co. is also introducing an Edison disc cabinet which holds thirty-six records, and made to fit the new Model A 100. Each of the thirty-six grooves for the records is numbered to conform with the printed index, which is placed in loose at the side (inside) of the box. The cabinet is 14⅜ inches long, 11¼ inches high and 10⅝ inches deep and retails at $3.

The New York Piano Hardware Co., 168 Southern boulevard, New York, which has for many years manufactured hardware for the piano industry, announces this week that it will now be able to manufacture metal parts for talking machines. The company has a well-equipped plant for making accessories of sheet metal or wire, of brass or other material, and also is equipped to do nickel, brass and copper electro-plating.

Gold Medal Awarded to Herzog Cabinets

THIS gives you a glance at one of the styles of Herzog cabinets which convinced the judges at San Francisco that the Gold Medal should go to Herzog.



No. 38 Edison B80 Cabinet.

When these officials decided, they took into consideration three fundamental cabinet features: Design, Workmanship and Finish, and each was checked up as perfect.

To you this means that Herzog will more readily appeal to your customers and that your cabinet profits will be larger. Look at this model deluxe of an Edison cabinet for the B80 machine.

Ask us for prices, and also for copy of NEW CATALOG

HERZOG ART FURNITURE CO.
Department 20
SAGINAW, MICH.

HAWAIIAN UKULELES

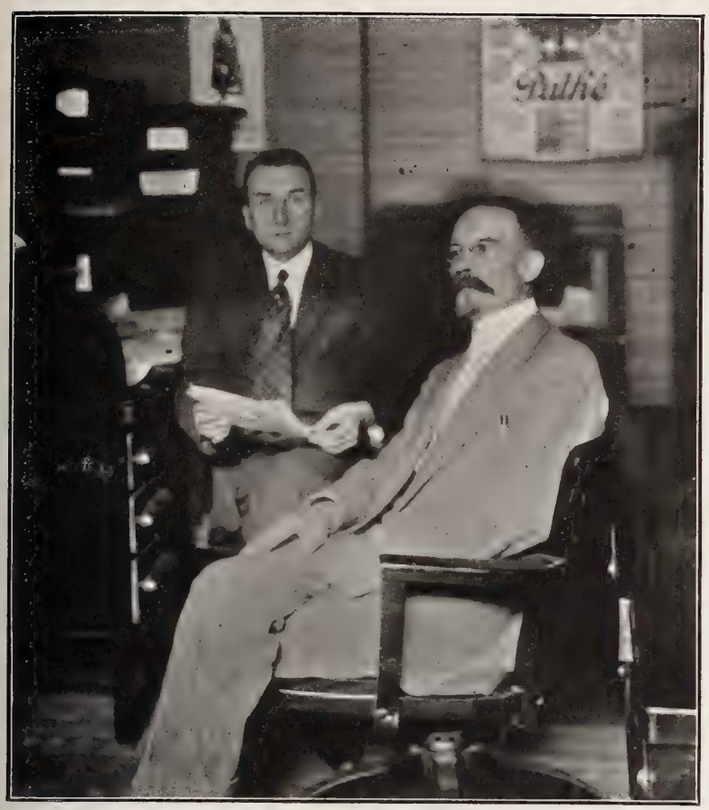
Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

EMIL PATHE VISITS AMERICAN HEADQUARTERS.

Head of Great House of Pathé Frères Pleased with Trade Possibilities in America—Discusses Business Conditions with the World—Pathé Frères Phonograph Co. Developing Great Campaign—Business and Executive Staff Includes Many Specialists.

The announcement made in these columns last month of the presence of Emil Pathé, head of the great house of Pathé Frères, in this country was read with exceeding interest, and members of the talking machine trade are keenly alive just at the present time to Pathé moves.



Emil Pathé (Right) and E. A. Widman in the Latter's Private Office.

It naturally follows that Mr. Pathé came here for a definite purpose, and that purpose is to associate his personality in an active sense with the development of the business of the Pathé Frères Phonograph Co. in this country.

Emil Pathé is one of the great business builders of Europe, as he and his brother have created a trade edifice which stands as a credit to their inventive skill, supplemented by business ability of a rare character.

Mr. Pathé has visited Chicago and was pleased with what he saw there. While chatting with The World he expressed himself as being delighted with the trade possibilities in America. He has passed considerable time at the New York office and has made frequent visits to the new plant at Belleville, N. J. It is his intention to devote the greater portion of his visit to his interests here, and his son will be also associated with the American business.

While discussing business conditions with The World Mr. Pathé remarked: "I have been very much pleased with what I have seen in America on this visit. It would seem to me that trade possibilities here are very large, and I believe that the American people thoroughly appreciate an artistic instrument, that is, an instrument which will give them real music, not noise, but a tonal refinement which will appeal to all cultivated ears.

"There is in this country an unmistakable trend toward higher things in musical art, and I believe that the talking machine is destined to be a great factor in the development of that particular part of the American character.

"We, as you know, employ not only the greatest artists, but through our recording system we are enabled to get musical results of a most satisfactory character. With our immense repertoire we are in a position to cater to the interests of the American trade in a thoroughly satisfactory manner.

"Our intention is to materially augment our productive facilities, and it will be only a short time before our product will be moved through at a rate which will enable us to cater to the wants of the American music trade in a satisfactory manner."

Mr. Pathé expressed pleasure at finding his name so well known in this country, and naturally he feels wtih others that that prestige once acquired can be easily added to by supplying the American trade with a product which shall meet with its requirements. The Pathé business in America is going rapidly ahead and ambitious plans are well under way for its material augmentation.

Executives and Department Heads of the Pathé Freres Co. in Conference with Emil Pathé. Left to right—H. N. McMenimen, E. A. Widman, Emil Pathé, Russell Hunting, George W. Case and J. F. Collins.

H. N. McMenimen and J. F. Collins in a Sales Conference.

The Pathé business and executive staff includes specialists in various lines. E. A. Widman, who is a director and treasurer of the company and has been associated with important industries in New York, is enthusiastic over the future of the Pathé business, and Mr. Widman brings a splendid business knowledge with him in his new position.

H. N. McMenimen, who is also a director in the Pathé enterprise, is a veteran in the talking machine trade who has had a thorough training in every phase of the talking machine business.

Russell Hunting, who is one of the pioneers of the talking machine industry, and who has studied the business in every phase of its development, is supervising the recording laboratory in conjunction with Mr. Pathé.

AN APPEAL TO REASON.

Profit Insurance Plan Put Forth by V. W. Moody of New York Talking Machine Co. Embodied Arguments of Material Benefit.

V. W. Moody, sales manager of the New York Talking Machine Co., 119 West Fortieth street, New York, Victor distributer, has sent out to the company's dealers a novel machine order blank in the shape of an application for profit insurance, which embodies several indisputable arguments of material benefit to the Victor dealer.

This order blank, which is reproduced in its entirety on another page of this issue of The World, briefly sets forth the reasons why the live-wire Victor dealer will find it to his great advantage to order an adequate stock of Victrolas well in advance of the fall season. The basis of this argument is a table of figures giving the trivial carrying charges or interest called for on an order for the various types of Victrolas. These insignificant charges range from four cents per month for a No. 4 Victrola to only sixty-five cents per month for a Victrola XVI, and this slight amount will insure the dealer against a loss of trade and eliminate the costly annoyance and inconvenience incidental to searching about for a machine when a shortage is current in the busy season. The new order blank is well worth the attention of Victor dealers, as it contains an array of facts of indubitable strength.

INCORPORATED IN NEW YORK.

The Phonograph Accessories Corp. was granted a certificate of incorporation this week by the Secretary of State, Albany, N. Y., to engage in the manufacture of talking machine supplies. The capital has no par value, it being planned to carry on the business with $40,000. The incorporators are: Charles N. Walsh, Clarence Edsall and Charles N. Lindlay, New York.

MAKES ASSIGNMENT.

The Record Repeater Co., Inc., of 432 Fourth avenue, made an assignment to Webster J. Oliver on September 8.

The latest and great

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at of last year, and that
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be used on the cover instead of two as in the past. The beautiful illustrations that we have been using on the back covers of the leading magazines will be used on the supplement covers and thus our supplement designs will link up with our National publicity. The covers will be printed by the artistic offset process which gives a richness and natural color-tone that can be secured in no other way.

The supplement itself will be well illustrated throughout. The record stories and descriptions will come as close to selling records as anything can do which doesn't actually take the money.

To those talking machine dealers who have not
et seen their way clear to taking on the Columbia
ne we have this to say: the new Columbia Record
upplement is one more additional memo of your
eed of Columbia product alongside your other lines
nd of our willingness to take hold with you.

phone Company

ing, New York

AMERICAN GRAPHOPHONE CO. SCORE BIG VICTORY

In Decision Handed Down by Judge Geiger of the U. S. District Court, Which Holds That Patentees May Enforce Resale Price Restrictions—Price Fixing on Patented Articles Not Illegal—Decision of Far-reaching Importance—Case to Be Appealed Shortly.

Judge Geiger, of the United States District Court, Northern District of Illinois, Eastern Division, has just handed down an opinion in the suit brought by the American Graphophone Co. and the Columbia Graphophone Co. against the Boston Store of Chicago, to restrain the latter from selling Columbia records at cut prices, in which he holds that a patentee can by contract, upon the sale of a patented article, require of his immediate vendee the observance of price restriction upon resale. In other words, to use the language of the court, "A patentee may say to the world: 'I will manufacture the patented articles myself and I will sell to no one except on condition that he observes a resale price to be fixed by me.' And he can do so for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive price bargaining."

The suit arose out of the alleged breach by the defendant of a so-called price maintenance contract with the plaintiffs by the terms of which, among other things, the defendant agreed to sell Columbia products at certain official list prices and not to sell them below said prices. It was alleged that the defendant, the Boston Store of Chicago, sold Columbia records below said prices, thereby breaking the contract. Suit was accordingly brought to enjoin the defendant from selling Columbia records at "cut prices" in violation of said contract under which he had obtained them.

The matter came before Judge Geiger on the motion of the American Graphophone Co. and the Columbia Graphophone Co. for an injunction, and on the motion of the defendant Boston Store of Chicago to dismiss the amended bill of complaint for want of equity under Rule 29. Judge Geiger in his opinion says, in disposing of these two motions:

"An order may be entered overruling the motion to dismiss. The application for an injunction, involving as it does the same fundamental questions as the motion to dismiss, should also be granted; and, unless the defendant shall, within ten days, indicate its desire to oppose such application upon grounds not involved in the motion to dismiss, an injunction may go."

The opinion, which is printed in full below, shows that the court has fully considered all the recent Supreme Court cases on the subject, notably Bauer vs. O'Donnell, 229 U. S. 1, and Henry vs. Dick, 224 U. S. 1, as well as the earlier cases of Bement vs. Harrow Co., 186 U. S. 70, and Bobbs-Merrill Co. vs. Straus, 210 U. S. 339, and the Wall Paper and Dr. Miles Medical Co. cases, 212 U. S. 233, 220 U. S. 393, as well as certain Circuit Court of Appeals decisions.

Elisha K. Camp, Esq., counsel for the American Graphophone Co. and Columbia Graphophone Co., who has had charge of the litigation on behalf of the plaintiffs, upon being interviewed at his office in the Woolworth building, said:

"The decision is of far-reaching importance to my clients, and I have every reason to believe that it will be upheld on appeal. Judge Geiger has given the law involved in this case very careful and thoughtful consideration, and the conclusion which he has reached is unquestionably the law on this subject as it exists to-day."

Judge Geiger's Decision.

I shall consider the contract set out in the complaint as though it were entered into between the defendant and the plaintiff, American Graphophone Company. The case is of importance only insofar as it presents the question: Can a patentee, upon a sale of a patented article, by contract require of his immediate vendee the observance of price restrictions upon resale?

Prior to the decision in Bauer vs. O'Donnell, 229 U. S. 1, this question now raised upon the motion to dismiss would have received an affirmative answer on the authority of Victor vs. The Fair, 123 Fed. 424, the cases therein cited; Bement vs. Harrow Co., 186 U. S. 70; Henry vs. Dick, 224 U. S. 1, and certain other cases, particularly the so-called anti-trust cases, which involve patents and patent rights. The determination of the motion, as I think, depends upon the effect, if any, to be given to Bobbs-Merrill Co. vs. Straus, 210 U. S. 339, and Bauer vs. O'Donnell, 229 U. S. 1, as modifying the views thus heretofore entertained.

Now, in the Bobbs-Merrill case, it was held that the exclusive right of vending a publication as secured by the copyright statute, did not confer the right, by notice, to burden the copyrighted article with respect to resale price, in whosoever's hands it may come. That is to say, it was held that the right of vending does not include that manner of qualifying title to the thing sold. This seemed to be of the essence of the holding, for the Court said:

"The learned counsel for the appellant in this case, in the argument at bar, disclaims relief *because of any contract* and *relies solely upon the copyright statutes,* and rights therein conferred." (P. 346.)

Again:

"The *precise question,* therefore, in this case is, does the sole right to vend (named in Sec. 4952) secure to the owner of the copyright, the right, *after a sale* of the book to a purchaser, to restrict future sales of the book at retail, to the right to sell it at a certain price per copy, *because of a notice in the book that a sale at a different price will be treated as an infringement,* which notice has been brought home to one undertaking to sell for less than the named sum? We do not think the statute can be given such a construction, and it is to be remembered that this is purely a question of statutory construction. *There is no claim in this case of contract limitation, nor license agreement controlling the subsequent sales of the book.*"

Bauer vs. O'Donnell presented, in respect of a patented article, the identical facts of the Bobbs-Merrill case: and twice the Court stated the proposition for decision thus:

(1) "May a patentee *by notice* limit the price at which future retail sales of the patented article may be made, such article being in the hands of a *retailer by a purchase from a jobber,* who has paid to the agent of the patentee the full price asked for the article sold?"

(2) "The real question is whether in the exclusive right secured by statute to 'vend' a patented article, there is included the right *by notice* to dictate the price at which subsequent sales of the article may be made. The patentee relies solely *upon the notice* quoted to control future prices in the resale by the purchaser of an article said to be of great utility and highly desirable for general use."

The decision in substance is that, when the patentee sells, he cannot thereafter impeach the fact of sale, nor the transfer of title of the article, by claiming that he had affixed a notice thereto which qualified the right of the seller or purchaser on resale to agree upon any price; but the question here is, can a patentee, while in the act of exercising his monopolistic right of sale, lawfully bind his vendee to terms of resale to be respected by the latter? It is the question which in the Victor case, 123 Fed, supra, was somewhat more broadly stated to involve these facts:

"The bill very clearly shows that appellants said to the jobbers, 'We are unwilling to part with the whole of our monopoly. There are no terms on which we will give you an unrestricted right to deal in our machines. However, if you choose to pay our price for a limited right, we will place our machines in your hands to be sold by you or by dealers under you, to the public, at not less than $25 each,' and that the jobber *explicitly accepted this offer.*"

Grant that a patentee cannot, by mere notice, burden an article during the life of the patent with a resale price restriction; that he cannot make a notice attached to the article to discharge the function of a "covenant running with the land" as in real estate sales; that when he *sells,* he *sells;* we still have the question, how effectively can he and his vendee bargain respecting the exercise of his exclusive right of sale? If it be the law that he cannot make *any* bargain with *his vendee* which involves price restriction, then, of course, in that respect he is on competitive and not on monopolistic ground. He is in the position where he may rightfully withhold the manufacture, use and sale, from the whole public, and yet, when he proceeds to sell, must submit to the every policy which the public, in granting him the monopoly, has surrendered to him.

Now, as I view the recent adjudications, the Victor case, supra, has two aspects which are significant: First, it announces the general proposition that the patentee and his vendee may bargain in any way respecting the scope of the former's release of his monopoly right. Therein, it is in accord with the later cases (Bement, Dick and the Anti-trust cases). Secondly, that the notice affixed to the patented article is a sufficient reservation of his right as between himself and the public. Therein, it is clearly overruled by Bauer vs. O'Donnell. If the general proposition first above is also overruled it seems difficult to find a foundation for the cases which subsequently affirmed it. That such is not the intended effect of the Bauer case seems clear from the language used in stating the question therein to be decided, as well as the direct affirmance of the Bement and Dick cases, which involves, fundamentally, that very proposition.

It is suggested that the distinction between the Bement, Creamery Package, Bath Tub and Rubber Tire Wheel cases and the present case is this:

That the patentee may sell or assign his *right to sell,* and introduce a covenant for price restriction; that he may sell his right to *manufacture and sell,* and introduce a covenant for price restriction; but that he cannot sell his own patented article and compel his vendee to observe a covenant for a resale price. This attempted distinction, it seems to me, loses sight of the fundamental notion of the patentee's right. It does not help to say that after a patentee has exhausted his right, he can no longer exercise it; or that when he has once sold to an individual for a full price, the public cannot be barred from the full and unrestricted use and right of resale. Those are truisms. But what distinction is there between selling or assigning the right to sell—to speak plainly, between licensing to sell on terms of resale, and *selling* on terms of resale. Each is the bargaining away of the right secured by the patent, though the form of bargain or the manner of exercising, may be different. Naturally, an absolute sale by a patentee of his patented article is the highest form of license through which the purchaser and the public are admitted to the inventor's right, so far as they may enjoy it in the use and sale of the particular article embodying the invention. In each case, however, the licensee or vendee acquires the same right, having the same origin, and in no event exercisable without permission of the patentee.

The covenant for price restriction in the Bement and other cases referred to, although found in a license to manufacture and sell, was germane to the patentee's exclusive right of sale. It was assumed in all of these cases, that such covenant was prima facie violative of public policy, but that it was met and overcome by the fact that the public through the grant of the patent, had given the articles to be sold a status which enabled monopolistic bargaining; that therefore the rules respecting ordinary sales could not apply. It is impossible, in my judgment, to draw a tenable distinction between those cases and the case of a direct sale by the patentee of his patented article.

To state it again, in different form: If the patentee may say to the world, "I will confer upon anyone, by license, the right to manufacture and sell my patented article, provided he will observe a price, fixed by me at which the article is sold to another," he can say: "I will manufacture the patented articles myself and I will sell to no one except on condition that he observe a resale price to be fixed by me." And, he can do so for the reason that the article, because of its embodiment of the invention, has been made a subject of lawfully restrictive, price bargaining; and the Wall Paper and Dr. Miles Medical cases, 212 U. S. 233, 220 U. S. 393, are most persuasive in supporting such view. The language of the Supreme Court in the Miles case (see p. 401) could give no clearer recognition to the full right of the patentee *to bargain* for price restriction. The statement is almost made in plain words, that if the proprietary medicine were a patented article, the contract there in question would, as *between the parties,* receive the protection of the patent laws as construed in the Bement case.

In view of the language in Bauer vs. O'Donnell, which

SALESMEN WANTED

Wanted salesmen who are now visiting dealers in various parts of this country to handle a specialty article of great merit and of interest to talking machine dealers. A big seller and money maker. Liberal commission. Address "Correspondence," care The Talking Machine World, 373 Fourth Ave., New York.

WANT TO ACT AS REPRESENTATIVE FOR line of Talking Machine Accessories in New England, New York, New Jersey and Pennsylvania. Am now calling on all jobbers and dealers in this territory. Address "Representative," care The Talking Machine World, 373 Fourth Ave.. New York.

CASH PAID FOR

New, slightly used or discontinued Victor, Edison, Columbia, disc or cylinder records and machines—in any quantity. Give full particulars, how many and price wanted. T. Stapleton, Room 606, 73 Nassau St.

WANTED

Capital to exploit new phonograph invention. Radical departure from anything now on the market. Address "Capital," Talking Machine World, 373 Fourth Ave., New York City.

TALKING MACHINE HARDWARE

Let us figure on making for you the metal parts for your Motors, Turn Tables, Tone Arms, and all other accessories whether made of sheet or wire—brass or other material.

We also have excellent facilities for NICKEL, BRASS and COPPER ELECTRO PLATING

NEW YORK PIANO HARDWARE CO.

168 Southern Boulevard **NEW YORK**

Never Put Off Till To-Morrow What You Can Do To-Day

Send in your orders for Victrolas to-day. You may not be able to get them to-morrow.

THE BLACKMAN TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

No better

Your machine is no better than its tone—

Its tone is no better than its diaphragm—

Therefore

Its diaphragm should be the best.

MICATONE MICA DIAPHRAGMS USED IN THE BEST MACHINES

MEIROWSKY BROTHERS

106 Broadway Jersey City, N. J.

discloses so clear a purpose to limit it to the precise facts, it is my judgment that it does not, and was not intended to overrule the other cases, which seem so firmly to have established the general proposition upon which the sufficiency of the complaint in the present case depends. In other words, the complaint shows a contract which, against the defendant, as a purchaser from the patentee, is valid and enforceable.

I appreciate that these views may not be in harmony with those expressed in some other districts since the decision in Bauer vs. O'Donnell, and for that reason have reduced them to the form of a memorandum.

The conclusions are:

(1) That, Dick vs. Henry and Bement vs, Harrow Co., Victor vs. The Fair; and the other cases supra, so far as they permit a patentee, *while exercising* any of his three co-ordinate monopoly rights, by proper amendment to reserve such portion thereof as he sees fit, have not been overruled by Bauer vs. O'Donnell; but that, after he has once allowed the patented article to pass out of the monopoly without committing, by proper agreement, the one to whom the article comes, to the observance of an obligation on his part, he cannot then recall it or claim that, by a notice, he burdened the article with such reservation.

(2) That an agent or vendee of a patentee may, by direct covenant or agreement, be bound to the observance of price restriction, imposed as a condition upon which exclusive right of sale by the patentee is being exercised. Whether a violation of such agreement be dealt with as for infringement or breach of a contract enforceable in equity, is immaterial as between the patentee and his contractee, save only as it may affect the jurisdiction to be invoked.

(3) That the complainant states a good cause of action against the defendant. If the contract is to be taken as the measure of the defendant's right, it seems to me that a failure to observe its explicit stipulation, constitutes infringement. Certainly the breach of the agreement, if valid, should entitle plaintiffs to relief in equity.

An order may be entered overruling the motion to dismiss. The application for an injunction, involving as it does the same fundamental questions as the motion to dismiss, should also be granted; and, unless the defendants shall, within ten days, indicate its desire to oppose such application upon grounds not involved in the motion to dismiss, an injunction may go.

F. A. Geiger, Judge.

Elisha K. Camp, New York; Taylor E. Brown (Brown & Mehlhope, Chicago) and Daniel N. Kirby (Nagel & Kirby, St. Louis) appeared for the plaintiff, and Hamilton Moses (Moses, Rosenthal & Kennedy, Chicago) for the defendant.

IMPORTANT PATHE APPOINTMENTS.

Joseph F. Collins Becomes Sales Manager of the Pathé Frères Phonograph Co. while A. T. Emerson Is Purchasing Agent.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, announced this week the appointment of Joseph F. Collins as sales manager of the company and A. T. Emerson as purchasing agent.

Mr. Collins is one of the most popular and best informed members of the talking machine trade, having been connected with the industry for the past nineteen years and being familiar with every phase of the manufacturing and sales ends. During his many years' association with the talking machine field Mr. Collins held important positions with the Brooklyn Phonograph Co., Leeds & Catlin, Douglas Phonograph Co., Zonophone Co. and the needle house of John M. Dean. Incidental to his duties Mr. Collins has traveled extensively in all sections of the country, visiting the jobbers and dealers and establishing new agencies for the concerns he represented.

Mr. Collins is also an expert on motor construction, having specialized on this division of the technical end of the industry. He brings with him to his new post of sales manager a broad knowledge of the talking machine field which will enable him to extend to Pathé dealers valuable co-operation that will tend to increase their daily business. The photograph of Mr. Collins, shown on another page of this issue of The World, is the first one he posed for in his twenty years' association with the industry.

A. T. Emerson, who is a son of Victor H. Emerson, the well-known recording expert, is well versed in all details of the talking machine field, having traveled all over the world while connected with the recording division of the Columbia Graphophone Co. Although a young man in point of years, Mr. Emerson is well qualified for his new post, which is daily becoming of more importance as the business of the Pathé Frères Phonograph Co. increases.

EXECUTIVE COMMITTEE OF JOBBERS' ASSOCIATION MEETS.

Holds Session in Philadelphia for Discussion of Stevens Bill and Means for Carrying on a Campaign for Its Passage—Excellent Attendance of Officers and Members.

(Special to The Talking Machine World.)

Philadelphia, Pa., September 11.—The executive committee of the National Association of Talking Machine Jobbers held a most successful meeting at the Hotel Bellevue-Stratford yesterday morning, those present being Vice-President Harry Miller, Secretary E. C. Rauth, Treasurer W. H. Reynalds, J. N. Blackman, J. C. Roush and George E. Mickel, all of the executive committee, except President Andrew G. McCarthy, who could not attend through pressure of business.

Besides the executive committee the following members of the association were also present: G. E. Stewart, Indianapolis; Louis Boehn, Philadelphia; Louis J. Gerson, New York; A. A. Trostler, Kansas City; French Nestor, Altoona, and Perry B. Whitsit, Columbus.

After the regular routine business the question of actively supporting the Stevens bill for price maintenance was discussed from every angle, and it was the sense of the meeting that the committee be increased to sixteen and that an asessment of $100 per member be made, payable $50 at once and $50 upon demand, to defray the legitimate expense of said committee in bringing the bill to the attention of the various Congressmen and Senators through the co-operation of the other jobbers and dealers in the various sections.

After the executive meeting a special meeting was held by the special legislative committee, and the following were present: George E. Mickel, chairman; Messrs. Blackman, Buehn, Nestor, Roush, Whitsit, Stewart, Reynalds, Rauth and Trostler, all members of the committee, and also E. A. Whittier, secretary American Fair Trade League; L. F. Geissler, general manager Victor Talking Machine Co., and George D. Ornstien, manager traveling sales department, Victor Talking Machine Co.

After a very interesting discussion showing what progress had been made in giving the Stevens bill publicity, etc., and upon retirement of Messrs. Whittier, Geissler and Ornstien, the following parties, in addition to those mentioned above, were added to comprise the special legislative committee: Messrs. Whitsit, Parmenter, A. M. Stewart, J. F. Boers, E. F. O'Neill, George Mairs, G. W. Walz, Lester Burchfield and President Andrew McCarthy.

The country is to be divided into districts, and each of the above committeemen will call together the jobbers and dealers in his territory. Every Congressman and Senator will be visited personally, and the protection of the smaller dealers throughout the United States be placed fairly and squarely before them, and they will be asked for their support strictly on the merits of the bill.

The funds raised by subscription are to be used only for the absolute traveling expenses, postage, printing, etc.; no salaries or any other expense to be contracted.

ADD TALKING MACHINES.

Doyle Bros., furniture dealers of Galesburg, Ill., have added a talking machine department to their store, and will sell Columbia machines and records

Breed ideas of your own, but don't get bull-headed about them, otherwise you may breed contention that will lead to trouble.

INCREASE YOUR RECORD SALES
BY USING
A MODERN FILING SYSTEM

Especially designed for the Record Business, one that will locate any Record Instantly, show you the valuable "sellers" and "cut out" the "dead ones."

The Code Color System classifies records, and positively prevents the loss of sales, although you may not have the record called for.

GET READY FOR THE BANNER RECORD SEASON

— THE OGDEN SYSTEM —

FITS ANY SIZE BUSINESS

COMPELS YOU TO GROW

No. 1. *Capacity,* 600 *Records.*
Models:
Nos. 1 and 3.....$24.25
No. 6 ..... 16.00

No. 2. *Capacity,* 900 *Records.*
Models:
Nos. 1 and 3.....$33.00
No. 6 ..... 20.50

No. 3. *Capacity,* 1,200 *Records.*
Models:
Nos. 1 and 3.....$41.75
No. 6 ..... 25.00

No. 4. *Capacity,* 1,500 *Records.*
Models:
Nos. 1 and 3.....$50.50
No. 6 ..... 29.50
Four of these units hold 6,000 Records.

Models Nos. 1 and 3 have glass doors and locks.
Models Nos. 2 and 6 have Roll Curtains to protect your stock.
Patented features prevent warping. File your stock in smallest possible space. GUARANTEED TO SATISFY YOU. And pay for itself in a few months by increasing your business.

High-grade Cabinet Work. Matches your fixtures and adds dignity to your business.
Order now and be ready for the busy season. Name your jobber.

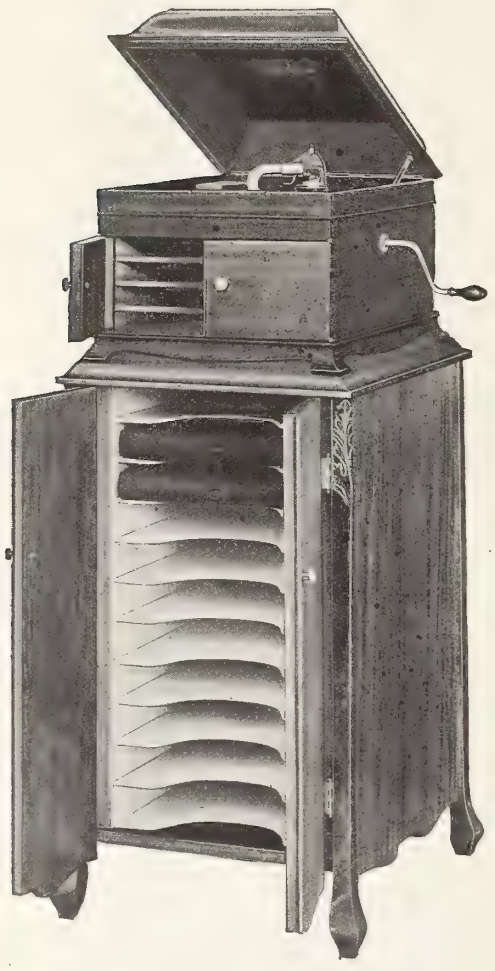
J. B. OGDEN

LYNCHBURG VIRGINIA

Salter Quality Cabinets—The Original Can't-Scratch Kind

Get Ready NOW For Rush Business!

Remember the *early bird!* Don't wait until our stock on hand is ***depleted*** by the holiday rush and ***you*** and your retail trade ***have*** to wait.—Don't depend on a catalog when the best salesmen are the cabinets themselves! Protect your profits and your customer's ***patience*** by getting your order in *NOW* for



STYLE 20 OPEN

Made especially for new Victrola IX. Has built-up top. Interior arranged for albums. Same cabinet also made with felt compartments.

Finished to match all Victor colors.

SALTER FELT LINED CABINETS

Protect Records. Save Time and Trouble

Stock Salter Cabinets ***not merely*** to ***meet*** the ***demand*** for this more practical, more convenient and vastly more economical ***type*** of cabinet—

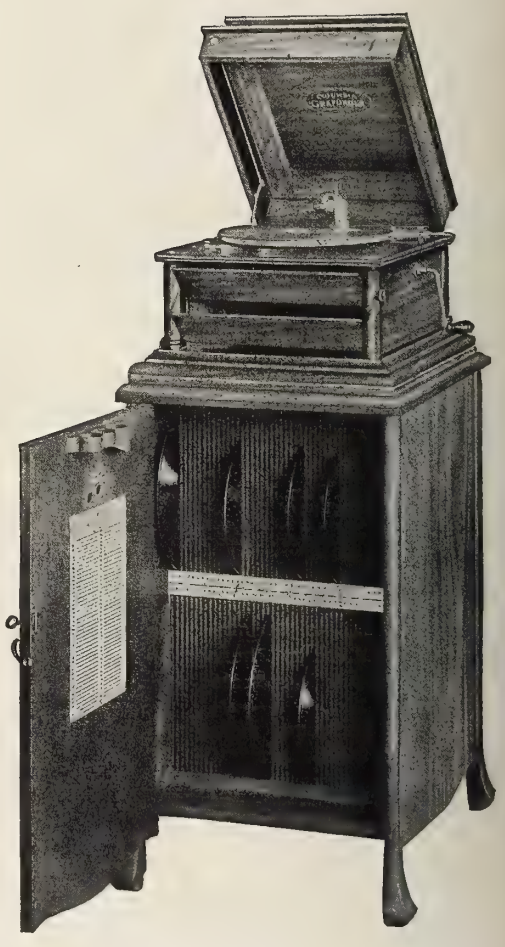
Stock them ***not merely*** because they are the Pioneers of the felt-lined feature—the best and widest known felt lined cabinets on the market—

Stock them ***not merely*** because they ***sell*** easiest and most profitably—But stock them because they are ***sure*** to boost your sales of ***talking machines!***

Whenever you sell a talking machine you can, 99 times out of 100, sell a Salter Felt Lined Cabinet, and the Cabinet is a tremendous help in selling the talking machine, for the reason that it adds materially to its ***attractiveness*** and ***makes*** it ***complete!***

Every Salter Cabinet is a masterpiece of quality, and is fully guaranteed.

Order right from this ad. Order right NOW.



STYLE 111 OPEN

Made for Columbia "Favorite" with built-up top that exactly fits the machine and gives the combination the appearance of one article.

Finished to match all Columbia colors.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

General Offices and Factory: 339 N. Oakley Blvd. CHICAGO

Salter Quality Cabinets—The Original Can't-Scratch Kind

Send For Our Complete Catalogs

Get posted up on Salter Felt Lined Cabinets—know all about their *variety* of design and type. Our Catalog with pictures and prices describes the largest, most interesting line on the market—shows you how you can clean up BIG on the increasing demand for talking machines and the right kind of talking machine *equipment*.

Push The Cabinets
That Need Least Pushing

SALTER CABINETS—THE QUALITY KIND

Salter Cabinets lead the field in *quality* and value. In design material and construction. They are absolutely and admittedly UNEQUALED.

STYLE 787 OPEN
Will hold Victor IX or Columbia "Favorite" and all similar or smaller machines.
Made in several sizes and all finishes and holds from 90 to 150 records.

We have been concentrating on the manufacture of talking machine cabinets for over 15 years, and have brought this useful adjunct of the talking machine to a point of perfection attained by no other manufacturer.

Hundreds of foremost retail establishments—both big and little, both within and without the large cosmopolitan centers—give Salter cabinets the preference; and ***only*** for the reason that they mean more business, bigger profits and better satisfied customers.

Note in this ad four of the Salter ***best sellers.*** Then send for catalog giving the low prices and describing other Salter business getters. Write for catalog ***today.***

STYLE 8 CLOSED
Made especially to hold the Victor VIII. Top edge of cabinet is built up so that machine is securely held in place and also gives the appearance of one article. Capacity with felt-lined compartments, 84 records. With wood rack compartments, 144 records.

SALTER MFG. CO.

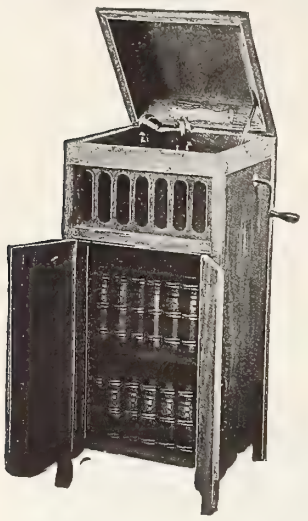
JOHN F. MORTENSEN, President

General Offices and Factory: 339 N. Oakley Blvd. **CHICAGO**

SYMPHONY MACHINES READY.

New Concern Offers Some Attractive Models to the Trade—To Feature Junior Model—Those Who Are Back of the New Company.

One of the latest additions to the field of talking machine manufacturers is the Symphony Talking Machine Co., at 47 West Forty-second street, of which D. Fraad is president, J. P. Gottlick is vice-president, H. Segal, treasurer, and H. Lobschatz, secretary. Mr. Segal is well known as a practical man, and designed the various machines in the Symphony line, while Mr. Gottlick and Mr. Lobschatz will take care of the sales end of the business.



The Symphony Junior.

The Symphony Co. is producing an extensive line of machines for the market, all of the cabinet type and ranging in price from $7.50 to $100, the various models being illustrated and described in the company's announcement in another page of The World this month. The majority of the machines, and all the higher priced models, are designed to play both lateral and horizontal cut records through the medium of a very clever arrangement whereby a sapphire point is fixed in the set screw holding the needle and is placed in playing position by swinging the sound-box around so that the diaphragm face is parallel with the record.

One of the novelties of the Symphony Co.'s line is the Symphony, Jr., illustrated herewith, and which is designed particularly for the children's playroom or nursery. In general appearance the Junior closely resembles the more expensive standard models for grown-ups, and contains on shelves in the interior one dozen albums for holding the small Little Wonder records. The Junior is supplied with an eight-inch turntable and with a strong motor that makes it possible to play ten-inch records if desired. The Junior is thirteen inches wide, fourteen inches deep and thirty inches high and is finished in ivory and mahogany.

REST ROOM UNDER PIANO STORE.

(Special to The Talking Machine World.)

ASHTABULA, O., September 6.—B. R. Walker, the prominent piano dealer, has opened to the public a series of rest rooms in the basement of his store. The rooms include two sound-proof booths where people can listen to the music of Grafonolas while resting, a private writing room for the convenience of ladies, and a toilet room.

UNION
ATTACHMENTS
FOR
Victor, Edison, Columbia and Pathé Machines

Union Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the Talking Machine Dealer a new talking point, and incidentally a new way to make money. We have just finished doubling our capacity, and are now prepared to fill orders as fast as received. Write today for full information and prices.

Our New Union No. 1 just out, and the best ever, plays Victor and Columbia Records on Edison Phonograph.

Union No. 2 Attachment plays Edison or Pathé Records on Victor Talking Machine.

Union No. 3 Attachment plays Edison or Pathé Records on Columbia Grafonola.

Union No. 4 Attachment plays Victor and Columbia Records on Pathé Talking Machine.

We are specialists in Talking Machine parts. Let us tell you about them.

The Union Specialty and Plating Company
409 Prospect Avenue, N. W. CLEVELAND, OHIO

TO MANUFACTURE PHONOGRAPHS.

Hallet & Davis Co. Now Investigating Manufacturing Methods—To Supply Their Own Trade.

It was announced this week by C. C. Conway, treasurer of the Hallet & Davis Piano Co., 18 East Forty-second street, New York, whose main offices are at 146 Boylston street, Boston, Mass., that the company is at present investigating the manufacturing methods of talking machines with a view to putting a phonograph on the market within the near future, and which will be marketed through the piano dealers.

"It is our intention," he stated to a representative of The World, "to produce a machine with a view of furnishing them to our own dealers. It will be one which will be absolutely the best value for the money, the price being undoubtedly kept within $100.

"It is our intention to manufacture several different styles at prices which will be attractive to the buying public. At present we are just investigating and studying talking machine construction, and our definite plans as to the styles and prices of the machines will not be absolutely determined until some later date. Personally, I feel that there is a good opportunity and that we can be of great service to the piano merchants who handle the Hallet & Davis instruments in placing at their disposal a medium-priced talking machine."

NEW PATHE FRERES DISTRIBUTERS.

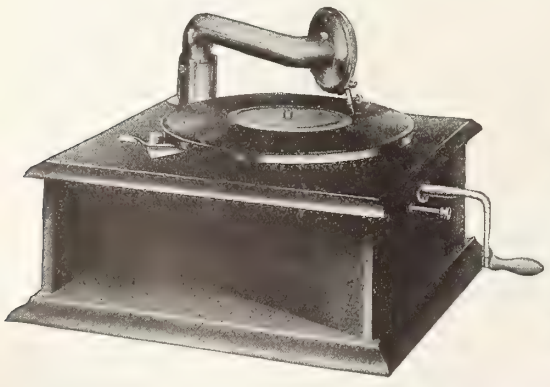
The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, announced this week the consummation of a number of deals whereby the Pathephone and Pathé discs will receive active representation by distributers in a number of important territories.

The Townsend-Wyatt Music Co., St. Joseph, Mo., one of the live-wire piano concerns of the Central West, has arranged to act as jobber for the complete line of Pathé Frères products. It has signed up a large number of dealers' accounts in its territory.

The Des Moines Pathephone Co., Des Moines, Ia., owned by C. C. Donnell & Sons, is another Pathé Frères distributer in the Middle West which is meeting with splendid success.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., stated this week that the company is now sending out to its trade a special supplement of fifty-one new selections, containing all the latest dance numbers recorded under the supervision of Maurice and Florence Walton, the prominent dancers, together with a number of other selections which are in popular demand at the present time.

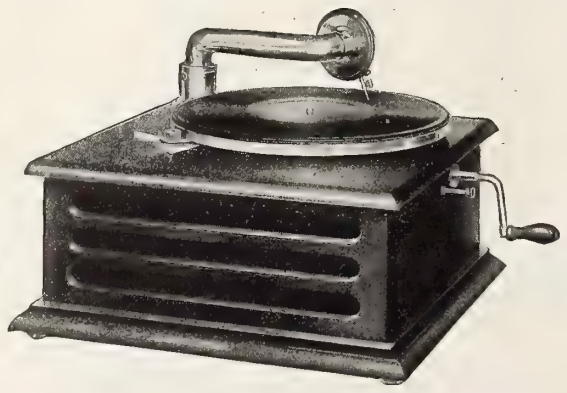
Taking a vacation away from one's home and work is often the quickest way to better satisfaction with one's surroundings.



No. 1. Size 12 x 12 x 5 with 8" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany

Retails at $5.



No. 3. Size 14 x 14 x 5¾ with 10" turntable. Plays two 10" records, or one 12".

Finished in Tuna, Oak or Mahogany

Retails at $10.

The PLAZA-WONDER TALKING MACHINES

the NEW popular-priced talking machines which are the sensation of the country. These are not only LOW PRICED but are built well and are considered to be exceptional values. They come in two sizes, as per the following details and specifications.

Write for special wholesale prices in quantities

PLAZA MUSIC CO.
10 WEST 20th STREET NEW YORK

CLOSED A PROFITABLE MONTH.

The Grafonola Co. of Cedar Rapids, Ia., Has Established Attractive Quarters Which Have Won Wide Attention from Buying Public.

(Special to The Talking Machine World.)

CEDAR RAPIDS, IA., September 8.—The first month of the Grafonola Co. in Cedar Rapids has been notably successful and Charles Gramling, who is responsible for much of the work of establishing the new quarters, is to be congratulated upon the progress he has made.

The Grafonola Co. is a comparatively new organization, having first been established at Lincoln, Neb., only about six months ago. The company is

Attractive Quarters of the Grafonola Co.

distributer for Columbia goods in Iowa and Nebraska, the main offices being at 1541 O street, Lincoln. Here a retail establishment is also conducted which is a duplicate of the Cedar Rapids store.

Both of these shops have been splendidly furnished for the handling of talkers and both are equipped with a concert hall on a mezzanine floor that is tastefully arranged and provided with enough comfortable chairs to seat a large number of people. Concerts are given almost every evening and invariably are favored with a generous attendance. The general interior design of the two stores is finished in old ivory and gold. They are richly carpeted and furnished with ivory enameled furniture.

The officers of the Grafonola Co. are A. H. Armstrong, president, and F. F. Dawson, secretary-treasurer. Mr. Dawson, who is in charge of the main business at Lincoln, is a talking machine man of long standing in the trade, while Mr. Gramling, whose talking machine experience has been shorter, has an acquaintance in Cedar Rapids that runs into hundreds of people.

KREISLER TO THE VICTOR CO.

Famous Artist Heartily Praises Victor Records —September Literature Sent to Dealers This Week—Some Pertinent Suggestions.

The Victor Talking Machine Co. sent out to its dealers this week its usual monthly batch of literature and trade helps, September's material being of more than usual interest and containing the following individual items: September supplement; two September hangers; newspaper review of September records; sheet of ready-made advertising electrotypes; copy of September magazine and educational advertising; copy of September farm paper advertising; sheet of foreign and domestic numerical pasters; supplements of new Bohemian and Hungarian, German, Greek, Hawaiian, Hebrew, Italian, Cuban and Spanish records; copy of Fritz Kreisler testimonial for framing; new window streamers for September records; two hangers, "Ten records which should be in every home;" copy of double-page spread, Saturday Evening Post, September 4.

The Fritz Kreisler testimonial, written by this eminent artist from his summer home at Seal Harbor, is a remarkable tribute to Victor records, and reads as follows:

"I have listened to the records your company has made of my violin playing, and have more than ever been impressed by the marvelous faithfulness with which they reproduce, or rather recreate the minutest details of phrasing and every shade of tone-color—in short, the personality of the player.

"Truly, the records made by your company are the last word of mechanical reproduction, and quite justly does the civilized world all over the globe today look upon them as an inexhaustible source of pleasure and education."

The opening paragraph of the letter accompanying this matter said:

"Time and tide wait for no man. There is only one way in which a man can get all the business that might be his, and that is by going after it—not next week or next month, but now! 'Time and tide will serve again,' you say? Yes, they will, but never again will you have the benefit of to-day's opportunity—and that holds good for every day in the year."

BUFFALO ASSOCIATION PLANS.

Co-operative Activity to Be the Rule This Fall —Next Meeting on October 6—To Elect New Officers.

(Special to The Talking Machine World.)

BUFFALO, N. Y., September 10.—Considerable co-operative activity is promised in the trade this fall and winter by the Talking Machine Dealers' Association, which is gaining more ground and greater membership each passing day. During the summer little was accomplished by the healthy organization, and the leaving of Wade H. Poling, president, for new fields in a degree caused a slight cessation of activity. However, the fall season after the summer adjournment will be opened by a rousing meeting on Wednesday evening, October 6, in the store of W. D. Andrews, in Main street, where plans for the future life of the organization will be formulated.

An important objective of the meeting will be the election of new officers to take up the work of those now in power whose terms run out. Other matters of importance concerning advertising and distribution will be taken up.

O. L. Neal, of the Neal, Clark & Neal store, Buffalo, N. Y., has just returned from a month's vacation, spent on his farm, and B. E. Neal has left for a month of diversion.

LONG CABINETS

These With Others Comprise the

D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

Most Complete Line of Record Cabinets

Write for Illustrated Catalogue. Kindly anticipate your requirements.

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

HEAVY MACHINE ORDERS FOR FALL BOOKED IN DETROIT.

Dealers Expect Unusually Active Season—Displays Made at the Michigan State Fair—Music Trades Association Holds First Meeting of Fall—News of the Month.

(Special to The Talking Machine World.)

DETROIT, MICH., September 10.—There was nothing unusual about the month of August just passed. Everybody in the talking machine business enjoyed better trade than a year ago for that period. Sales for the first seven months of this year also are ahead of last year, so that dealers have reason to congratulate themselves. The best business, however, is still to come. Things start to pick up always in September when people return from their vacations and summer resorts and the schools reopen. October is another excellent month, while the two best months are November and December. From statistics gathered among local dealers, 25 per cent. of the year's business is done in December. From the way dealers are stocked up with machines it looks as though they were anticipating an exceptionally good business this fall. Jobbers of Victor, Columbia and Edison machines also report unprecedented machine orders for early fall delivery, as do the out-of-town jobbers who have had their representatives here.

Max Strasburg, 23 East Grand River avenue, Detroit, is looking around for another location, the reason being that his landlord is asking double the rent at the expiration of the present lease, October, 1916. Mr. Strasburg had plans drawn for extensive remodeling, but when he was advised that his rent would be doubled he decided to abandon the idea. It may be that he will be able to come to some reasonable terms with the landlord, who is out of town for a few weeks, but in order to protect himself Mr. Strasburg has options on a number of good locations. Some decision will probably be made within the next sixty days. His present lease is up a year from this October.

Displays at Michigan State Fair.

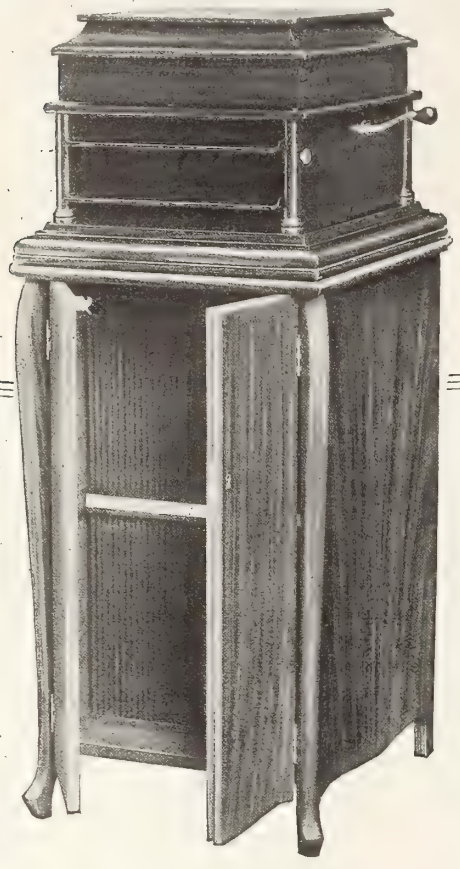
The Michigan State Fair at Detroit started Labor Day, September 6, and lasted for ten days. As usual it attracted immense crowds from all over the State. In the main exhibition building were a number of displays of music houses, and among those who demonstrated talking machines were the J. L. Hudson Co., Grinnell Bros. and the Starr Piano Co., showing its new talking machines. Concerts by these concerns were given afternoon and evening. Souvenirs were also distributed. In addition to making sales these firms reported many live prospects. The Starr Piano Co. display was the first real exhibition of the new Starr talking machine, the sample machines arriving from the factory a few days previous to the fair. On account of this machine playing all different makes of records it excited considerable interest.

First Meeting of Music Trades Association.

Secretary F. A. Denison, of the Detroit Music Trades Association, has called a meeting—the first of the fall season—for September 21 at the Hotel Charlevoix. A large crowd is expected. One of the important matters to come up is the report of the special committee regarding the approval plan of sending out records. Mr. Denison, by the way, who is manager of the Detroit branch of the Columbia, returned August 30 from a two weeks' Eastern trip. He visited Baltimore, Washington, Philadelphia, Boston, New York, Atlantic City, and also spent a few days at Bridgeport, Conn. "Our business could not be better," he told The World correspondent. "It really surprises me when I compare the figures for the past seven months with those of 1914. We are not trying to take on any new accounts, instructions from the home office to take better care of the customers we already have."

Robert Barclay's Lucky Month.

The last six weeks have been eventful ones for Robert Barclay, manager of the talking machine department of the Ling Music House, 74 Library avenue, Detroit. First came a new automobile, then a new baby girl (the first), and last a fine new home in Highland Park. Is it any wonder that Mr. Barclay is "all smiles" these days and so optimistic? The Ling talking machine department is probably the most unique in Detroit. It is fixed up to resemble a Japanese room, with bamboo rods overhead, Japanese lanterns and Japanese wall decorations. Mr. Barclay says that September



UDELL

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Furnished with horizontal shelving or vertical interior. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F. Make your order read "six of each" upon our satisfaction guaranteed basis.

Full of designs for all types of machines is Catalog 47. Send for a copy.

The Udell Works
Indianapolis, Ind.
(1205 West 28th Street)

A.F. Meisselbach & Bro.
Newark, N.J.

This Star on a
Phonograph MOTOR
means
"Made in the U. S. A."
by an organisation peculiarly fitted to make good motors

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
12th Ave., 31st and 32nd Street
Paterson, N. J.

TONE ARMS HORNS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

STANDARD METAL MFG. CO.
227 CHESTNUT STREET NEWARK, N. J.

Corinne Rider-Kelsey is an artist whose accomplishments place her in the front rank of America's gifted singers. Her first records appear in the Columbia record lists for October. People want records by this remarkable soprano—and a competitor cannot easily satisfy them with substitutes.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

started out with the sale of several large machines the first day. He can see nothing but "sunshine" ahead.

A Record for Quick Alterations.

It took exactly seven days to change the Wallace Brown Edison Shop, 31 East Grand River avenue, Detroit, from a one-store shop to a two-store shop. In that time the wall between the two stores was taken out, new partitions built, new demonstration rooms installed, new fixtures added and other improvements made. The Wallace Brown Shop now has thirty-five feet of frontage on the avenue, which is just double what it formerly had. It was necessary for contractors to work twenty-four hours per day to do the job in that short space of time. "It is because I have the greatest confidence in the Edison diamond disc talking machine that I have doubled my capacity and doubled my running expenses," said Mr. Brown. "The machine is getting stronger every day, and I find that wherever installed it gives splendid satisfaction. I am putting in a big stock of machines and records, and you can wager that they are going to be sold." Mr. Brown attended the convention of Edison retailers at Orange, N. J., during the early part of August. and spent a few days while East in New York and Atlantic City.

Sticking to Old Customers.

Clifford R. Ely, special representative of the Columbia, was a visitor in Detroit on Sept. 2. He told the writer—in fact he showed the writer the letter—that his firm refused to accept a hundred thousand-dollar order because it was from a new customer, the company feeling that it could not consistently guarantee to supply the new customer with that amount of merchandise when old customers were "hollering" for more goods. "While our people feel that they want all the business they can get, they prefer to make better customers out of those they already have rather than foster new ones," said Mr. Ely.

Mr. and Mrs. Max Strasburg and Mr. and Mrs. W. D. Trump, of the Max Strasburg Co., Detroit, spent a week during August at Mackinac Island.

Victrola for Henry Ford's Private Office.

Manager Heath, of the Max Strasburg Co., reports the sale of a $150 fumed oak No. 14 Victor talking machine to Henry Ford, of the Ford Motor Co., who has had same installed in his private office at the factory. The sale was made through F. C. Leibold, Mr. Ford's secretary. Mr. Heath says that $75, $100 and $150 machines are selling best, hence he is stocking up heavy on machines at those prices.

Emil Pathé a Visitor.

En route to the Panama-Pacific Exposition Emil Pathé, of the Pathé Frères Phonograph Co., stopped off for a day in Detroit. He was met by Henry C. Shea, general manager of the Pathé Phonograph Co., of Detroit, and taken to the new Pathé store, opened a few months ago at 114 Farmer street. Mr. Pathé told Mr. Shea (in French) that he could feel proud of his store, because he considered it one of the finest talking machine emporiums of all he had seen while in this country. In the afternoon Henry Ford called for Mr. Pathé and took him to the immense Ford factory, where he spent several hours going through the various departments.

Mr. Shea, of the Pathé Co., who is State distributer as well as conducting a retail store, is spending several weeks of each month through the State lining up agents and retailers. He is going about it carefully, desiring to get the very best representatives in each city.

Joe Adcock, of the W. F. Metzger Co., 501 Woodward avenue, Detroit, says that Victrola business in the new store has more than tripled every month. Up to August 6 he did as much business as during the entire month of last year.

Manager E. A. Andrew, of the J. L. Hudson talking machine department, has materially increased his sales force owing to the growth of his department. "It is coming better all the time, and by fall, we believe, this is going to be the most popular Victor store in Detroit." Mr. Andrew was in charge of the Hudson exhibit at the State Fair, where he had on display a full Victor line of machines.

H. R. Burns, of the Hudson talking machine department force, is back after an operation. Harry Wright, also of this department, is back after a business trip to the Upper Peninsula. Heath Ballagh has just joined this department.

At the regular monthly meeting of the sales force of the Hudson music department, held in August at the Hotel Statler, Manager E. P. Andrew discussed with his men plans for the coming fall. Each salesman was called upon to make a suggestion. The meeting was preceded by a dinner. The Hudson sales force in the piano, player and talking machine departments get together once a month to talk things over.

Contractors have taken possession of the new Woodward avenue quarters of the Phonograph Co. of Detroit, and expect to have all changes made and ready for occupancy by October 1. As previously reported, the first two floors will be given over to the retailing of Edison diamond disc machines and records, while the other floors will be for the wholesale department and general offices. From what can be learned it is to be one of the finest Edison shops in the country.

Sam E. Lind, assistant manager of the Columbia branch in Detroit, has been with the company for eleven years. Every dealer in the territory is his staunch friend, because "Sam," as he is familiarly known, has the reputation of meaning every word he says. "When Sam Lind tells you anything you can take for granted that it is so," remarked one dealer. One of the reasons why Mr. Lind has proven such a valuable asset to the Columbia Co is that he gets more enthusiastic about the talking machine business every week. He says he reads every line of matter in The Talking Machine World and in this way keeps thoroughly in touch with every section of the country. It is a pleasure to run across such real enthusiasts as Sam Lind.

LINDSTRÖM MOTORS
"The Motor of Quality"

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.
110 WORTH STREET NEW YORK

RECORDS

Should be **the big end of your business.** If it isn't, these ideas will help you make it so.

Standard List of Specially Selected Victor Records
Illustrated Mailing Envelopes for Monthly Supplements
Tamaco Record Stock System
Tamaco Delivery Envelopes
Tamaco Colored Label Code Signals

You'll be interested in these ideas—
Write for detailed information.

Is your record stock in shape for your Fall and Winter business?

Our record stock is complete

The Talking Machine Co.
VICTOR DISTRIBUTORS
12 N MICHIGAN AVE. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., September 10.—Talking machine dealers of the West and Middle West, taken as a class, are a pretty keen body of business men. They study, and are learning to study more all the time, the political and economic conditions which have such an important bearing upon the conduct of their business.

Typical of this is a certain successful but very modest talking machine merchant visiting Chicago jobbers only last week. He was filled to the brim with statistics and estimates of what he conservatively expected to do within the next four months, and when he was through explaining his forecasts it was easy to see why jobbers are telling of one of the biggest months in history.

"How can I help but do a big business?" said the man from the Hawkeye State. "Here we have the biggest wheat crop in history—over a billion bushels; a national corn harvest of nearly three billion bushels, and a billion and a quarter of oats. Now, I figure that with the national granaries in such shape my own territory cannot suffer very much from the surplus of rain we've had. Life out our way has become too complex for a little too much rain to spoil, and I am making my plans to fit national and not local conditions. I have already ordered twice the stocks that I sold last year and am getting everything in shape away ahead of time. I've decided on what and how much accessories to stock; I've figured out what stocks I will need of the 'always in demand' records, and I am ordering my advertising matter now. I am a firm believer in an ounce or more of preparation."

Local retail conditions are beginning to show a big improvement, which many say is the forerunner of a big and steady trade that will last until after Christmas.

New Store for Dixon.

Dixon, Ill., that busy little city a short ride west of here, is to count among its business houses a new talking machine shop. It will be opened within a few days by William Smith and will be located at 213 First street. Mr. Smith has not yet decided upon his complete lines.

Big August for Talking Machine Co.

"Our books for August show totals that just double August of last year," said R. J. Keith to The World this week. "I am looking for the biggest year we have ever had and am making plans for it. Record stocks are in good shape, but there is a bad shortage in all machines of the $50 size and over. Advance orders for machines and records are, to a great extent, placed in anticipation of the holiday trade, and it is a gratifying thing to note that dealers are ordering big quantities of what we call 'standard' records."

A. D. Geissler, general manager of the Talking Machine Co., is in Chicago on one of his regular trips. He will be joined here by his family, the members of which have been in California.

W. G. Griffiths, who has been floor salesman for the Talking Machine Co. for the past year, has been transferred to the traveling forces and now spends most of his time in calling upon the dealers in Michigan. George Cheatle, who formerly traveled this territory, is now calling upon dealers in the larger cities only.

H. L. Flentye, who has been city salesman, is now floor salesman, and C. L. Morey takes Flentye's old place on the city sales.

Howard Chartle in Chicago.

Howard J. Chartle, of the record department of the Victor Co., was in Chicago for a week helping local distributers to make up their orders for fall business. Mr. Chartle is on a trip that takes him to most of the principal cities in the United States and confining his attention to the facilitating of fall record shipments.

Building New Talker Store.

W. H. Sajewski, 1011 Milwaukee avenue, is building a fine new two-story building, which will house one of the best talking machine shops in that part of the city. Work is being pushed rapidly and the building will be occupied by November 1, in time for the big holiday trade that Mr. Sajewski always enjoys. This dealer is said to enjoy the largest trade in Polish records of any of the dealers in the Middle West. He also does a big business in other foreign records, as his store is located in the heart of a large foreign population. Both Columbia and Victor lines are handled.

Pathé Happenings.

H. K. O'Neill, of the Pathé-Pathephone Shop, returned last week from a trip to the East, where he enjoyed a visit to the Pathé factories and took advantage of the opportunity to witness the different processes of manufacture. He also posted himself upon the company's plans for the fall, including the formulation of catalogs of the better selling records of the Pathé library of 96,000 selections. In addition to the numbers selected the Pathé Co. is putting out about forty new records every month.

A fine new Pathé store is being opened at 4559 Broadway, near Wilson avenue, by Harry C. Meek, formerly of Marshall Field & Co. Three large mahogany and white enameled booths have been installed and a large space fitted up for use as a recital room. Offices are located upon a small balcony in the rear of the store. A large Pathé sign meets the view of the crowds that nightly throng this district. No one can miss the Pathé name, for a large red rooster, done in electric lights, flaps his wings so realistically that many have remarked that the only thing lacking is an automatic crow.

C. H. Kappmeyer, dealer of Chicago Heights, Ill., is a new Pathé dealer, as is P. Mattiotti, of La Salle, Ill., and the J. Herman estate, of Superior, Wis. The latter firm will handle the Pathé exclusively.

J. E. Lee, of Aberdeen, S. D., has opened three Pathé shops—one at his home city, one at Midway, S. D., and one at Fargo, N. D.

Goodwin in Optimistic Mood.

C. E. Goodwin, manager of the Phonograph Co., local Edison distributer, is in more than his usual optimistic frame of mind these days and can see nothing ahead during the coming months but prosperity.

"We are doing a phenomenal business," he said, "and the volume is running twice as large as last year. Our new styles are coming along in good quantities, and all of our dealers seem to be delighted with them. The so-called record situation no longer exists, as there is a constant production and our stocks are being regularly replenished. The regular monthly list of records is constantly showing a decided improvement."

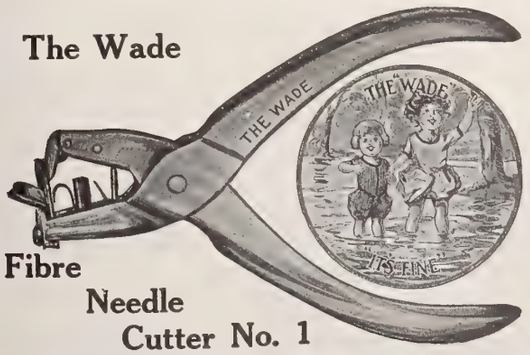
Mr. Goodwin proceeded to prove the latter assertion to The World man by playing for him a piano record by Andre Benoist, which is really an exquisite thing and marks another step in the conquest of acoustic difficulties. The record consists of "Arabesque," Rogers, and Grieg's "Butterfly" on one side and "The Two Larks," Leschetizky, on the other.

T. R. Johnson, formerly of the Victor forces, is now traveling in Indiana and Michigan for the Phonograph Co.

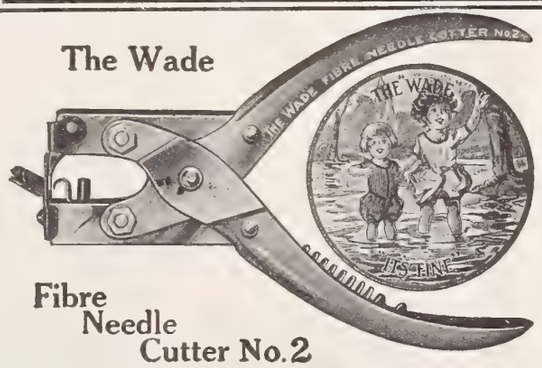
Tegtmeier Bros., who conduct an Edison shop at

(Continued on page 51.)

THE WADE—
THE ONLY PRACTICAL
FIBRE NEEDLE CUTTER MADE
RETAIL PRICES:—No. 1, $1.50; No. 2, $2.00

The Wade


Fibre Needle Cutter No. 1

The Wade


Fibre Needle Cutter No. 2

ORDER FROM YOUR REGULAR DISTRIBUTORS—
WE SELL TO JOBBERS ONLY.

WADE & WADE
3807 Lake Park Ave. CHICAGO

Victrola

Not to desire a Victrola is not to love music

Impress this fact upon the public, morning, noon and night, and you cannot fail to obtain plenty of business provided you give service.

We Give Service to Dealers

that makes it easy for them to please their trade.

Orders for Victrolas and Records filled instantly by our unrivalled corps of expert stock clerks, and as completely as factory conditions will permit.

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

Increase Your Victor Record Sales!

Pass on the "Do it Now" idea to your customers by mailing your Monthly Supplements in our exclusive Mailing Cover. Begin boosting sales *NOW.*

This Cover is new, up-to-date and artistic each month and is a *real sales booster.* Live dealers say it is the best thing on the market.

With each month's supply you get a new free seasonable newspaper "adv." similar to the reduced sample on the right.

Write at once for prices and exclusive rights for your city.

WE SELL BUT ONE DEALER IN EACH CITY

The cover is sent to you in this manner | Crease cover in center of gum strip | Draw edge of Supplement over sponge | Insert in gum strip | Fold in return post-card first | Fasten with clip | Ready for mailing, goes out for 1 cent

Hatcher & Young, Inc.

Successors to
ABBOTT-YOUNG-ADAIR CO.

508 South Dearborn Street
Chicago, Illinois

6408 South Halsted street, have opened a new store at 921 East Sixty-third street, where Edison goods will be handled exclusively. Besides a large central space the new establishment is fitted with one large and two small booths. William G. Tegtmeier is in charge.

New President of Cheney Co.

Charles S. McCoy has been appointed president of the Cheney Talking Machine Co., following the resignation of E. L. Howe. Mr. Howe found it necessary to relinquish the work of the office because of the added duties which a recent promotion in the forces of Marshall Field & Co. brought with it. Mr. McCoy is connected with the wholesale division of the Field interests. No successor has yet been appointed to succeed L. K. Scotford, who resigned as vice-president and manager of the company some time ago.

C. J. Wietz has succeeded Harry C. Meek in the management of the retail talking machine department of Marshall Field & Co.

Columbia Co. Had Remarkable August.

The local offices of the Columbia Graphophone Co. scored on August 31 of this year one of the most notable increases of business that the house has ever witnessed, the total showing being nearly four times that of August, 1914.

"To be exact," said Charles F. Baer, local manager, "the increase registered is just exactly 285 per cent. Mind you, this is increase, so that our complete volume is 385 per cent. compared with last year's 100 per cent. The increase has been in all departments, wholesale, retail and Dictaphone departments. I can ascribe no reason for this wonderful record except the steady improvement in Columbia products and the fact that the parent company is doing extensive advertising in a co-operative way for the dealer's benefit. For instance, our monthly list published in the local dailies gives the new records of the month and the name and address of each dealer in Chicago from whom our goods can be procured. That this work is effective is evidenced by the large number of letters of appreciation received from our dealers.

The call for machines has been equally distributed among all types. Records likewise balance well, although I rather think that dance records are giving way to a certain extent to operatic and high-grade classical compositions.

Our record stocks are in good condition and we do not anticipate any great shortage, as ample provision has been made. However, I would advise the dealer to register his needs with us as soon as possible. We are continuing to produce the same designs in cabinets and there will be no change this year whatever, so that there will be no interference of this sort with either the production or distribution of Columbia goods.

Mr. Baer has but recently returned from a motoring trip through the dells of Wisconsin. He is now leaving on another trip in his motor, during the course of which he will visit a number of Columbia dealers in several towns in Wisconsin plans are Milwaukee, Fond du Lac, Oshkosh, Appleton, Green Bay, Sturgeon Bay, Marinette, Menominee, Escanaba, Ishpeming, Houghton, Hancock and Calumet. Mr. Baer hopes to help the dealers considerably in their preparation for the holiday rush.

W. C. Fuhri, district manager for the Columbia Co., is on a trip to Indianapolis and Kansas City, Mo.

Cabinet Calls Run Heavy.

Manufacturers of cabinets report that calls for talking machine cabinets are now coming in heavier than ever before so early in the season. John F. Mortensen, of the Salter Manufacturing Co., in discussing the subject, said: "This tendency of the dealers to place their orders early cannot be commended too much, and especially this year. Despite the fact that manufacturers are greatly increasing their output, I still believe that the demand will exceed the supply and that we are going to have a really enormous business. Certainly the dealers who are getting their stocks in now will be free from disappointment and worry and will have just that much more time in the holiday season to devote to their actual sales promotion work.

Dealers Ordering Early.

L. E. Noble, assistant manager of the wholesale talking machine department of the Rudolph Wurlitzer Co, has returned from a two weeks' vacation spent at Lake Koshonong, Wis., where it is alleged he caught a pickerel. The charge has not been proven, however, but affidavits are being prepared.

"The dealer this year is displaying considerably more foresight than he did in the past season," said Mr. Noble, "and you would be surprised at the large number of big shipments that have been ordered and delivered during the past month and which, mind you, are designed for the holiday trade. Stocks are beginning to drop a little behind now and those who had the nerve to order this early will be glad they did, for they are certainly going to benefit by it. Our books show that the wholesale business during the past month has been nearly 50 per cent. over last year, and that is certainly cheerful."

Vitanola Co. Enlarges Space.

The Vitanola Talking Machine Co., of this city, has leased and is now moving into additional rooms on the same floor as its present quarters at 17 North Wabash avenue. The new arrangements will increase the total floor space some 300 per cent. In discussing the expansion, H. T. Schiff president of the company, said: "Our business has been growing rapidly right along and it has recently become a problem as to how to handle things in the limited space we have had heretofore. We are now shipping all over the country and repeat orders are coming in right along. Naturally we were very much pleased when we secured these quarters, for we know that the holiday trade is going to be immense. We are already being kept busy with fall

(*Continued on page* 52.)

YOUR COMPETITOR'S STORE

is no place for your customer to buy a talking machine.

Your customer won't think so either after he has found that you carry the

VITANOLA

which plays Edison, Victor or Columbia records without any change of equipment. Its beauty of design, quality of construction and finish and its perfection of tone will make an immediate appeal to your trade.

——And, your generous profit in selling it will make an immediate appeal to *you.*

BIG DISCOUNTS TO DEALERS

Write now in preparation of the big Holiday trade that is sure to come. Catalog.

VITANOLA TALKING MACHINE COMPANY

17 N. WABASH AVENUE **CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51).

deliveries and are working up big stocks in anticipation of one of the biggest seasons that the trade has ever seen."

Prominent Visitors from France.

Chicago was favored some three weeks ago with the visit of two of the most prominent talking machine men of Europe. They were Emil Pathé, head of the varied Pathé industries, and his son, Charles. In company with Eugene Widmann, of the Pathé Frères Phonograph Co. of America, they visited Chicago to become acquainted with the opportunity of the Pathé in the Middle West and the work that has already been done in Chicago.

New Columbia Dealer.

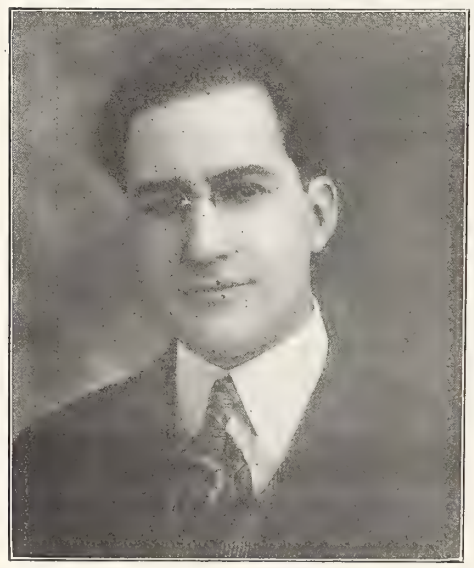
Patterson Bros., dealers in pianos and musical instruments at Evanston, Ill., have taken on the Columbia line and plan a vigorous representation in the exclusive university town on our northern boundary.

To Handle the Sonora Line.

Irving Zuelcke, of Appleton, Wis., will handle the Sonora in that city and will also travel that section in the interests of the company's Chicago office.

Talking Machine Man Marries.

William R. Martin, Western representative of the Sonora Phonograph Corp., whose offices are maintained at 305 South Wabash avenue, has joined the ragged ranks of the married men, taking a wife unto himself on August 17 in the person of Miss Matrice Geisler, of Indianapolis. Mr. Martin has been making regular trips to Indianapolis for the past two years and decided it was enough, so when a party of friends, including Miss Geisler, took the



William R. Martin.

Lakes trip what was more natural than for Romeo Martin to do than to insist on a stop at Duluth long enough for the solemn words?

Mr. Martin has done something besides marry during the past summer, however, as he has spread the name of the Sonora far and wide in the Middle West and appointed a number of new agencies. The newest of these are: Miles Music Co., of Duluth, Minn.; Watson & Lister Piano Co., of Minneapolis; Werve Furniture Co., Kenosha, Wis, and William Strickler & Sons, Polo, Ill

Rite-tone Attachments.

The Combination Attachment Co., 624 Michigan avenue, this city, is highly pleased with the reception being given its product throughout the country. The Rite-tone attachment for playing Edison disc records on Victor machines has the special advantage of playing the record by a natural method, the sound box retaining its normal position. The tone vibrations travel from the record through the jewel point, through a violin-wood frame and finally through a regulation steel needle to the diaphragm. Excellent tonal results are obtained and with the use of the counter-balance, also made by the company, the surface of the record is not damaged, as the pressure of the jewel point is adjusted to just the right degree. The normal tone procured through the Rite-tone device is exceptionally pleasing in quality, but if a very soft effect is desired it can be obtained by the use of a "soft pedal device," which is applied to the attachment itself and, mark you, not the sound box.

The manufacture of the Rite-tone attachments is under the direct supervision of William Tures, the inventor, and who is the vice-president and secretary of the company. Mr. Brace, the president, also devotes his entire time to the business of the company and is a man of wide experience in the manufacturing line.

Solves Lid Problems.

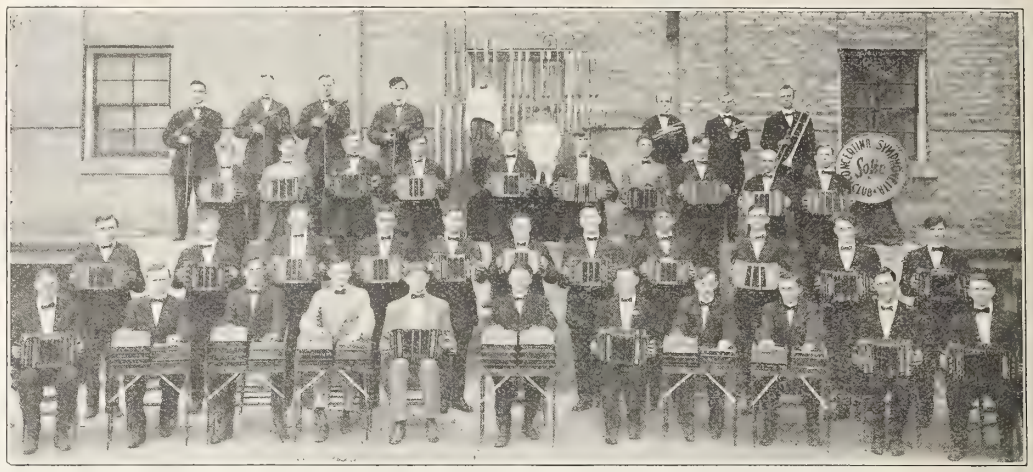
The Chicago Hinged Cover, Support and Balance Co., of this city, is now on the market with a device that would appear admirably fitted to do away with difficulties experienced by talking machine manufacturers and dealers ever since the time that the horn machine went out. The invention is designed as a balance and support for any hinged cover, but the company for the present is concentrating its entire efforts on the talking machine trade because of its especial adaptation to talking machines and because of the enthusiasm with which its demonstration has been received in this line. In raising the top of a talking machine for the purpose of

MADE UNIQUE RECORDS.

Notable Concertina Selections to Be Given Trade by Columbia Co. as Result of Recent Work in Chicago—Will Excite Some Interest.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 7.—Great interest has been excited in the trade here by the recording done by the Columbia Co. last month, and the article in the August World was read with avidity by those who were able to visit the temporary laboratory while it was in operation.



Solar's Concertina Club Which Made Columbia Records.

In some respects one of the most unique instances of recording was that of Solar's Concertina Club, literally a concertina orchestra of thirty-eight pieces—all "accordeons." Louis Solar, the organizer and conductor of the club, is a well-known music and talking machine dealer at 3558 West Twenty-fifth street. The club recorded four Bohemian selections, two marches and a couple of two-steps, and also a couple of American marches.

Mr. Solar's two sons, Louis, Jr., aged twelve, and George, aged seven, who are experts with orchestra chimes, recorded "Hearts and Flowers," the Morrison "Meditation" and two numbers, "Flower of Paradise" and "Xenia," by Frank Vogener, a Chicago composer.

Besides the above and the artists mentioned in the story in the August World, notable records were made by Miss Helen Protheroe, the talented daughter of Daniel Protheroe, the director of the Irish Choral Society of this city, who sang a number of exquisite Welsh folk songs and ballads. Some exquisite violin numbers were recorded by Ivi Stelowski. Norwegian folk and patriotic songs were sung by Carston Woll. Enrico Palmetto, known as the Danish Caruso, recorded the "Prologue" from "Pagliacci." Anton Heindl, the Columbia's "European manager," and Mr. Freiberg, the recording expert, under whose direction the work was accomplished, went back to New York more than satisfied with the results accomplished and greatly impressed with Chicago's foreign musical talent.

RITE-TONE ATTACHMENT AND COUNTER BALANCE
RETAIL PRICES

Sapphire, Nickel R-T	$5.00
Diamond, Nickel R-T	8.00
Extra for Gold Plate	1.00
Counter-Balance with R-T Nickel	1.25
Extra for Gold Plate	1.00

Sample to Dealers. Discount 35%.

RITE-TONE ATTACHMENT

Plays EDISON DISC RECORDS on the VICTROLA. You must hear it to appreciate it.

Use the COUNTER-BALANCE on VICTROLA. Used with all records and preserves them. We especially advise this with fibre needles.

MAKE A HIT WITH YOUR CUSTOMER, PLAY RITE-TONE

It stimulates the machine and record business. Makes satisfied customers.

The talking machine merchant can now sell the owner of a Victor machine a device which will play *perfectly* Edison records. The Edison dealer can sell records to *Victor* owners. *Free* until Oct. 1, we will give one Counter-Balance free with each Rite-Tone either nickel or gold.

How to KNOW Send for full descriptive circular or, better, send cash with order for outfit (35% discount to established dealers) on ten days *approval.*

COMBINATION ATTACHMENT CO.

SOLE OWNERS AND MANUFACTURERS

624-626 S. Michigan Ave. Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 52).

adjusting the record it is not necessary when using this invention to actually lift the cover and hold it until the automatic catch secures it, as the tension of a steel spring applied by means of a lever forms an equivalent counterbalance. It only requires a slight touch of the finger to raise the cover or to close it, and the danger is obviated of slamming the cover, with results annoying to the ear, to the machine and oftentimes to the fingers of the manipulator.

It is a very simple and inexpensive device and it promises to achieve wide popularity. Several manufacturers have arranged to use it on their product, and the company is also prepared to supply it to dealers for equipping the machines they have in stock and also those in the homes of the owners. This can be readily done by means of the company's instructions.

F. E. Levanseler, a well-known civil and mechanical engineer of the city, is the inventor, and associated with him in the business of manufacturing and marketing the device is J. L. Abbott, of the John A. Bryant Piano Co., the well-known Wabash avenue piano and talking machine house. C. F. Winegar, a young man of ability and energy, is the sales manager, while C. N. Friend, of large acquaintance with the manufacturers in all lines, will travel in the interests of the company's product. The offices are at 144 South Wabash avenue, this city.

Department H to Enjoy Big Space.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, outlined to a World representative to-day the space that Department H will occupy in the new Lyon & Healy building, now being erected on the northeast corner of Jackson Boulevard and Wabash avenue.

"We will have one-half of the main floor," said Mr. Wiswell, "which will be devoted to display rooms for Victor goods and six inclosed retail machine salesrooms. The first floor will also include a large concert hall, which will be made easily accessible to passers-by. We will also have all of the second floor, which will be devoted to both wholesale and retail record departments and the departmental offices. There will be twenty-six individual rooms for the use of our record customers. The entire ninth floor will also belong to our department and will be used for the wholesale record and machine stocks.

"We are all very anxious to move into the new building, for the present tremendous business, combined with our somewhat limited quarters, is at times inconvenient. We have had the most wonderful August in our history and our records show a surprising increase over last year, which in turn was bigger than the year preceding, despite the war conditions. Our record stocks are in fine shape now and we are making every effort to keep them so during the fall season; the machine stocks likewise. I have just returned from a short trip through Michigan, and find all the dealers in that section very optimistic in regard to business prospects.

The Chicago Hinged Cover Support and Balance

counteracts the weight of the talking machine top, making it easy for the smallest child to raise it.

No slamming of cover. Eliminates noise. Prevents injury to careless fingers. Avoids damage to machine.

Top can be raised to any desired height where it maintains itself. A slight touch of the finger furnishes enough impetus to either raise or close top.

We have concluded arrangements with several talking machine manufacturers to adopt our device.

We supply explicit instructions to the dealer enabling him to equip machines in stock or in the homes of the owners.

Chicago Hinged Cover Support & Balance Co.
(NOT INC.)
144 South Wabash Avenue CHICAGO

"We have at last chosen a new man for the head of the large retail record department in the person of William H. Nolan, who was formerly a traveling representative in the educational department of the Victor Talking Machine Co., which is headed, as you know, by Mrs. Frances Clark. Mr. Nolan is a man of wide experience in this business, and under his direction I expect that department to make rapid strides."

Trade Plans Extensive Publicity.

F. K. Anderson, of Hatcher & Young, Inc., is only one of many to notice the remarkable spurt that the month of August has shown. In speaking of this Mr. Anderson said: "Never in our history have we had so many advance orders for Victor cover supplements, electrotypes and other advertising matter. Evidently dealers are preparing for a tremendous year and are planning their publicity accordingly. A very noticeable thing is that they are endeavoring to get their matter into the hands of the public unusually early this year. This is keeping us mighty busy just now, but we far prefer such conditions to that caused by the receipt of holiday orders at the last minute. It takes time to prepare correct expert publicity, and the public is beginning to realize this."

Won Exposition Honors.

John Gabel, president of the Automatic Machine & Tool Co., manufacturer of Gabel Entertainers, and of which Mr. Gabel is the inventor, returned from a trip to the Panama exposition a week or so ago.

Mr. Gabel is duly proud of the fact that the entertainer was awarded the gold medal for automatic talking machines by the exposition authorities, and the official award ribbon, backed by a large banner announcing the award, has been handsomely framed and occupies space on the wall of the company's offices. The exhibit, made by the Gate City Music Co., California representative of the Gabel Entertainer, in the Liberal Arts Building of the exposition, proved very successful from a business point of view, and has had a worldwide effect, judging from the substantial shipments of the Entertainers which have been recently made to Hawaii, the Philippine Islands and Australia.

Personals and Visitors.

Recent visitors to the talking machine trade included H. M. Piggott, of the Piggott Music House, Keokuk, Ia.; Mr. Pophal, of the talking machine department of the Golden Rule Department Store, St. Paul, Minn.; E. A. Vaughn, of Princeton, Ill., and Mr. Fox, of Beardstown, Ill.

The new addition to the family of C. L. Davidson, of the Talking Machine Shop, is getting along fine and his daddy says he is getting stronger every day—that is, his voice. The young gentleman has been named Robert George. This is Mr. Davidson's second child, as he has a daughter, Kathryn, who is a couple of years older.

Richard A. Noelck, of Noelck & Paus, Sturgeon Bay, Wis., was in the city early in the month placing his fall orders for Columbia goods.

Frank Cook, Illinois and Indiana traveler for the Columbia Graphophone Co., and his wife have returned from a two weeks' trip to the East, where he visited the New York offices of the Columbia Co. and the factories at Bridgeport. Washington, D. C., also formed a part of the itinerary. Arthur T. Boland, manager of the retail department, accompanied Mr. Cook and his wife.

W. H. Robinson, of Kenosha, Wis., and A. G. Kunde, of Milwaukee, were visiting dealers of the month.

Frank A. Tatner, of the local Columbia forces, has returned from a visit to his parents at Animosa, Ia.

John Gronley, manager of the North Shore Talking Machine Co., has just returned from an enjoyable vacation spent at White Lake, Mich.

C. Burns, buyer of the talking machine department at Wiebolt's, was recently married.

A. A. Trostler, manager of the talking machine department of the Schmelzer-Arms Co., of Kansas City, Mo., passed through Chicago last week on his way East.

J. S. Calerad, of Ray Bros., and his brother, Charles, of the Krausgill Piano Co., were two visitors from Louisville, Ky., recently.

R. L. Berry, talking machine dealer of Springfield, Ill., was a recent visitor to Chicago.

Mrs. Frances Clark, of the educational depart-

(Continued on page 54.)

THE PUR-A-TON NEEDLE HAS PAR-A-MOUNT QUALITIES

TONE—VOLUME—PERMANENCY

FOR ALL LATERAL CUT RECORDS

Look! Dealers

TEN DAY OFFER
FREE SAMPLE
ON APPLICATION

EMERALD TALKING MACHINE NEEDLE CO.
428 GRAND AVENUE, MILWAUKEE, WISCONSIN

ment of the Victor Co., passed through Chicago on her way West.

R. Sonneborn, of R. Sonneborn & Sons, La Porte, Ind., was a recent visiting dealer.

L. C. Wiswell, of Lyon & Healy, is on a visit to the Victor factories. He will stop at Cleveland, Pittsburgh, Detroit and other cities on the way.

James F. Bowers, secretary of Lyon & Healy, has just returned from a vacation spent with his family at Asbury Park, N. J.

FEATURED COLUMBIA IN PARADE.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 5.—Every year the town of Highland Park has what is called "Highland Park Day," when all of the local merchants and other residents boom the town in any way possible for them to do A parade is always held and each tries to outdo the other in the matter of floats, etc. Here is the float of E. F. Pratt, who handles Columbias exclusively in that silk-stockinged North Shore town. Inside the machine was carried a style "Mignonette" machine with a generous supply of records. It was kept playing

E. F. Pratt's Columbia Float.

constantly during the procession and attracted a good deal of attention. Although the float is not as elaborate as some we have seen, it is said to have been very effective and drew much business to Mr. Pratt's store.

MAKING GOOD IN WEST.

Chester Abelowitz, Manager of the Herz Talking Machine Department in Terre Haute Is a Progressive Young Man.

(Special to The Talking Machine World.)

CHICAGO, ILL., September 5.—There passed through Chicago a few days ago one of the most energetic young men that the Western talking machine trade can boast. Chester Abelowitz is the name and it is one that nearly everyone who lives within fifty miles of Terre Haute is acquainted with Mr. Abelowitz was passing through town on his return from the East, where he visited, among other places, the Victor factories at Camden. Mr. Abelowitz is yet but a young man, having but recently celebrated his twenty-fifth anniversary, but he has applied himself so diligently ever since he first began to learn the business with his father twelve years ago that he has completely mastered all of the ramifications of the retail trade and is better posted in it than many men twice his age.

He first began his work in the trade when he entered his father's store in New York City in 1903. His father, Abraham Abelowitz, gave him every opportunity to learn all of the details, practically letting him manage the business. Later young Abelowitz joined the forces of Fred'k Loeser & Co., in Brooklyn, and later the Musical Instrument Sales Co., where he was connected with the talking machine department of J. N. Adam, of Buffalo. Later he had charge of the dry goods company at Terra Haute, Ind., and from there made his last connection with A. Herz.

The experience that Mr. Abelowitz has enjoyed convinced him of the utter necessity of talking machine merchants standing together, and he has always been an ardent advocate of trade associations. Only recently a meeting of Terra Haute dealers was called at his office, where a skeleton association was formed and a number of restrictive agreements entered into. For one, it was practically decided that 6 per cent. interest be required on all deferred payment sales. It was also tentatively agreed to put a limit of twenty-four hours on all offers by the merchants to release records and machines on approval. Both measures were entered into with considerable enthusiasm by the dealers in attendance, as there has been much trade abuse in these directions. The meeting had in attendance most of the prominent dealers of Terre Haute

Chester Abelowitz.

and several from surrounding towns. Further steps are planned in making the Hoosier organization one of the strongest in the country.

Grade "B" $4 each
Cotton interlining

Grade "A" $5.75
Felt interlining

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

Heavily Padded and Quilted
(*Made in two grades*)

No more bruised or scratched cabinets; no more excess polishing charges to reduce profits—Lansing covers pay for themselves the first month.

MADE FOR ALL SIZES OF PHONOGRAPHS

Write for booklet

E. H. LANSING
611 Washington St., Boston, Mass.

John M. Dean CORPORATION
PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of
TALKING MACHINE
NEEDLES

Everybody knows the talking machine industry is prospering—but some of you do not realize that the marvelous *present rate* of growth of Columbia Grafonolas and Columbia Double-Disc records, has made it necessary for us to again increase our factory output considerably.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

HAWAIIAN ARTISTS MAKE RECORDS.

Among the artists who visited the laboratory of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, to record for the Pathé disc library were Helen Louise and Frank Ferera, comprising a Hawaiian troupe of great popularity. These artists spent quite some time at the Pathé headquarters, making a number of selections which will be announced in the near future.

Frank Ferera, the leader of this troupe, is an

Frank Ferera.

artist of unusual accomplishments and recognized as one of the most popular artists on the Hawaiian Island. The Louise and Ferera Hawaiian troupe recently arrived in this country to start on an extended vaudeville tour, and as they will play "big time," their records will prove quite a drawing card for Pathé dealers along the circuit.

DEMAND SHOWS BIG INCREASE.

President McNulty Pleased with the Interest Manifested in the Wonder Talking Machines.

"The demand for our line of machines has been far greater than we had ever anticipated," said H. B. McNulty, president of the Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, manufacturer of the Wonder talking machines. "Although we had every reason to believe that our machine would meet the demands of the trade for a line that combined quality and moderate prices we have, nevertheless, been considerably surprised by a large number of inquiries which we have received to assign dealer territory in all parts of the country.

"All of our Wonder models are sharing in this demand, the Nos. 4 and 5 retailing at $15 and $20, respectively, meeting with particular favor. In addition to the orders from dealers in this country, we have also been receiving inquiries from several foreign talking machine merchants, who have been greatly impressed with the sales possibilities of our products. We are exercising every means at our disposal to ship our orders promptly and co-operate with our trade in every possible way."

SALESMEN VISIT VICTOR PLANT.

In order that its traveling representatives may be fully conversant with the various ramifications of the immense plant of the Victor Talking Machine Co. at Camden, N. J., and the progress being made on the many new buildings now in course of construction, the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, arranged for four members of its sales staff to spend an entire day at the plant last week. The salesmen making this instructive trip consisted of L. W. Bishop, F. R. Burnham, Charles T. Reinhart and Edgar S. Palmer, all of whom thoroughly enjoyed the tour of inspection and were amazed at the tremendous strides that the Victor Co. has made in the past year in the point of new buildings and increased facilities.

MORE ROOM FOR GRESSETT HOUSE.

A Meridian, Miss., paper announces that the Wagner property, adjoining the Citizens' National Bank, was transferred to the Gressett Music House for the sum of $21,000. This property is now occupied by Ware & Kendall, on the first floor, as a drug store, and as soon as their lease is out it is the purpose of the A. Gressett Music House to occupy the building, first, however, making considerable improvements and fitting it especially for their line of business. It is also their purpose to add two or three stories to the building later on. The Gressetts own the property they now occupy on Fifth street, which they will continue to occupy until the move is made to the new store. Considerable space will be given to the Victor in the new quarters.

FOR EDUCATIONAL WORK.

The Forseman Educational Record Corporation, of New York, has been incorporated, with a capital stock of $300,000, for the purpose of manufacturing sound-producing and talking machines for educational purposes, publishing, engraving, pictures, etc. The incorporators are W. B. Hord, F. M. Hemphill and W. D. Ackerson.

NEW VICTROLA XVIII FOLDER.

The Victor Co. has just issued a new folder devoted to its most expensive type of machine, the new Victrola XVIII, retailing at $300, and the Victrola XVIII Electric, selling for $350. The folder calls attention to the artistic cabinet work of this new instrument, together with a large illustration, accompanied by detailed specifications.

A four-page circular relative to the Stevens bill was enclosed with this Victrola XVIII folder, urging the dealer to write to his representative in Congress urging its passage.

LINDSTRÖM MOTORS
"The Motor of Quality"

THE *Imperial* PHONOGRAPH

"Pure and Sweet in Tone"

COLONIAL STYLE TEN
$100.00.
Mahogany and Oak in Satin Finish.

LOUIS XVI. STYLE FIFTEEN
$150.00.
Mahogany and Oak in Satin Finish.

LOUIS XV. STYLE TWENTY
$200.00.
Mahogany and Oak in Satin Finish.

In *The Imperial* talking machine we have not overlooked a single detail which might contribute to its beauty and tone quality, but have aimed to make the ideal instrument for the home to become recognized for its pure and sweet tone.

The elegance of style and finish commend *The Imperial* to those who are particular and want something a little better. It was the idea of improvement and individuality that brought out *The Imperial.*

With the thousands of records that are available and *The Imperial* to reproduce them, the most critical parties can be satisfied.

The excellence of tone is unchallenged and this with the beautiful and artistic case designs puts *The Imperial* in a class by itself. The popularity of our product is linked in the chain of TONE—DESIGN—FINISH.

IMPERIAL TALKING MACHINE COMPANY
Write To-day for Price and Territory **Milwaukee, Wisconsin**

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—The talking machine business in Philadelphia for August is simply the same old story of every other month of the year—a gain of at least 100 per cent. over last year. It is hardly possible that there is any other business in this country which is forging ahead with the same speed. There seems to be no limit to it, except the limit of the dealers in being able to secure goods. There is a shortage to-day of Victor goods at all the Philadelphia stores, not as much so as has been the case in some years past, but this year I find that there is much less complaint regarding records, for the manufacturers have been able to keep up with the great demand in this line of their business.

During the month of August there has been no change in any of the firms here. It has been a long time since the Victor Co. would accept any more agencies, and the Edison Co. has tightened up on new appointments. The last Columbia dealer here has been the Grant Furniture House, 1025 Arch street, which has already demonstrated, in the six weeks it has had the machine, that it will be able to dispose of a great many Columbias.

Exclusively Wholesale Policy Pays.

Louis Buehn & Co., who recently eliminated the retail business from the firm and are now exclusively distributers of the Victor, note that their August business went way beyond their expectations and their September business has started with a rush. They note that if the business of these two months is to be considered a precedent of what they may expect to follow, they will have the greatest business in their career. Mr. Buehn, who has been spending much of his time during the summer at his cottage at Ocean City, expects to come back permanently to his desk the day after Labor Day. F. B. Reineck, the secretary of the company, has just returned from a two weeks' vacation, spent at Atlantic City. Mr. Reineck states that the firm's stock of records is much larger and in better shape than ever before, but while their stock of machines is not complete at the present time the manner in which they are coming through from the factory is extremely encouraging to them.

The Edison Dictating Machine.

The Edison Dictating Machine Co., on Chestnut street near Ninth, has been having a very active August. It has placed a number of machines with the firm of John T. Lewis & Bro., with the P. H. Chandler Shoe Co., of Vineland, N. J.; the Automobile Sales Corp. (Cadillac) auto company and others. The Edison Transophone is being purchased altogether for the transcriber, as it proves a great time-saver in making the machine repeat. The company's prospects for September are good.

Plan Extensive Alterations.

The Pennsylvania Talking Machine Co. will start extensive alterations next week. It will make an entire renovation and will materially increase its booth capacity. Its business in August shows an increase over last year of more than 100 per cent. in spite of the very gratifying month it had in 1914. It has every reason to believe that September will duplicate this record, if not advance over it. In fact, before the month started the company had sufficient business on its books for the month to make this record, and it could carry its business through with a 100 per cent. increase up to the first of December if it received no further orders. It will direct its general endeavor to taking care of the firms now handling the Columbia, and is not making much effort to get new agents. During September the firms with which the company was able to place the machine were the J. M. & E. D. Campbell Co., of Allentown and Easton, and the D. Andrews Co., of Williamsport and Sunbury.

Big Increase with Penn Co.

The Penn Phonograph Co. reports that its business in August has been limited only to the amount of stock it was able to secure. It ran more than 75 per cent. ahead of any previous August it has had, and it has started in September with more orders than it can conveniently fill. The company notes a shortage on machines and is entirely out, at present, of certain numbers.

James B. Miller, of the Penn Co., went away on Saturday for a three weeks' vacation, which he will spend at Atlantic City, taking his family with him. T. W. Barnhill, of the same company, returned Monday from an automobile trip to Baltimore, Washington and the eastern shore of Maryland. The firm reports that it has a very fine record stock, the largest it has ever had, and it is very complete.

Burkart & Blake Plan Active Campaign.

Burkart & Blake, the largest handlers here of the Edison, report that their business in August was very fine and it was very much better than they had anticipated. They are about to put on a couple of extra men and a new man in their repair department. Among the new salesmen will be Gilson Blake, of Jacksonville, Fla., a nephew of Mr. Blake, of the firm, and H. G. Bentley, who was formerly with the company, has again returned to their employ. The Philadelphia Edison dealers will shortly hold a joint convention, at which the eminent contralto, Christine Miller, will be an invited guest. The firm has been doing well with the Edison cylinder machines and in August it sold a number of the new style of machines. The record proposition is improving all the time.

The talking machine department of Gimbel Bros. will be placed adjoining the piano department in the new Gimbel music section as soon as booths, etc., are ready. The department will be removed from the fourth to the seventh floor, where it will have double the space of its present location.

Manager Comerer, of the Wanamaker department, reports that their business was very much heavier than last year and that they have received a number of the new style $300 and $350 Electrolas with the electric motor. He says he finds that there is a tendency among record buyers to get back to the Red Seal records.

Pen Your Victor Orders to Penn

You are now approaching the busiest season of the year and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So dig hard for business and rely upon us to help you make more profits.

Look over your stock today and "pen your Victor orders to Penn" and become acquainted with our fast service.

Penn Phonograph Company

17 South 9th Street *Philadelphia*

DESCANTS ON NEW REPRODUCER.

Dr. Alva D. Jones Gives Details of New Reproducer, Which Is Made of a Special Rubber Composition—Makes Important Claims.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 8.—Chatting with Dr. Alva D. Jones, of this city, regarding his new reproducer, he said: "I have accomplished this wonderful achievement after years of experimentation and study, and I have found that if a composition of matter, such as, for instance, in the case of rubber compounds, be properly arranged into a common mass, and each compound being cured to the proper degree of rigidity and a diaphragm such as mica when properly treated to remove its characteristic metallic resonance, but yet leaving it in a condition of extreme elasticity, be suspended in a proper manner in this mass, that results can be obtained in the reproduction of sound which are really superior to the original instrument or human voice producing the tones—if the recording is good. This seems impossible, but there is a mechanical reason, and I am demonstrating the above statement daily in my studio.

Dr. A. D. Jones.

"To successfully reproduce an original vibration, such as, for instance, in the case of the human voice, the body portion of the instrument itself must be of substantially the same density or varied degrees of density as is found in the human body. The main structure of the instrument must have no resonant qualities in itself and must be capable of yielding to a limited extent in sympathy with the vibrating diaphragm without changing the speed of the control vibrations being transmitted from the record undulations.

"To illustrate more clearly we will take the case of the human chest, which has the densities of bone, cartilage and softer parts. Now let us speak with our hands resting on our chest, and we will feel the vibrations resulting from the sound of the voice distinctly. Still the chest, with respect to its structure, is non-resonant, and the vibrations passing through the chest are in perfect step with the vibrations of the voice. This fact is borne out very substantially in a simple test that anyone may

(*Continued on page* 58.)

"My job was to put bolt No. 216 into Ford cars. One day I dropped my wrench and before I could pick it up, I was 12 cars behind. So they fired me." Alleged to have been said by a former worker.

BACK of the amusing side of this story looms the serious importance of specialization. It shows that a man or an organization that can do one thing well, and do it better than any one else, will give better service to those requiring it than could possibly be secured from those with divided interests.

On record orders we fill from stock over 90% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

When we dropped the retail Victor department, we did so primarily with the plan of STRENGTHENING our wholesale interests. To voluntarily drop a profitable department shows how we regard the interests of the retail Victor merchant.

And to show how the retail man regards Buehn Victor Service, let us say that we have added a number of new accounts since this campaign started. Buehn Service was always good service but when we announced our WHOLESALE EXCLUSIVELY policy, it gave these trade members a clearer visualization of just what would be accomplished for THEIR benefit when our efforts would be concentrated upon one merchandizing plan.

Even a small fraction of your business will enable us to give you a practical demonstration of Buehn Victor Service.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

DESCANTS ON NEW REPRODUCER.

(*Continued from page 56.*)

make by placing the mouthpiece of a telephone firmly against the chest and speaking. In this way you may carry on a conversation with the party at the receiving end, who will hear you clearly. But taking the case of the talking machine and dealing more particularly with that part which has to do with the reproducing of the sound impressions on the record—as it has been made in the past—we find its body portion invariably made of metal, which is one of the most resonant of substances, and has a speed of vibrations many times faster than the vibrations of the human voice or vibrations occurring in music which are controlled by human characteristics.

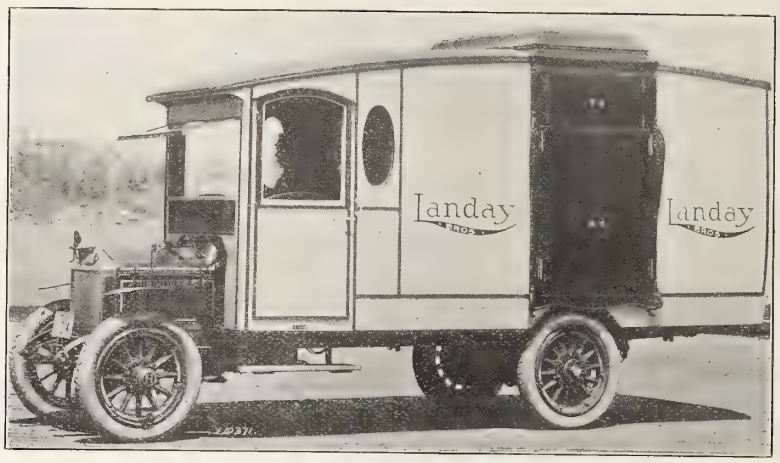
"Every piece of metal has a characteristic low, but yet sharp, tonal quality, which is predominating, and when this tonal quality is approached by musical tones there is an immediate adulteration of the musical vibrations through the well-known laws of sympathy. The destructive effects of metal have been well understood by piano manufacturers for the last fifty years and they have avoided all the possible use of metal in the construction of this instrument. When the piano expert enters your home to tune your piano he frequently finds a piece of metal which has been carelessly left lying about the room which has sympathized with the vibrations resulting from certain tones coming from the piano. When this is removed the piano trouble is removed.

"It is a well-known fact that through the laws of sympathetic vibration a drinking glass may be broken by striking strings on the violin, coming solely from the sympathetic vibratory relations existing between sound-producing elements. In conclusion I will say that when a record is made all of the metal is engraved in the record grooves that is necessary in the case of brass instruments, and if we have a metallic reproducing instrument the sympathy of the metal resulting from the brass instruments through the medium of the record undulations will excite to distress and vibrations the metal part of the reproducer; then we get a foreign sound, which comes from the reproducer and predominates the original tones. This same condition holds good in the human voice."

LANDAY BROS. NEW MOTOR TRUCK

Has Won Many Compliments Because of Its Original Construction and Advertising Value.

The accompanying photograph will give a fair idea of the attractiveness and general character of the new motor truck put into use by Landay Bros., Victor distributers, some two months ago. This truck has become a familiar figure in local territory during the past few months, and has invariably caused considerable favorable comment because of its decided originality and many unusual features. The truck is certainly worth all the commendation it receives, as it represents the acme of perfection in the way of maximum efficiency in delivery, and furnishes an ideal medium for high-class Victor publicity.



New Motor Truck Owned by Landay Bros., and Much Admired.

The new Landay motor truck, as may be readily seen by the illustration herewith, is distinctive to a degree, as, in addition to its unusually large carrying capacity and limousine body, its design includes on the sides a reproduction of a Victrola XVI. This body is not an imitation built to resemble this popular machine, but is actually constructed of mahogany, with the large doors equipped to open at will and share in the loading facilities of the truck. This feature in itself has caused passers-by to turn around and comment upon the original lines of the truck.

From a practical standpoint the new truck, which was constructed by the Hurlburt Motor Truck Co., is deserving of special mention, as it enhances materially Landay Bros.' facilities to handle the requirements of their dealers in local and suburban territory. The capacity of the truck is probably larger than any truck now being used for Victor shipping in any part of the country. The truck loads from the sidewalk readily, the Victrola-shaped center permitting of this departure, and this feature saves time and eliminates a considerable portion of the usual wear and tear, as the doors are much nearer the ground than the average tail-board. Constructionally the truck represents the latest and most up-to-date mechanical ideas in every respect.

IN CHARGE OF NEW DEPARTMENT.

C. M. Dechent has been placed in charge of the newly opened Victrola department in the store of Reid & Hughes, Waterbury, Conn., which is under the direction of the Musical Instrument Sales Co., New York.

THE EIGHTH WONDER OF THE WORLD

"The Wonder" Phonograph

It has heretofore been considered impossible to produce a high grade Phonograph, substantial, full size wood cabinet, staunch and well built motor, 8 to 10 inch turntable, nickel plated parts, silvery tone, from

$5.00 Up.

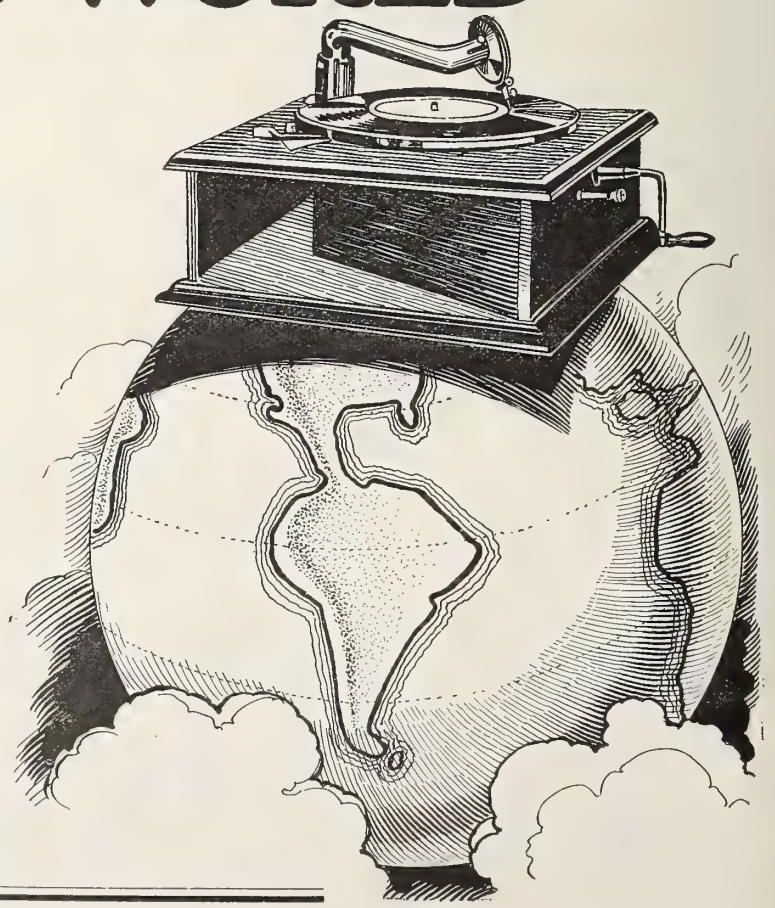
We have done it. On the market only two months and an instant success.

Five Styles ranging in price from

$5.00 to $20.00

All Standard wood finishes.

Write for descriptive folder, advertising material, samples and special dealers' proposition.



THE WONDER TALKING MACHINE CO.

Telephone, Greeley 6770

102-104 West 38th St., NEW YORK

As surely as Fremstad, Casals, Ysaye, Bonci, Nielsen, Bispham and other artists draw great audiences to hear them, so surely do Columbia Double-Disc records by these self-same artists draw business to Columbia dealers.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW HIGH MARK FOR TALKER TRADE IN MILWAUKEE.

Fall Business Opens Up Propitiously with Dealers and Jobbers—McGreal Appointed Jobber for Pathé Line—Story & Clark Install the Columbia—H. R. Fitzgerald Goes East for Victor Co.—Recent Managerial Changes—Business Outlook Most Satisfactory.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., September 7.—Fall activity is beginning to make itself felt in all lines of business, the talking machine trade included, and dealers are looking for a rushing business from now on. In fact, there has been a fine business in the talking machine field all summer and sales have attained a new high mark with practically all the local houses. It would seem to be only another indication of the wonderful expansion that is taking place in the talking machine business everywhere.

The shortage of machines seems to be still evident in all the leading lines. Jobbers say that shipments of machines from the factories have been increasing, but that the receipt of new stocks has not kept pace with the insistent demands of dealers all over Wisconsin. Stocks in the hands of dealers have been at a low point for so long that most of the retailers have got to the point where they are determined to get goods, and so they are sending in rush orders. Jobbers say that they do not remember a season when the fall business has opened as early as it has this year. Demands are being made upon most of the jobbers for the location of new dealers, but the shortage of business has made it almost impossible to start new agencies.

General Conditions Excellent.

General business conditions in Milwaukee and about Wisconsin are much more satisfactory than they have been in several months. Practically all the large machinery manufacturing houses of Milwaukee are now operating better than 75 per cent. of their capacity, due in part, of course, to the big orders which have been received by many of these concerns. More men are being employed and the output is being increased, with the result that the money situation is a little easier. Conditions in the smaller cities and towns of Wisconsin are favorable, largely as a result of the fine crop situation. A bumper grain crop was harvested and is now being threshed, while the corn crop, long delayed by the unfavorable weather, is now making good headway.

George F. Ruez, president of the Badger Talking Machine Co., jobber for the Victor goods, says that shipments of Victor machines from the factory are increasing, but that it is next to impossible to catch up on the orders from dealers.

Harry R. Fitzpatrick's New Post.

Harry R. Fitzpatrick, of Milwaukee, the popular traveling representative of the Victor Talking Machine Co. in Wisconsin and portions of Michigan, Minnesota and Iowa, has received one of the finest sales positions given out by the Victor Co., having been appointed salesman for New York City and portions of the State of New York. Mr. Fitzpatrick has left for the East to assume his new duties. Mrs. Fitzpatrick will join her husband within the near future. Mr. Fitzpatrick has been succeeded as traveler in this territory by Ettore Barili, who is expected to arrive from New York soon to assume his new duties.

The Badger Talking Machine Co. has appointed R. H. Zinke, a well known business man of Milwaukee, manager of the company's retail Victor store at 312 Grand avenue. Mr. Zinke is meeting with much success in pushing the Victor goods.

Joins Staff of A. G. Kunde.

C. D. Robinson, a well known Eastern talking machine man, has joined the sales force of A. G. Kunde, 516 Grand avenue, jobber and retailer for the Columbia line. Mr. Robinson was formerly with the talking machine department of Kranich & Bach, in New York, and has had wide experience in Europe in furthering the sale of Columbia goods. Mr. Kunde declares that the Columbia business is 100 per cent. better than at this time a year ago. Mr. and Mrs. Kunde have returned from an enjoyable vacation spent at Okauchee Lake, Wis.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, is the owner of a new touring car, which he is using to good advantage in pushing the sale of Victor goods. The Victor business at the Gram store during the month of August showed a decided increase over that of a year ago.

Managerial Change.

J. H. Becker, Jr., one of Milwaukee's best known talking machine men, has resigned as manager of the Victrola department of the Hoeffler Piano Manufacturing Co., where he has been located for so many years and has assumed charge of the Victor department at the Twelfth and Vliet street department store of the Edward Schuster Co. The Victor and piano departments at the three Schuster stores are under the general supervision of M. Marks. Mr. Becker has been succeeded at the Hoeffler store by Gustave O. Spankus, who had been assistant to Mr. Becker for two years.

McGreal Appointed Jobber for Pathé Line.

Lawrence McGreal, pioneer talking machine man of Milwaukee, who has been engaged in other lines of business since his term as sheriff of Milwaukee County expired last winter, has been made Wisconsin jobber for the Pathé line. The business will be conducted under the name of Lawrence McGreal & Son. Temporary quarters have been opened at 203 Fourth street, but permanent quarters have been leased on East Water street. Mr. McGreal has already secured one new dealer, a contract having been closed with Jacob Meinzer, Jr., 3415 North avenue.

Columbia Agency with Story & Clark Co.

The Columbia agency has been placed with another piano house here—the Story & Clark Piano Co. Manager George H. Eucker took on the Columbia line just at the time the handsome new store in the Camp building at Wisconsin and East Water streets was opened. The Columbia line is being featured on both the first and second floors of the new store. On the second floor three attractive soundproof booths have been installed and new record cabinets have been placed in position. A special display of the Columbia goods has been made on the first floor, where Miss Helen Gunnis, well known young musician of Milwaukee who has been placed in charge of the Columbia department, gives daily afternoon recitals.

The Imperial talking machines, a Milwaukee-made product, have been placed on the market by the new Imperial Talking Machine Co., organized recently by the officials of a well known piano manufacturing concern of Milwaukee. The local retail agency for the new Imperial machines has been placed with the Milwaukee Piano Mfg. Co.

To Make New Talking Machine.

Plans are under way at Oshkosh, Wis., for the organization of a new company which will take up the manufacture of a new talking machine, embodying several devices, invented and patented by J. H. Ellis, formerly a talking machine man of Milwaukee, the inventor of the Real Tone diaphragm. It is understood that several Oshkosh business men are back of the project and that steps are to be taken to open a new factory to manufacture the new machine.

The new machine to be manufactured at Oshkosh will be equipped with the new reproducer invented by Mr. Ellis. After experimenting for several years, Mr. Ellis has perfected a reproducer which he claims will bring out sound and tone colorations, impossible to hear with the ordinary reproducer. Instead of a metal or mica diaphragm, Mr. Ellis uses a disc of specially treated celluloid.

E. H. Steiger, president of the Deltox Grass Rug Co., and several other young manufacturers of Oshkosh, Wis., will be the financal backers of the new company which will take up the manufacture of Mr. Ellis' new machine.

Make Hay While the Sun Shines

The above is good advice for Victor Dealers.

Those who stock up on the good selling Records and Victrolas now, will reap the benefits later.

THE BLACK MAN

Blackman Talking Machine Co.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

Victor "HIS MASTER'S VOICE"

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Business in Gramophone Field Shows a Decided Betterment Despite Terrible Conditions Throughout Europe—Difficulty in Getting Trained Workmen—Reduction in Price of Zonophone Discs—Supplying Accessories of Domestic Manufacture—Mr. Polliack Recent Australian Visitor—New Coliseum Artists—Easy Times with W. H. Reynolds (1915) Ltd.—Using Gramophone for Drilling Purposes—Edison-Bell Factory a Busy Spot—Unique Offer by Makers of Regal Records—Winner Record Co., Ltd., Have Interesting List of Records—News of Month in Detail.

(Special to The Talking Machine World.)

LONDON, E. C., September 2.—Since my last report from the center of this war-stricken continent of Europe, remarkable though it may read, gramophone trade itself has been going ahead to such an extent that one is at times inclined to disbelieve in the existence of a terribly unpleasant fact. Because of the war money is plentiful with the masses, who, as a counter to the effects of long hours of strenuous labor, seek the soothing voice of a favorite artist through the medium of their gramophones. Record sales have therefore gone up at a phenomenal rate, and manufacturers find themselves quite unable to cope with orders. At least one factory is working night and day. Were it not for lack of labor I can safely say that almost every concern would be in operation during every minute of the twenty-four hours. In some factories presses are idle simply through inability to secure workmen. On this ground alone record makers express grave doubts concerning the season's supply, which, they fear, will fall very considerably below actual requirements, notwithstanding special efforts to speed up outputs.

Inquiry around the trade goes to show that my suggestion regarding the possibility of employing soldiers unfit for further service is looked upon as feasible. One firm has already tried the experiment so far with no very great result, since the hot atmosphere of record pressing shops is unbearable to men accustomed to an open air and free life, apart from their infirmities. Still there may be some capable of doing the work, if only for a time.

In this country are thousands of Belgian refugees, among whom number a fair sprinkling of males. British firms were asked to find them work, and several record houses expressed willingness to give these men a trial. Here again the result is not altogether pleasing, on the ground of the work being too hard or not otherwise to their liking, many of the men giving up!

With it all a very large trade is being done, and that, these days, must be considered as extremely fortunate compared to anticipations when war broke out.

On the instrument side much the same conditions exist. There is still a great shortage of machines, but the supply is improving every month.

A Zonophone Sensation.

It has been "all-season" with the British Zonophone Co. this last twelve months; in fact, a real busy time. But if one is guided by the calendar the company's latest pronouncement must be described as a pre-season move of sensational importance to its dealers in particular and the trade in general. It is no less than a wholesale reduction in the price of Zonophone half crown 10-inch double discs to 18d. and the 12-inch double record to half a crown. This applies to the whole Zonophone repertoire outside the records of Harry Lauder and a few others of celebrated rank, which will in future be maintained as a separate supplement. In conformity with the spirit of the movement price reductions are also in force on other Zonophone products, notably grand opera records.

Dame rumor had foreshadowed some such radical change of policy as the Zonophone Co. has now adopted, yet the most sanguine traders never anticipated the generous manner in which it has been carried out. That the company has treated its agents handsomely in the matter of rebates on stock held is generally acknowledged, and I may take this opportunity of proffering my quota in publicly recognizing this fact. Borne by the Zonophone Co. the loss under this price reduction scheme is said to approximate £15,000! It is a big sum on the debit side, which, in view of enhanced trade arising from the price revision, we are not so sure should fall so low. Dealer and factor will reap probably more benefit on future sales than the manufacturer, and I cannot help feeling it would not have been unreasonable to spread the cost among all parties to the Zonophone selling contract. However, present conditions of competition considered, in standing the whole cost the Zonophone people but enhance their reputation for straight dealing, and in conformity with their patrons' best interests set an example which merits unqualified appreciation. Such a large and important move cannot, of course, pass without criticism. No reasonable trader can take exception to the fact that to obtain full rebate on the whole of his present stock it is necessary to order a similar quantity—at, of

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

REG. TRADE MARK

DOMINANT GRAMMAVOX

Double Sided
RECORDS of High Repute

SPECIAL POINTS

- We offer one of the finest Needle Cut Records on the market.
- Guaranteed entirely ENGLISH MANUFACTURE.
- Exceptional Quotations for all competitive markets.
- Special Labels, if required, reserved to customers.
- Guaranteed rapid regular deliveries.

BANKERS: London & South-western Bank, Eng. Cables: Grammavox, London.

Sample parcels assorted, dispatched at *Bulk Rates* on receipt of Currency Draft value £1 Sterling. We solicit correspondence from Wholesale Houses, Shippers, and Factors handling *LARGE PARCELS*. We are prepared to deposit from Wax Masters, or Shells sent in and supply pressings from same at special rates.

Address "Export Dept.," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London, Eng

FROM OUR LONDON HEADQUARTERS—(Continued from page 60).

course, the reduced price less the amount of rebate, whatever it may be. But the stipulation "for immediate delivery," we think, may fall hardly on some dealers who may have the bulk of their floating capital thereby tied up. In such cases the dealers' future freedom is restricted, and this is obviously not in the best interests of the gramophone trade.

Capturing the Trade in Accessories.

In response to my request for an expression of opinion regarding the prospect of capturing German trade in springs, needles, etc., a well-known manufacturer has been good enough to comply as hereunder:

"Dear Sir:—So far as talking machine springs are concerned, I see no reason why we should not keep a good share of that trade.

"Emphasis must be put on the fact that English manufacturers are working under serious difficulties, and to expect deliveries and prices to be the same as in normal times is, to say the least, unreasonable. Spring steel for springs is becoming increasingly difficult to obtain at any price.

"Needles—Let me say at the outset we cannot hope to capture this trade. The most serious drawback both English and American manufacturers have to contend with is the lack of skilled labor. A first class skilled workman is never out of employment in the needle industry. Such a thing is absolutely unknown. In Germany they suffer no dearth of skilled labor.

"The explanation is simple. In Germany the youth of the nation, after leaving the public elementary schools, are compelled to undergo a certain amount of technical training. This gives them early in life a leaning or an inclination, or, if you wish, a bias toward mechanics and mechanical processes. Also the very fact of receiving a certain amount of technical training gives the German workman a natural advantage as a scientific workman over his competitors. Give us an equal supply of technical trained workmen to that of our German competitors and we can capture the trade. Not until. When the reader is told there are six different processes, which means five distinct trades, through which a talking machine needle must pass, assuming you buy the wire already manufactured in the coil, it will be readily seen that skilled labor plays the most important part in the production of a needle. We have the machinery and we have the material, but we lack the skilled labor.

"In conclusion I would strongly urge dealers and factors to order at once the whole of their season's requirements, especially of needles and springs, without delay. By ordering immediately you may get some. If you delay any length of time you will get none."

Interesting Zonophone List.

In introducing its new record list for September the Gramophone Co. justly proclaims its "even" high quality throughout that to mention particular records would be unfair to the equally meritorious remainder. The uniform standard of tonal and artistic quality emphasizes "the message of supremacy that the trade associates with His Master's Voice autumn supplements." Of variety and charm throughout, it is certainly a list of which to be uncommonly proud. On disc 2-0553, the New Symphony Orchestra (Laudon Ronald), contributes a particularly fine interpretation of "Godak," from the Russian operatic work by Moussorgsky. "Beloved, It Is Morn," seems naturally appropriate to Evan Williams, whose sweetly expressive rendering makes for a little of that record supremacy for which "His Master's Voice" is renowned. A new "H. M. V." artist is Ivor Walters (tenor), whose first contribution, "Where Go the Boats?" merits him a permanent place in the ranks of this company's contributors. There is to be noted further selections by many old favorites, which dealers welcome as being sure of a good demand from discriminating buyers. Melba, Caruso and others who occupy a place on the pinnacle of universal favor figure prominently in the supplement under review, with contributions which but once again throw into bold relief the musical and artistic attainments of "His Master's Voice."

In continuation of its praiseworthy policy of presenting the operating works of eminent composers in English, the Gramophone Co. offers this month another remarkably choice collection of some of its best artists. Items from "The Magic Flute" (Mozart), "Carmen" (Bizet), and "Romeo and Juliet" (Gounod), will excite the enthusiasm of all music lovers, for, being of educational value aside from their musical interest, they specially appeal to a much larger public than records in a foreign tongue.

Altogether a list upon which one is fully justified in tendering very hearty congratulations to the "His Master's Voice" directorate.

Important Australian Proclamation.

By proclamation the commonwealth prohibits trading with any company the shares of which are wholly or mainly owned by persons of enemy nationality or resident or carrying on business in an enemy country, or which has been notified in the Commonwealth Gazette as managed or controlled, directly or indirectly, by or under the influence of such persons.

A similar provision in England would undoubtedly meet with general approval.

Opportunities in South Africa.

One of the most enterprising of talking machine traders in South Africa is H. Polliack, whose business ramifications extend in all directions of that colony, in which a large and thriving record and machine trade abounds. A recent visitor to London, Mr. Polliack spoke enthusiastically of the scope for British trade and its development

(*Continued on page 62.*)

Making ready for the Fall and Winter Campaign, are you? Well, don't forget your Store is Incomplete without Full Stocks of the

WINNER RECORD

The World's Super-Disc

Don't be bull-dozed into buying higher priced goods that have a lower standard of recording.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

GUARDSMAN DOUBLE-SIDED RECORDS. LATERAL CUT.

REGISTERED

TRADE MARK

Send for our Catalogue of all the latest English and American successes. We will quote you lower prices than any manufacturer in the world. This is a bold statement, but we will substantiate it if you will write for our terms.

TO LARGE BUYERS:

We will make you your own record, any size, from 5 in. to 12 in., with Hill & Dale or any other cut, if you are big enough to take the quantity, and this record will be confined to you in the U. S. or Canada.

Full particulars upon application to

Export Manager, INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 61).

since the war broke out. General Botha's success had opened up new ground of great trade promise, and South African business men have not been slow to take full advantage of it. With headquarters at Cape Town and Johannesburg, Mr. Polliack is in an ideal position to handle British trade interests throughout the whole colony and, appreciating this fact, the Columbia Co. has made arrangements with him to represent it in South Africa. The agency will doubtless prove mutually satisfactory and result in placing Columbia goods on a plane of even greater eminence than formerly. Kaffir and Taal record issues will be a special feature of the Columbia campaign, and no stone is to be left unturned to secure records in conformity with native requirements. Accordingly Mr. Polliack is sanguine of success, and predicts a veritable boom in Columbia products over South Africa. To which end The World tenders its hearty good wishes.

New Companies Incorporated.

The Renoplex Manufacturing Co., Ltd.,; private company; capital, £2,000. Business: General merchants, manufacturers and shippers, engineers, gunsmiths and manufacturers of ammunition, etc., at Craven street, London, and at Harrow and elsewhere. Registered office, 75 City Road, E. C., London.

W. H. Reynolds (1915), Ltd.; general merchants; capital, £5,000. Office, 45 City Road, London, E. C.

A New Coliseum Record Artist.

In conversation recently Mr. Cooper, of the Coliseum Record Co., drew my attention to the increasing number of "star" artists the firm is now listing, and especially emphasized the work of a new contributor in the person of George Crowther, whom the public regard as a second Billy Williams. In clarity of enunciation, style and general characteristics the comparison is undoubtedly remarkable. The late Billy Williams possessed a splendid recording voice, which he utilized in an exceedingly happy manner. George Crowther is his double, and we predict for him an equal popularity. He is but twenty-two years of age. His salary on the halls has risen in five short months from 30s. to £25 per week, which in itself is a splendid tribute of merit. George is the son of the redoubtable Morgan Crowther, a one-time champion heavyweight boxer of England. Both, in their respective arts, have scored a "hit" with the public, so you see the relationship between boxing and singing is not so far removed after all. George is exclusive to Coliseum records. His great song "hits" are "I Wish I was Mr. Jones," "Seaside Trip," "Why Do They Do Such Things at the Seaside" and "What O' Tonight." It may be mentioned that the late Billy Williams' song writer, Harry Carlton, has undertaken to write new songs for George Crowther. An irresistible combination, to be sure. Record lists, etc., may be obtained by bona fide dealers upon application to the Coliseum Record Co., 17 Clerkenwell Road, London, E. C.

Apt quotations and topical references serve the good purpose of our Belfast friend, Thos. Edens Osborne, in a series of excellent "reader" advertisements which have been utilized of late in Irish journals to make known the entertaining power of modern gramophones. In one announcement information is conveyed anent the historical associations of certain establishments located on Wellington place, two of the names mentioned being musical instrument firms, while "last, but not least" is, of course, the great talking machine emporium at No. 11—that bearing the name Osborne. An effective advertisement, surely!

Edison Bell Activity.

A recent visit to the factory of J. E. Hough, Ltd., of Peckham, indicated to me that this well-known British firm was about as busy as it possibly could be. A veritable hive of industry is Edison-Bell Town, situated on the banks of the Surrey Canal, one of London's busiest and most convenient waterways. From the immense activities of this company in the way of ordinary commercial development one can hardly imagine that Great Britain is at war, and such conditions are only suggested when we learn that the Edison Bell Co. is turning out munitions as fast as it is able, and this in addition to its everyday work. J. E. Hough, Ltd., by the way, is just issuing a new catalog of double-sided records. This, we believe, will be an "eye-opener" in the direction of classification and general utility of arrangement. The company's VF record is one of the leading English makes and with the new material which is being used in connection with die manufacture of the new series something absolutely startling is about to be put upon the market. More anon!

Busy Times at 45 City Road.

W. H. Reynolds (1915), Ltd., is well ahead this season with new lines of machines, parts and record numbers. It is a concern which invites confidence, for, accidents apart, it is there with the goods all the time, and at the right price, too! Owing to the more or less general uncertainty in the delivery of supplies this season, few firms have ventured upon the production of new catalogs, and it must therefore be a measure of satisfaction to dealers that they may rely upon a new Reynolds catalog, as usual. This, we learn, is in course of preparation along improved and enlarged lines, its contents covering practically everything—and that is saying a lot—stocked by this enterprising house. The catalog will probably be ready for review in our next issue. Meantime dealers interested should register their names for a copy.

Having taken up a new agency for gramophone motors, W. H. Reynolds, Ltd., is in a position to fulfil orders of almost any quantity. In the matter of records Mr. Gilberg informed me of the production of a new list of the popular

THE EDISON-BELL
VELVET-FACE (VF) RECORD

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

DOUBLE-SIDED, NEEDLE-CUT 10in. & 12in.

It is far and away above all others.
Each and Every Record has to pass a crucial test before it is released for sale.
That's why there are no bad VFs.
If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 62).

"Favorite" discs comprising up-to-date vocal and instrumental numbers in pleasing variety. Evidently the 1915-16 season is going to beat all records for W. H. Reynolds (1915), Ltd.

Winner Record Boom.

The Winner Record Co., Ltd., of Camberwell, has issued an admirable list of titles for September. These include two brilliant selections by Jessie Broughton, four numbers by the band of H. M. Irish Guards, two of Harry Lauder's songs, "Jean" and "Doughie the Baker;" selections and waltz from "Betty," the Daly's Theater sensation, and selections and waltz from "To-night's the Night," the wonderful Gaiety production which is nightly drawing phenomenally large London audiences. The help this company proffers to the dealer in the direction of publicity matter is very generous, and the extended advertising campaign which it has recently inaugurated is thoroughly appreciated by the trade over here. The Winner record, since its inception on the British market some few years ago, has proved a marvelous selling line and traders throughout the British Islands are finding it a rapid-fire proposition. Colonial dealers would therefore be well advised in considering an agency for this excellent disc, since the terms the manufacturers offer are most interesting.

Drilling by Gramophone.

Old Nelson has seen many strange sights from his column in Trafalgar Square, but he has never looked down upon a more remarkable scene than was witnessed on Friday, August 13.

The occasion was a recruiting meeting organized by Captain A. T. Rees, of the Second Battalion, the London Regiment (Royal Fusiliers), and the feature of the meeting, which was arranged for the lunch hour, 1 to 2 o'clock, was the drilling of squads of men by a graphophone. A crowd of some two or three thousand assembled. A space 50 feet square between the plinth and the fountains was cleared. The instrument (it was the Columbia No. 6 on a cabinet) was brought forward, but beyond a few straggling soldiers chatting at ease, no drill squad was to be seen. The soldier-operator set the needle on the record, a bugle call, "Fall in," rang from the horn, and the stragglers came into the open space on the double and closed ranks. "Now, then," came from the instrument, "fall in smartly, squads in two ranks, by the right, cover off correctly your front-rank man," and then came in stentorian voice a word of command, "Squad number!" There could be no mistaking it. The men obeyed the command with beautiful precision. It was incomprehensible. They "sloped arms," presented arms and formed fours. Right on through various evolutions they went—quick march—right wheel, left wheel, right wheel, mark time—left—left—left—right, left—change step—and so on until there came the words, "Squad, dismiss," and it was a very warm squad that walked off the ground to the applause of the spectators.

A few minutes later, after a recruiting speech, the same squad went through another drill, this time without arms, at the command of the graphophone. The sight of these fine youngsters obeying the bidding of a machine was extraordinary.

Judging by the substantial number of recruits enrolled, the innovation proved so successful that it is to be repeated.

Captain Rees (whose idea it was and who himself recorded the words of command) says that the men themselves thoroughly enjoy the innovation, and after the record has been played over to them two or three times to familiarize them with the sequence of the movement called for, they execute the evolutions with a celerity and smartness that prove indisputably the practical scope of this method of drilling.

The records were originally made for experimental purposes, but at the suggestion of Captain Rees, who pointed out that they would prove invaluable to new officers and N. C. O.'s of the regular, territorial and volunteer forces in showing how the words of command should be given and also for the purpose of assisting newly joined recruits to accelerate their training by drilling in their own homes or when no officer is available, the Columbia Co. is placing the record on sale. The number is 2585, and to simplify its use a printed leaflet which accompanies the record gives not only the commands as uttered but references to the section and paragraph in the official manual, "Infantry Training, 1914," in which details of every movement are to be found.

Talker Music for the Fighting Men.

A pleasant reflection on the lighter side of naval and military warfare is the picture of our lads behind the firing line and aboard "the ships of gray"

James E. Hough.

enjoying a well-earned relaxation listening to music of a diverse and all-soothing nature—the best of gramophone art. In which respect our troops are fortunately placed by the generosity of record manufacturers, who one and all have contributed a musical quota of joy to those who are fighting the common enemy.

By far the largest consignments of records have emanated from the Edison-Bell factory, and I now learn that J. E. Hough, Ltd, recently dispatched, in addition to the many thousands already sent, a load of 24,000 to France, this number representing only half of the consignment allocated for the use of the British troops across the channel. If each one of that colossal total relieves for a moment the nerve-racking ordeal of existence under war conditions along that line where each minute ticks off a human life, and but brings one ray of comfort to its khaki audience, then the amount of time, cost and trouble

(Continued on page 64.)

The Princess RIFANCO-PHONE No. 216

Fine drawing room Gramophone completely enclosed as shown.

Price $20.00

SPECIFICATION:

CABINET is made in oak or in mahogany color, well polished, the front is inlaid with Sheraton lines. The legs stand on casters.

The HEIGHT is 3 ft. 8 ins.

The WIDTH is 1 ft. 5½ ins.

The DEPTH is 1 ft. 7½ ins.

MOTOR. — Best Swiss double spring, worm-driven and nickel-plated.

TURNTABLE, 12-in., perfectly flat and true.

TONE-ARM.—Inverted Swing, nickeled.

INDICATOR. — Numbered nickeled disc.

TWO SOUND BOXES for Needle and Sapphire Records.

HORN is concealed behind the upper doors.

Twenty other Models from $4 each, also Records, Needles, Motors, and all accessories. Immense stock.

80 *pages of Illustrated Lists Free.*

See RIFANCO-PHONE Transfer on Machines. Refuse substitutes.

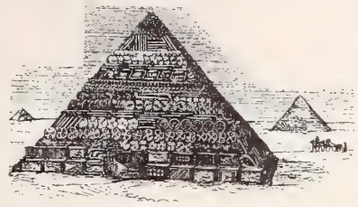
THE REGENT TALKING MACHINE CO.

(Manufacturers and Exporters) Telephone: 3203 London Wall

Estab. 1903. 120, OLD STREET, LONDON, E.C.

Reno

The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record

Entirely British Made

Wide Selection of Up-to-date Titles
Best and Cheapest Record on the Market

Safiro Needle

Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day

and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

involved is generously repaid.

Animated by this thought, J. E. Hough—a snapshot of whom in a characteristic pose we are privileged to publish—has divided the resources of his huge factory with the grand object of maintaining a continuous outflow of comfort and joy, canned and packed for release only in the war camps across the water. The interests and welfare of our fighting men Mr. Hough has at heart; there is little or nothing within his power that he does not find a real pleasure in doing to ease the trials of our soldiers and sailors, from whom "The Grand Old Man of the Gramophone Trade," as Mr. Hough is appropriately known, treasures the receipt of many expressions of fervent gratitude.

The Regal "Great Hundred."

One of the most ambitious supplements we have seen in the matter of rank of artists is the Regal "Great Hundred" list, just announced by the manufacturers for the purpose of inaugurating the 1915 season. Its extent is to place in the hands of dealers an absolutely up-to-date and comprehensive list of new recordings by some of the most popular artists available, and so to eliminate, say the manufacturers, any doubt as to whether this season will be a "war" record one or not by concentrating with the most extensive advertising on this "Great Hundred." Certainly the names that go to make up the list guarantee the selling strength of the records.

Here, for instance, is a handful of popular figures, headed by Gertie Gitana and Marie Lloyd, and backed up by Vesta Tilley, Ella Shields, Daisy Dormer, Beth Tate and Pynkie Whyte. Comedians are strong in the persons of Neil Kenyon (who here makes his first record), Harry Weldon, Jack Lane (the Yorkshire rustic), Mark Sheridan, Jack Judge (composer of "Tipperary"), Whit Cunliffe and Joe Hayman in new "Cohen" sketches.

In the ballad and instrumental class there is a singularly happy choice of titles by established Regal favorites as well as exclusive new artists. Much more could be written of this Regal "Great Hundred" and the numerous features that hinge on to it, but after digesting them all one can only feel that the thoroughness which characterizes this stupendous issue justifies the confidence with which the manufacturers address the dealers when they say, "Together we will go through the entire season on the wave of a record boom that will leave everything else in the shade."

The Regal Art Gallery.

The manufacturers of Regal records announce a unique offer of an art gallery of popular artists, obtainable free by purchasers of those records.

This Regal Art Gallery, as it is happily styled, comprises a series of genuine oil paintings, specially executed by Allan Davidson, of ten of the most famous artists of the day.

Every purchaser of three Regal records will be entitled to a magnificent reproduction in colors of any one of these oil paintings. Coupons will be attached to all Regal record bags, and the coupons sent to the manufacturers by the public in exchange for the pictures. The dealer will be put to no trouble at all except in selling the records.

Any dealer can obtain free of charge a complete set of the Regal Art Gallery pictures, mounted ready for framing, for exhibition in his shop. The following are the artists in the Regal Art Gallery: Marie Lloyd, Ella Shields, Beth Tate, Gertie Gitana, Vesta Tilley, Daisy Dormer, Neil Kenyon, Harry Weldon, Mark Sheridan, Bandmaster Wood of the Scots Guards.

Journalism Disgraced.

A paragraph in our June issue, criticising the inadequate and by no means impartial representation of the gramophone industry at the Blackpool music convention, has evoked a childish attack upon our London representative by a paper, which, deserving to remain unknown, has gratuitously established for itself under the protective cloak of popular passion, a sort of tribunal before which even British-bred subjects are required to explain their opinions; others their very existence. To fair-minded Englishmen it is beneath contempt.

Whatever the policy of the journal in question may be, it is not improved by personal attacks; rather the contrary. The person who cannot disagree with the views of other folk without descending to the gutter for inspiration loses all respect. For our part, the attack passes as water from a duck's back. Its chief object, which, reading between the lines, is self-evident, has also failed to achieve success.

Lower Cable Rates Announced.

The Commercial Cable Co., 63-64 Gracechurch street, London, E. C., announces a new cheap cable service between Europe and certain points on the Pacific Coast of North America. Full details may be obtained from the company.

New Parcel Post Service.

Full particulars of a new parcel post service between England and Russia, via Archangel, may be gleaned upon reference to any post-office. Parcels up to £400 value can be insured.

PLACES ORDERS FOR PATHE GOODS.

Jesse Rosenstein, manager of the National Piano Co., Baltimore, Md., recently spent a few days in New York, arranging for stock deliveries for the coming season. The National Piano Co. is a distributer for the products of the Pathé Frères Phonograph Co. in its territory, and Mr. Rosenstein while in New York conferred with Managing Director McMenimen, of the Pathé Frères Phonograph Co., relative to securing good sized shipments for fall trade. Mr. Rosenstein was enthusiastic regarding the progress which the Pathé products are making in Baltimore.

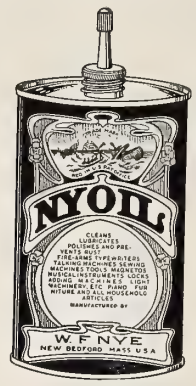
CITY OF DETROIT BUYS TALKERS

For Furnishing Music for Folk Dances at Public Playgrounds.

Folk-dancing is popular on Detroit's forty playgrounds. Among the most popular folk-dances which are taught on all playgrounds are Russian and Italian steps, the French minuet and the milkmaids' dance. The necessary music for these dances is supplied by talking machines which the Recreation Commission of the municipality purchased only recently.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

NEW DEPARTMENT IN LOS ANGELES.

Zellner Piano Co. Plans to Feature the Columbia Line Extensively in That City.

(Special to The Talking Machine World.)

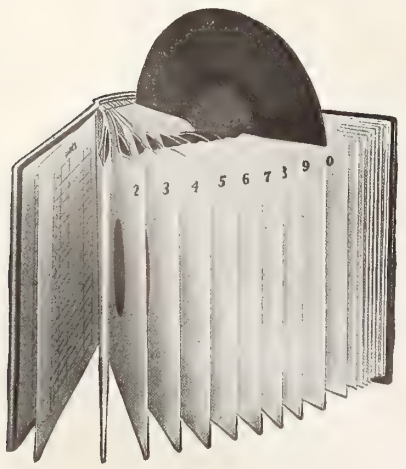
Los Angeles, Cal., September 4.—The Zellner Piano Co., 808 South Broadway, installed a talking machine department the first of this week. The Columbia line is handled, and an excellent display of all the different sizes and styles is being made. A portion of the Zellner store was formerly occupied by the local branch of the Sonora Phonograph Co., and when this agency was transferred to the Broadway Department Store the Zellner people naturally fell heir to the demonstrating booths. Therefore, no improvements in the store became necessary when the company decided to add a talking machine department of its own. Leo H. Nolte, manager, says the business is starting out very encouragingly.

HERBERT ROYER IN NEW YORK.

Herbert Royer, manager of the Victor business of the M. Steinert & Sons Co., Boston, Mass., Victor distributers, was a visitor to New York recently, calling upon a few of his many friends in the trade. Mr. Royer was enthusiastic regarding the outlook for fall, predicting the biggest season that the Victor talking machine industry has ever experienced.

A man secures prestige for himself in the same way that it is obtained by a business firm—by establishing a reputation for quality and dependability.

FAMOUS RECORD ALBUMS



THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the new Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, artistic design and finish, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, EDISON, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 235 S. American St., Philadelphia, Pa.

TRADE POSSIBILITIES EXCELLENT IN KANSAS CITY.

Basic Reasons Why the Talking Machine Will Be a Greater Factor Than Ever—Farmers Big Purchasers Because They Recognize the Educational Value of the Talking Machine—Household Fair Takes on Talkers—Schmelzer-Arms Co. Acitivity—Other News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., September 8.—The opening of "fall" in Kansas City brought a spurt in the talking machine business that further stimulated the belief that soon every home in Kansas City will have an instrument. Such statements about the automobile trade are very greatly exaggerated, but the fact that talking machines are found now in almost every class of building, from the million dollar hotel to the humblest cottage, supports the confidence in their ultimate universality. The complaint of dealers that they can't keep up with orders makes one wonder what the distribution would be if a sufficient supply were on hand! Then dealers would be reaching out even more energetically for new business and would be doing real development work on the market. The tremendous effect of the national advertising, with which the local dealers now co-operate, is recognized as constituting a permanent and unceasing development of all fields simultaneously, of course—and this is recognized especially by piano men, who are wishing there was some way to secure the same broad influence on piano sales.

The breadth and evenness of this "development" work is nowhere more emphatically illustrated than in the Kansas City territory. Farmers have money now, and they will have more; and they are spending money for talking machines. Not only are the machines going into the farm homes, where they constitute perhaps the most important single influence toward contentedness and the solving of the problem of keeping the young folk—and the older folk—on the farms, but the rural communities are insisting on the use of phonographs in their country schools. The machine, as the intelligent farmers themselves realize from hearing the records in their homes, provides the same excellent advantages for elocutionary and musical instruction that the boys and girls have who live in the centers of those arts and can hear the masters themselves. One who has not himself visited on Kansas farms and observed the longing for the opportunities of opera and stage that the farmers and their wives have had for so many years, cannot appreciate the boon the talking machine is to them. And the discovery that the delights of those old years in the city or the school can be renewed with the talking machine makes every one of the owners a missionary for the invention for private and public use.

The new type of machine that the Columbia Co. recently introduced has been selling well, according to E. A. McMurtry, manager of the company in Kansas City. The effort to keep at a minimum the number of dealers in the territory has resulted in better trade for those handling the machine, better satisfaction and more enthusiasm, and a higher level of results all around.

M. M. Blackman, manager of the Edison Shop at Kansas City, is delighted with the large business his shop shows—and he pleads for an adding machine to count the instruments sold. Mr. Blackman is that kind of an advertiser who believes in persistent hammering at an idea. He does that with his window display, which invariably impresses the Edison diamond disc attractively and emphatically.

The Carl Hoffman Music Co. has been enjoying a mighty good business in Columbia and Victor instruments. The company also sees a big advantage to itself in its record department, through the handling of both lines of records.

Miss Edith Baker is now in charge of the talking machine department of the Nowlin Music Co. and is handling the trade with a style and grace that is winning custom. Miss Baker has become a real Columbia enthusiast and expert.

Edwin S. Hall, of the Hall Music Co., was elated with the report of the talking machine jobbers on their return from the Pacific Coast. He has so much pep himself that he likes to respond to it when it appears in others. He has been doing a fine business in electric Victrolas.

The Columbia Graphophone Co. recently furnished a machine for an act at the Century Theater. Richard Craig, the character comedian, used it, asking questions and cracking jokes which were responded to by the records. The turn nearly broke up the show—so popular was it that encore followed encore—and Mr. Craig ran out of fresh records long before the crowd tired of it. The full advertising value of the "appearance" was secured—everybody knew it was a Grafonola.

Miss Frances Mooney, of the Mooney Music Co., is particularly pleased with the success of the Rag Time Rastus dancing dolls as an advertising feature—she says they have sold a great many of the Columbia machines for her. Miss Mooney has been quite successful in the talking machine and piano business since she bought the interest of E. Segerstrom and assumed the management.

Harry Wunderlich, of the Wunderlich Music Co., has been traveling in the Northern States with his wife on a month's vacation. The well-laid advertising and sales plans have been efficiently continued through the month, however, by his competent assistants. The store handles both Columbia and Victor machines.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., jobbers of the Victrola, plunged with new energy this fall into the problem of getting more machines. He has to do it—for with large confidence he is planning to care for a greatly increased trade.

The prospects for a rapidly increasing trade in the Oklahoma territory is thoroughly recognized by the Columbia Co., which is working the district carefully. One of the new Columbia stores in the State is that of the Elk City Mercantile Co., which has been doing well in that department since its installation.

Harry Bibb, formerly connected with the Dallas office of the Columbia Co., recently was given charge of the talking machine department of the Jones Store Co. This is one of the largest department stores in Kansas City. The talking machine department of Jones' is said to be one of the largest in the Southwest, handling both Columbia and Victor.

E. A. McMurtry, manager of the Columbia Co. at Kansas City, had plans laid to take a vacation in August—but he didn't get away. Fortunately for his good nature, it was increasing business that kept him at home.

Keene R. Dudley, a druggist at Thirty-fourth street and Woodland avenue, is located in an excellent residence neighborhood and has developed a fine trade in Victrolas and records. Mr. Dudley has recently added to his menage Miss Ruby Ashbury, to work out a few new ideas on neighborhood selling of machines and records. Miss Ashbury, for instance, will frequently call patrons on the telephone, telling them of particularly good records recently received, or of records which might be especially appropriate for occasions. She is well acquainted with the people of the district, joining in social affairs and becoming aware of its news. She will therefore be able to give an intimately personal service in behalf of the machine and record department.

R. Bardwell, formerly connected with the Columbia Co. in Brooklyn, N. Y., has recently taken charge of the talking machine department of the Household Fair, one of the largest furniture stores in the city. This company handles only the Columbia line. The Famous Furniture Co. also handles the Columbia and has been doing a fine business.

A manufacturers' exhibition is to be held at Electric Park as a closing feature of the amusement resort late in September, in which the Columbia Co. in two booths will uphold the interests of the talking machine business. Each line of trade is to have representation in the booths.

A BIG volume of Victor machine sales during the coming three months means that you have excellent prospects for an increased record business for ALL of 1916. Every possible machine should be sold and delivered, and you will require the services of the Silas E. Pearsall Co. to help you secure the MOST business.

Efficiency in machine and record deliveries is the keystone of our service, particularly on "shorts." So, no matter how small your order is, telephone or mail it and you will see in a small way just how you will be handled when you need goods for the PROTECTION of the profits from sales already made.

SILAS E. PEARSALL CO.

18 W. 46th St. (near 5th Avenue), New York, N. Y.

PEARSALL VICTOR SERVICE

Every Columbia record carries a *quadruple* guarantee of better quality, better service, greater endurance of material and better quality of reproduction. Don't *you* lose sight of this: we'll see that record buyers are kept reminded of it.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NORTHWEST PROMISES WELL FOR FALL TRADE.

Dealers in Minnesota Busier Than They Have Been for Years—Opening of New St. Paul Talking Machine Store Awaited with Interest—Exhibitors at the Minnesota Fair—Talking Machine Dealers Plan to Regulate the Approval Evil—Month's News in Detail.

(Special to The Talking Machine World.)

St. Paul and Minneapolis, Minn., September 7.—It's good to be a talking machine dealer in the Northwest. There is good business right now and better is coming, unless all trade signs fail ignominously. Without exception, the dealers aver that they are busier than they have been for years, and business only has started, as far as they are able to discern coming events. It is not only that crop conditions far surpass any record ever known, but the war talk and all other pessimistic subjects have now been relegated to persons who are not now engaged in active business affairs.

Minneapolis for the past week has had the honor of entertaining Prince Lei Lani, tenor of the original Hawaiian quintet in the "Bird of Paradise." He had a two weeks' engagement at Donaldson's in the tea room and in the Victor room, and made quite as much of an attraction as any member of European royalty might have created. He discovered an old friend in Eugene F. O'Neill, of the Beckwith-O'Neill Co., who knows the Pacific and the Orient as some know their Broadway. The prince also sings as E. K. Rose.

Dealers already having accounts with the Victor Co. are favored as those who have sought connections have been refused—possibly with regret—for the company has all that it can do to supply the demands of its old customers, and does not always attain that end. All orders for special designs and special finish cannot be filled at present, and little hope is held out for the future in this direction.

The Northwest is awaiting with interest the formal opening of the talking machine department in the Golden Rule, St. Paul, which is expected to be the last word. The opening is set for October 1. J. L. Pofahl, manager of the department, was called away from his preparatory work by a summons from his home in Kenosha that his mother was critically ill. When he arrives home he will be greeted by Pofahl, Jr., who came to earth during the former's absence from home.

The Minnesota Fair, which of course was greater and grander than ever, opened September 6 with three talking machine displays, namely, those of the Minnesota Phonograph Co. with the Edison line, the Cable Piano Co. with the Victor line, and the New England Furniture Co., general dealer.

Many of the visitors to the bankers' and druggists' conventions and to the great Speedway week, with the first 500 mile race in history, remained in the Twin Cities for the State Fair.

Congressman George R. Smith, of the Minneapolis district, in his talk to the druggists, placed himself on record in favor of the Stevens bill, but explained that many people will need education on the one-price system.

A meeting of the Associated Talking Machine Dealers of Minneapolis was set for the middle of September to consider the matter of regulating the approval evil. All conceded that it is an evil, but few are willing to go as far as the St. Paul dealers, who have cut out the approval system entirely and like the innovation so well that not one is willing to return to the old guerilla days.

More attention should be paid by the record makers to the Scandinavian taste. These people are highly musical and purchase readily good music, but it is only natural that they want something of their own. The records so far available hardly rank in merit with what is available for other nationalities, and there is a decided dearth, if not total absence, of church and hymn records. It should be remembered that the Scandinavians are deeply religious.

Archie Matheis is off again, this time to inspect his fruit orchard near Lewiston, Idaho.

Among visitors during the past month were Edward Lyman Bill, of The Talking Machine World; Leslie C. Wiswell, manager of the talking machine department of Lyon & Healy, Chicago, and Arthur D. Geissler, managing director of the New York Talking Machine Co.

If Laurence H. Lucker, president of the Minnesota Phonograph Co., had not been afflicted with hay fever, the Edison paragraph would have been a long one this month. It is learned, however, that the new styles are filling the country dealers with admiration. During the druggists' convention sixty-five Edison dealers visited the wholesale rooms, and many more were on the books for the State Fair week.

Two additional men have been added to the retail force in Minneapolis.

W. D. Andrews Service

632-634 Main Street, Buffalo, N. Y.

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Our prompt shipments will convince you that we have both goods and Service. Our two large stocks of Victor and Edison Cylinder Machines, Records and Supplies enable us to prove all we claim for our unsurpassed Service. A trial will convince you.

SEND YOUR ORDER NOW

PUBLICITY FOR THE DEALER.

A service in disc record needles that is rendered by the New York Disc Needle Co., 110 Worth street, New York, is that of furnishing needles in metal boxes with the dealer's name at no extra charge. The advertising value to a dealer of being able to distribute needle boxes bearing his name is apparent to those who are helping to increase the sales of Truetone needles. Truetone needles are made in this country and come in many styles and shapes.

ADVERTISE ON SCORE CARDS.

Ray Bros., the Victor talking machine dealers of Louisville, Ky., who recently changed the name of their corporation to The Talking Machine Shop, have been advertising on the score cards at the local baseball park with much success. In its advertising the company uses the phrase "Don't say I can't get it" until you have tried.

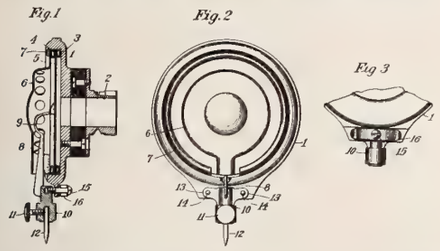
The Louisville, Ky., store of the Columbia Graphophone Co. has purchased a motorcycle for the use of its repair and service department. It is a move along the lines of efficiency.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., September 9.—SOUND-BOX.—William E. Parker, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,133,883.

This invention relates to sound-boxes for talking machines, and consists of novel means for fulcruming the stylus-bar upon the sound-box. The invention comprises a novel arrangement of cone-bearings, novel means of applying adjustable



and yielding pressure to hold the parts together, and various features of construction and arrangement.

Figure 1 is a sectional view taken transversely through a sound-box employing the present invention; Fig. 2 is a face view of the same, and Fig. 3 is a rear view of a detail.

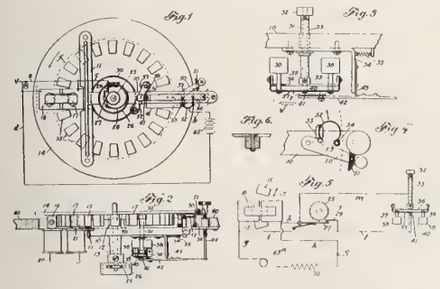
PHONOGRAPH.—George S. Tiffany, Summit, N. J. Patent No. 1,136,739.

This invention relates to electrically-driven phonographs, and more especially to the motor apparatus of phonographs of that type in which the record body is in the form of a flat disc.

The object of the invention is to provide an electrically-driven phonograph by which the record body shall be moved with the greatest possible constancy of speed and smoothness of operation and without vibration or noise, thereby securing the best results both in the character of records made and in the clearness and quality of reproduction.

The invention aims further to secure these results with a motor mechanism which is extremely simple in construction and efficient in operation, and which shall operate with very small consumption of current.

In the accompanying drawings: Figure 1 is a bottom plan view of an approved embodiment of the invention as applied to a phonograph of the disc record type, the circuit connections being indicated diagrammatically; Fig. 2 is a side elevation of the apparatus shown in Fig. 1, most of the



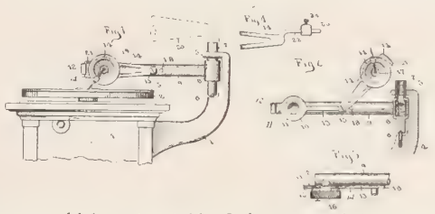
circuit connections being omitted; Fig. 3 is a side elevation, on a larger scale than Figs. 1 and 2, of a part of the motor apparatus showing the governor by which the speed of the record support is controlled. Fig. 4 is a detail view on the scale of Fig. 3 of the combined starting and stopping brake and switch. Fig. 5 is a diagrammatic view illustrating another arrangement of the circuit connections and a modified construction of the governor. Fig. 6 is a detail view showing one of the armature bodies of the most desirable form.

TALKING MACHINE.—Eldridge R Johnson, Philadelphia, Pa., and Wilburn N. Dennison, Camden, N. J., assignors to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,146,260.

The main objects of this invention are to provide in a talking machine improved means for supporting a sound box either in co-operative relation with a record or in an inverted inoperative position above the record; to provide improved means for limiting the movement of the sound box downwardly from its operative position; to provide in combination with other elements adjustable means for counter-balancing the sound box.

In the accompanying drawings Figure 1 is a fragmentary side elevation of a talking machine constructed in accordance with this invention, the parts thereof being shown as in operation; Fig. 2, a fragmentary side elevation, partly in vertical section, of a portion of the same, the parts thereof being shown in inoperative position; Fig. 3, a fragmentary top plan view of a portion of the same, and Fig. 4, a fragmentary side elevation, showing a counter-balance for the sound box.

Referring to the drawings, one embodiment of this invention comprises a cabinet 1, above and



upon which a turntable 2 is mounted to rotate about a vertical axis to support a horizontal disc sound record 3, the turntable being rotated by a suitable motor (not shown) arranged within the cabinet 1.

SOUND BOX FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 1,145,535.

This invention relates to reproducers for talking machines, and has for its object to improve the quality of the sound reproductions obtained by the use of such reproducers, to cheapen the construction thereof, and to provide an instrument of this character which may be subjected to ordinarily rough handling without danger of destroying or injuring the delicate diaphragm thereof.

In reproducers as heretofore constructed a great variety of materials have been employed for the diaphragms, such as metal, mica, glass, etc., all of which were open to more or less serious objections. Mica diaphragms, generally speaking, have given the best results, but they are the most expensive. Some metal diaphragms, and particularly diaphragms of aluminum, have given very superior results, and the same can be cheaply manufactured, but as heretofore constructed they are open to the objection that the metal is easily buckled or distorted by any slight blow on the reproducing needle or needle bar, thereby destroying the same as a means of obtaining reproduction of fine quality. Glass diaphragms have also given good results, but glass is fragile and easily broken.

Among the metals, aluminum has long been recognized as possessing very superior acoustic properties, and as being a most excellent substance from which to construct diaphragms, but for the fact that when the diaphragm was made sufficiently delicate to take advantage of the superior qualities of the metal for reproducing purposes, it would become buckled after short use, and, in fact, had to be handled very carefully in assembling the parts of the reproducer to insure desirable results when it was new. So great have been the difficulties encountered in the use of an aluminum reproducer that, notwithstanding its recognized desirable qualities as a metal for giving reproductions of superior quality, its commercial use has in many instances been abandoned for that of the more expensive mica diaphragms.

One of the objects of this invention, therefore, is to provide a reproducer with a metal diaphragm and more specifically an aluminum diaphragm, thereby taking advantage of the recognized superior quality of this metal for such purposes, and to so construct the diaphragm and other parts of the reproducer that the buckling, distortion and other objections that have heretofore prevented the extended use of aluminum and other metal diaphragms may be entirely avoided.

With these objects in view, the invention consists in a reproducer or other sound-box (such as a recorder) provided with a metallic diaphragm, preferably of aluminum, and preferably thickest at its center and gradually diminishing in thickness toward the periphery of the diaphragm, the periphery being provided with an upturned flange preferably at approximately right angles to the plane of the diaphragm itself. This diaphragm is made of less diameter than the interior diameter of the sound-box itself, and in order to insure that no part of the diaphragm shall come in contact with the metal of the sound-box casing itself, and for the further purpose of holding the diaphragm with great firmness in its position in the sound-box, there is provided an annular gasket of elastic material, such as rubber or cork, which is provided with an annular shoulder whose external diameter is less than the internal diameter of the sound-box casing, which shoulder is engaged by the flange of the diaphragm. When the diaphragm is in position with its flange engaging the shoulder of the gasket, it is held firmly in place by any suitable retaining means, as for example a screw bezel or ring, preferably with a gasket of suitable elastic material, as rubber or cork, interposed between the retaining member and the face of the diaphragm.

In the drawings Figure 1 is a central transverse section through a reproducer embodying this invention, with the stylus bar, the stylus and the retaining screw shown in elevation; Fig. 2 is a central transverse section of a diaphragm on an enlarged scale, in which one face of the diaphragm is a plane surface, while the other face gradually tapers from the center toward the periphery there-

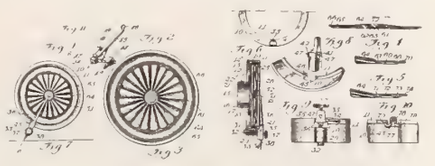
of; Fig. 3 is a like section of a diaphragm in which the thickness of the diaphragm gradually tapers on both faces from the center toward the periphery thereof; and Figs. 4, 5 and 6 show some of the forms which the shouldered gasket may assume.

SOUND-BOX FOR TALKING MACHINES.—Edwin H. Mobley, Roslyn, Pa. Patent No. 1,145,499.

The object is to provide an improved and simplified stylus bar mounting for sound-boxes for talking machines, and particularly with relation to the manner of mounting the stylus bar comprising a part of the sound-box covered by Patent No. 855,326, issued May 28, 1907.

Another object is to provide an improved and simplified mounting for the stylus bar covered by Patent No. 899,256, issued September 22, 1908. Still another object is to provide an improved diaphragm for sound-boxes over that covered by Patent No. 834,629, issued October 30, 1906, and Patent No. 648,975, issued May 8, 1900.

A further object is to provide a support for a stylus bar in the substantially regularly curved



sound box casing proper, without necessitating the addition thereto of an integral or otherwise attached projection.

Another object is to provide a substantially invisible support for the stylus bar, located within the casing.

Figure 1 is a front elevation of a sound-box comprising the preferred embodiment of the in-

(*Continued on page 68.*)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 67).

vention; Fig. 2 is an enlarged detail view of the diaphragm employed; Fig. 3 is a diametrical section of the same; Fig. 4 is a fragmentary section of a modified form of diaphragm; Fig. 5 is a similar view of still another modification; Fig. 6 is a diametrical section on the line 6—6 of Fig. 1; Fig. 7 is a fragmentary elevation of a modified form of sound-box casing; Fig. 8 is a fragmentary perspective view of the improved manner of mounting the stylus bar; Fig. 9 is an enlarged fragmentary view of the stylus bar mounting employed in the modification shown in Fig. 7, the same being partly in section; Fig. 10 is an enlarged detail sectional view of the manner of mounting the stylus bar of Patent No. 899,256 in accordance with the present invention, and Fig. 11 shows a form of stylus bar adapting a sound-box to either laterally or vertically directed record undulations.

Sound-Record and the Production Thereof.—Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 1,145,360.

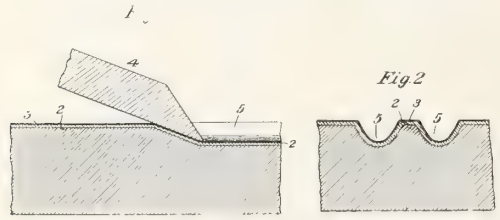
This invention relates primarily to sound-records having laterally-undulating sound-grooves and known as "zigzag records," and consists of a new recording material, a new arrangement of devices for producing the record-grooves, a new process of producing the grooves, and the new sound-record itself.

Sound-records have hitherto been made by the use of cutting-tools whose sharp edges operate to cut the material out and remove it from the tablet leaving cleanly-cut record-grooves. It has also been proposed to make sound-records by a tool which should merely plow, or otherwise trace, its path through the surface of the tablet without cutting out and removing the material; but such plowing-action, or displacement, causes an upheaval of the material in the form of ridges forced up on both sides of the groove, which have to be removed by subsequent treatment.

The object of the present invention is to employ the displacing operation without producing upheaval of the material above the normal surface of the tablet.

In carrying out the invention the body of the recording-tablet is formed of a yielding and compressible material that can be forced downward (with slight tendency to upheaval); and this is covered with a cohesive surface or skin, which prevents or smothers any tendency to upheaval; and a sharp-edged recording-stylus is used—not, however, in the usual manner, but by being dragged backward—to provide sharply defined indentations in the sides of the grooves.

The invention may be practiced in different ways and with different materials, but will be best



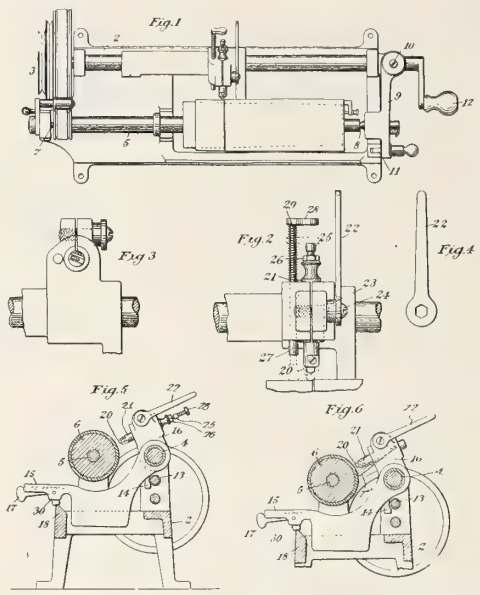
understood by reference to the accompanying drawings and the annexed description, which relate to a preferred embodiment thereof for producing a zigzag record groove upon a flat tablet, preferably a disc having the record-groove arranged spirally thereon.

In the drawings, Figure 1 is a sectional view, greatly enlarged in size, taken longitudinally through a partly finished record-groove and a fragment of the tablet, showing the lower portion of the recording-stylus in operative position; and Fig. 2 is a sectional view, on the same scale, taken transversely through two record-grooves and a portion of the tablet.

Machine for Shaving Graphophone Blanks.—Henry P. Roberts, Brooklyn, N. Y. Patent No. 1,147,441.

This invention relates to a machine for shaving wax and other record blanks of graphophones, and similar machines for recording sounds, etc.

The principal object of the invention is to provide a machine of this class having means for positively locating the working face of the cutter relatively to the surface of the blank each time the cutter is to be brought to its working position, and to do this as perfectly when the operator is inexperienced or careless as in the case of the best and most careful operator. In order to accomplish this result a cutter locating device is provided, the working face of which when in its operative position for determining the position of the working face or edge of the cutter is at a predetermined distance from that of the cutter,



this locating device being so combined with the other parts of the machine that when, for example, its working face is brought into contact with the surface of the blank to be shaved the working face of the cutter will then be spaced a short but predetermined distance from the surface of the record blank and may be brought to its working position for taking a chip by shifting the cutter-carrier from an idle to a working position, the former corresponding, in the commercial graphophone, to the position of rest of the blank, and the latter corresponding to the position of the parts when the blank is rotated.

An important feature of the invention is the provision of means for varying the predetermined relation between the working face of the locating device and the working face or edge of the cutter for the purpose of regulating the depth of the cut to be made and consequently the thickness of the chip taken. This means preferably comprises a device for effecting a fine adjustment of the relation between the working faces of the locating device and cutter, which predetermined relation is maintained throughout all other movements of the parts until it is desired to change such relation and take a chip of another thickness.

Figure 1 is a plan and partial perspective view of a shaving machine embodying the present invention; Fig. 2 is an enlarged detail illustrating substantially in plan a cutter and locating device and co-operating parts in operative relation with a blank; Fig. 3 is an elevation of the same, looking toward the edge of the cutter; Fig. 4 is a detail of a clamping device for securing the cutter in its located position; Fig. 5 is an end elevation, partly in section, of the shaving machine, looking from the right in Fig. 1, and Fig. 6 is a similar view of a modification of the invention.

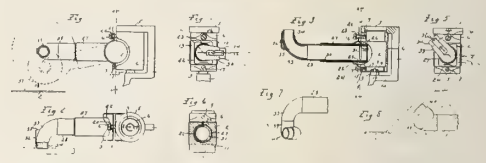
Universal Tone-Arm for Talking Machines.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro. Patent No. 1,147,143.

This invention relates to tone arms for talking machines using the well-known form of disc record, and is designed especially for use in making such tone-arm adjustable in a plane perpendicular to the plane of the record disc, so that sound-boxes of different sizes may be used to reproduce records upon the same talking machine. Such sound-boxes are now being made in different sizes to reproduce different classes of records and for different purposes; for example, the concert sound-box is made exceedingly large, sometimes as large as twice the diameter of the ordinary sound-boxes. If different sized sound-boxes are placed upon the same tone-arm, unless some special adjustment is made for the vertical adjustment of the tone-arm, the stylus of the sound-box will not track properly in the record groove.

It is essential in correct production that the tone-arm, swinging as it does in a plane parallel to the plane of the disc should have the sound-box so located that its stylus will swing through an arc which passes through the center of rotation of the disc. It is readily seen, therefore, that unless some provision is made for the adjustment of the tone-arm in a plane perpendicular to the plane of the record disc, with the use of sound-boxes of different sizes having the points of their styluses more or less remote from the center of the diaphragm of the sound-box, the result will be that the point of the stylus will not swing in the arc passing through the center of rotation of the disc. This invention, as indicated, contemplates the provision of means for such vertical adjustment of the tone-arm.

Another feature of the invention resides in the provision of means whereby a section of the tone-arm may oscillate so that the point of the stylus needle may follow any undulatory movement of the face of the record disc which may be due to inaccuracy in the driving shaft. The same means also permits the oscillation of a section of the tone-arm upon its axis, and with it the sound-box through an angle of about 150 degrees into a position to permit the easy replacement of the stylus needle when necessary.

Figure 1 is a side elevation of the improved tone-arm, showing diagrammatically the positions occupied when sound-boxes of extreme sizes are used. Fig. 2 is a plan view of the same. Fig. 3 is a sectional view of the tone arm and support showing the tone-arm rotated through an angle of about 150 degrees. Fig. 4 is an end elevation of the tone-arm showing the extreme outer end



in position normally occupied for reproduction. Fig. 5 is a similar view showing the tone-arm with its extreme end thrown out of playing position and into position for the removal and replacement of the stylus needle. Fig. 6 is a section on line 6—6 of Figs. 1 and 3. Figs. 7 and 8 show, respectively, plan and side elevations of an adapter for use upon the improved tone-arm.

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RECORD BULLETINS FOR OCTOBER, 1915.

COLUMBIA GRAPHOPHONE CO.

DOUBLE-DISC RECORDS.

No. Size.

Popular Hits for October.

A1792 It's Tulip Time in Holland (Whiting). Soprano and baritone Duet, orch. accomp. Ethel Costello and Andrea Sarto 10

The Sweetest Girl in Monterey (Paley). Tenor and Baritone Duet, orch. accomp. James Reed and James F. Harrison 10

A1800 All I Can Do is Just Love You (Monaco). Tenor Solo, orch accomp. Henry Burr 10

When You're in Love with Someone Who is Not in Love with You (Piantadosi). Soprano and Tenor Duet, orch. accomp. Miriam Clark and Henry Burr 10

A1798 Where's the Girl for Me (Kern). Bass Solo, orch. accomp. Frederick Wheeler 10

I Will Always Love You As I Do To-day (Friedman). Soprano and Tenor Duet, orch. accomp. Frances Fisher and Henry Burr 10

A1804 Little Gray Mother (De Costa). Tenor and Baritone Duet, orch. accomp. James Reed and James F. Harrison 10

Painting That Mother of Mine (Sturgis and Gilbert). Tenor Solo, orch. accomp. Henry Burr 10

A1801 Follies of 1915 (Hirsch) Hello Frisco. Contralto and Tenor Duet, orch. accomp. Elida Morris and Sam Ash 10

Come Back, Dixie! (Wenrich). Tenor and Baritone Duet, orch. accomp. Billy Burton and Herbert Stuart 10

A1806 Scaddle De Mooch (Mack and Smith). Tenor Solo, orch. accomp. George H. O'Connor 10

Gasoline Gus and His Jitney 'Bus (Gay and Brown). Tenor Solo, orch. accomp. George H. O'Connor 10

A1807 Down in Bom-Bombay (Carroll). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10

Tell Me Some More (H. Von Tilzer). Baritone Solo, orch. accomp. Arthur Fields 10

OCTOBER DANCE RECORDS.

A1802 O Those Days (Romberg). Fox Trot. Accordeon Solo. Guido Deiro 10

Hop a Jitney with Me and My Little Girl (Donovan and Von Tilzer). One-step. Accordeon Solo. Guido Deiro 10

A5705 Hold Me in Your Loving Arms (Hirsch). Fox Trot. Prince's Band 12

Silver Fox Trot (Lodge). Prince's Band 12

A5706 Feist Medley introducing "Firefly" and "Come Back, Dixie". One-step. Prince's Band 12

Witmark Medley, introducing "Sweet Kentucky Lady," "Sprinkle Me with Kisses," "I Love Them All," "Auntie Skinner's Chicken Dinner." One-step. Prince's Band 12

A5707 Omar Khayyam (Romberg). Fox Trot. Prince's Band 12

Illusion Waltz (Neve). Prince's Orchestra 12

A5708 Shapiro Medley, introducing "Played by a Military Band," "Down in Bom-Bombay" One-step. Prince's Band 12

My Little Dream Girl (Gilbert and Friedland). One-step. Prince's Band 12

An Amusing Pair of Descriptives.

A1803 Rube Quartet (Reed). With orch. accomp. Peerless Quartet 10

Sailor Song (Reed). With orch. accomp. Peerless Quartet 10

A Tenor Coupling of Standard Scotch Airs.

A1799 Ye Banks and Braes o' Bonnie Doon (Words by Robert Burns). Old Scotch Medley. Tenor Solo, orch. accomp. Henry Burr 10

Bonnie Wee Thing (Words by Robert Burns). Tenor Solo, orch. accomp. Henry Burr 10

A1796 Silver Threads Among the Gold (Danks). Celesta Solo. Charles Adams 10

When the Swallows Homeward Fly (Abt). Celesta Solo. Charles Adams 10

"Uncle Josh" Once More in Up-to-the-Minute Humor.

A1797 War Talk at Pumpkin Center (Original). Song at finish, "Gosh, I Wish I Was a Belgian," Comic Sketch, organ accomp. Cal. Stewart 10

Moving Pictures at Pumpkin Center (Original). Comic Sketch. Cal. Stewart 10

Instrumental Recordings by Favorite Artists.

A5704 Humoreske (Dvorak). Violin Solo, orch. accomp. George Stehl 12

Tyrolean Echoes (Stehl). Violin, Flute and Harp Trio. Stehl, Henneberg and Schuetze 12

Light Classics by Prince's Orchestra.

A5703 Scenes Pittoresques—Angelus (Massenet). Prince's Orchestra 12

Scenes Pittoresques—Fête Bohême (Massenet). Prince's Orchestra 12

An Inspired Reading of Lassen's Overture.

A5693 Festival Overture (Lassen). Part 1. Prince's Orchestra 12

Festival Overture (Lassen). Part 2. Prince's Orchestra 12

Well Balanced Quartet Arrangements of Two Favorite Ballads.

A1808 The Vacant Chair (Root) Song, unaccompanied. Columbia Stellar Quartet 10

Tenting To-Night on the Old Camp Ground (Kittredge). Song, unaccompanied. Columbia Stellar Quartet 10

An Attractice Trio Coupling of Standard Compositions.

A1809 Old Black Joe (Foster). Instrumental Trio.—'Cella, Violin and piano. Taylor Trio 10

A Perfect Day (Carrie Jacobs-Bond). Instrumental Trio—Violin, 'Cella and piano. Stehl, de Jager and Weinstein 10

A Pair of Songs Full of Spirit of Comradeship.

A1810 Comrades (McGlennon). Baritone Solo, orch. accomp. A. Wiederhold, and Columbia Stellar Quartet 10

Happy Three (Roeckel). Baritone Solo, orch accomp. Albert Wiederhold 10

New Flute Solos by George Barrere.

A1785 Serenade (Haydn). Flute Solo, orch. accomp. George Barrere 10

Serenade (Pierne). Flute Solo, orch. accomp. George Barrere 10

Famous Hawaiian Melodies by Native Players.

A1812 Hilo—Hawaiian March. Irene West Royal Hawaiian Troop 10

Kohala March. Hawaiian Guitar Duet. Palie K. Lua and David K. Kaili 10

Sacred Numbers of Unusual Interest.

A1782 One Sweetly Solemn Thought (Ambrose). Soprano and Contralto Duet, orch. accomp. Grace Kerns and Mildred Potter 10

Dreams of Galilee (Morrison). Violin, Flute, 'cello and piano accompaniment. Columbia Mixed Quartet 10

SYMPHONY DOUBLE-DISC RECORDS.

A5711 Killarney (Balfe). Soprano Solo, orch. accomp. Alice Nielsen 12

Barney O'Hea (Lover). Soprano Solo, orch. accomp. Alice Nielsen 12

The Famous "Rigoletto" Quartet and "Lucia" Sextet in English.

A5709 Rigoletto (Verdi). "Beauteous Daughter of the Graces," Soprano, Contralto, Tenor and Baritone Quartet, orch. accomp., in English. Grace Kerns, Mildred Potter, C. W. Harrison, and Albert Wiederhold 12

Lucia di Lammermoor (Donizetti). "What From Vengeance." Soprano, Contralto, 1st and 2d Tenors, Bass and Baritone Sextet, orch. accomp. in English. Grace Kerns, Mildred Potter, Reed Miller, Chas. W. Harrison, Frank Croxton and Albert Wiederhold 12

First Records by Corinne Rider-Kelsey.

A5710 Absent (Metcalf). Soprano Solo, in English, with orch. accomp. Corinne Rider-Kelsey 12

A Dream (Bartlett). Soprano Solo in English with orch. accomp. Corinne Rider-Kelsey 12

More of Pablo Casals' Wonderful Playing.

A5697 Bourrée from C major Suite (J. S. Bach). 'Cello Solo. Pablo Casals 12

Mazurka (Popper). 'Cello Solo, piano accomp. Pablo Casals 12

VICTOR TALKING MACHINE CO.

THE OCTOBER DANCE RECORDS.

No. Size.

17817 Fox Trot Day (F. W. McKee) (Frank W. McKee, Conductor). McKee's Orchestra 10

When the War is Over—One-step (F. W. McKee) (Frank W. McKee, Conductor). McKee's Orchestra 10

35480 Alabama Jubilee Medley—One-step. Victor Military Band 12

Down Among the Sheltering Palms—One-step. Victor Military Band 12

35487 Trilby Rag—One-step (Carey Morgan) (Patrick Conway, Director). Conway's Band 12

Setting the Pace—One-step (Chester W. Smith; arranged by R. L. Halle) (Patrick Conway, Director). Conway's Band 12

Two More "Old-Time" Medleys.

35483 Songs of the Past—No. 3. Victor Mixed Chorus 12

Songs of the Past—No. 4. Victor Mixed Chorus 12

Two Fine Military Marches

35472 National Airs of the Allies. Victor Military Band 12

Spirit of Peace March (Edwin Franko Goldman) Victor Military Band 12

POPULAR SONGS FOR OCTOBER.

17836 Come Back, Dixie (Jack Mahoney-Pency Wenrich). Peerless Quartet 10

Firefly, My Pretty Firefly (Murphy-Glogau-Piantadosi). Peerless Quartet 10

17837 Hello, Frisco! (I Called You Up to Say "Hello," from "Follies of 1915" (Gene Buck-Louis A. Hirsch). Alice Green-Edward Hamilton 10

When It's Peach Picking Time in Delaware (Kent-Kendis-Robbins). Albert Campbell-Henry Burr 10

17838 Gasoline Gus and His Jitney Bus (Byron Gay-Charles Brown). American Quartet 10

Circus Day in Dixie (Jack Yellen-Albert Gumble) (Imitations by Gilbert Girard). American Quartet 10

17839 The Little Gray Mother (Who Waits All Alone) (Bernard Grossman-Harry de Costa). James Reed-J. F. Harrison 10

Painting that Mother of Mine (Frank Sturgis-L. Wolfe Gilbert). Henry Burr 10

17841 Down in Bom-Bombay (Ballard-MacDonald-Harry Carroll). Collins and Harlan 10

Just Try to Picture Me Back Home in Tennessee (Wm. Jerome-Walter Donaldson). Collins and Harlan 10

An Orchestra Rendition of the Famous "William Tell" Overture.

17815 William Tell Overture Part 1—"At Dawn" (Rossini; Arr. by C. J. Roberts). Victor Concert Orchestra 10

William Tell Overture Part 2—"The Storm" (Rossini; Arr. by C. J. Roberts). Victor Concert Orchestra 10

Two Favorite Songs by Two Popular Trio Organizations.

17816 Silver Threads Among the Gold (Rexford-Danks) (Violin, Flute, and Harp with Bells). Neapolitan Trio 10

Oh, Promise Me, from "Robin Hood" (Reginald deKoven) (Violin, 'Cello and Harp). Venetian Trio 10

Two Attractive Medleys of Old Songs.

17823 War Song Medley. American Quartet 10

Old-Time Song Medley. Will Oakland 10

Two Movements of Mozart's G Minor Symphony.

35482 Symphony in G Minor—Allegra molto (1st movement) (Mozart). Victor Concert Orchestra 10

Symphony in G Minor—Andante (2d movement) (Mozart). Victor Concert Orchestra 10

Two Rousing Instrumental Medleys

35485 The Grand Slam—Medley Overture (Witmark Popular Medley) (Arr. by M. L. Lake; Patrick Conway, Director). Conway's Band 12

Remick's Hits—Medley Overture (Arr. by J. B. Lampe; P. Conway, Director). Conway's Band 12

NEW EDUCATIONAL RECORDS.

55055 Sweet the Angelus is Ringing, from "King Rene's Daughter" (Frederick Enoch-Henry Smart). With chorus and cymbal). Lucy Marsh-Elsie Baker 12

Song of the Vikings (Gibney-Fanning-Arr. by A. H. Ryder). Victor Male Quartet 12

45069 Intorno all' idol mio (Aria) (Caressing Mine Idol's Pillow) from "Anthology of Italian Song," Vol. 1) (Marco Antonio Cesti) In Italian. Lucy Marsh 10

Euridice—"Non piango e non sospiro" (Not Crying Am I) (Canzone) (Giulio Caccini) (Voices from Golden Age of Bel Canto) In Italian. Reinald Werrenrath 10

17840 Hornpipe, from "Dances of the People" (E. Burchenal) (English Folk Dance). Victor Military Band 10

Rinnce Fada (Top of Cork Road) from "Dances of the People" (E. Burchenal) (Irish Folk Dance). Victor Military Band 10

BLUE LABEL RECORDS.

Two Songs from the "Trilby" Revival.

45068 A Breath o' Bloomin' Heather from My Little Highland Hame. (Especially written for and sung by George MacFarlane in "Trilby") (J. Keirn Brennan-Ernest R. Ball). George MacFarlane 10

To the Lass We Love—A Toast!. (Especially written for and sung by George MacFarlane in "Trilby") (J. Keirn Brennan-Ernest R. Ball). George MacFarlane 10

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45070 Romance (Rubinstein) (Op. 44, No. 1) Arr. by V. Ciarlone. Harp Solo. Ada Sassoli 10

Gavotte in B minor, from "Second Sonata for Violin" (Joh. Seb. Bach; Arr. by Saint-Saëns) Harp Solo. Ada Sassoli 10

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55056 Die Lorelei (The Loreley) (Franz Liszt) In German. Christine Miller 12

Du bist die Ruh' (My Sweet Repose) (Franz Schubert) In German. Florence Hinkle 12

The Victor Engages Taylor Holmes.

55057 Gunga Din (Kipling). Recitation. Taylor Holmes 12

Boots (Kipling). Recitation. Taylor Holmes 12

NEW RED SEAL RECORDS.

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64499 The Vacant Chair (Geo. F. Root-Washburn). Tenor Solo, with Male Chorus, in English. John McCormack 10

64503 Serenade Espagnole (Spanish Serenade) (Chaminade-Kreisler) Violin Solo; pianoforte by Carl Lamson. Fritz Kreisler 10

64519 Ich grolle nicht (I'll Not Complain) (Op. 48, No. 7) (R. Schumann). Baritone Solo in German. Clarence Whitehill 10

87203 I Need Thee Every Hour (Annie S. Hawks-Robert Lowry) Soprano and Contralto Duet, in English. Alma Gluck-Louise Homer 10

87218 Cielo Turchino (Neapolitan Song) (G. Capaldo-M. S. Ciociano). Tenor Solo in Italian. Enrico Caruso 10

87237 The Rosary (Nevin). Soprano Solo with Violin, in English. Alma Gluck and Efrem Zimbalist 10

8846 Kathleen Mavourneen (Irish Ballad) (Mrs. Crawford-F. N. Crouch). Soprano Solo in English. Johanna Gadski 12

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88531 Carmen—Je t'aime encore (Let Me Implore You) (Scene from Act 4, Part 2) (Bizet). Soprano and Tenor Duet in French, with Metropolitan Chorus. Geraldine Farrar-Giovanni Martinelli 12

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88534 Carmen—Voyons que 'jessaie (Let Me Know My Fate) (Card Song, Act 3) (Bizet). Soprano Solo in French. Geraldine Farrar 12

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35484 Hallelujah Chorus, from "Messiah" (Handel). Arthur Pryor's Band 12

The Heavens are Telling, from "The Creation" (Jos. Haydn) (Patrick Conway, Director). Conway's Band 12

55054 Naughty Marietta Intermezzo (Victor Herbert) (Personally conducted by Victor Herbert). Victor Herbert's Orchestra 12

Babes in Toyland—March of the Toys (Victor Herbert) (Personally conducted by Victor Herbert). Victor Herbert's Orchestra 12

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No. Size.

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By Heck (S. R. Henry)—Fox Trot. American Rep. Band 11½

30232 When Its Night Time in Dixie Land (Irving Berlin)—One or Two-step. Amer. Rep. Band 11½

Bayside Fox Trot (Jesse Winne)—Fox Trot. American Rep. Band 11½

30233 Highlanders! Fix Bayonets (Geoffrey O'Hara) —One or Two-step. American Rep. Band 11½

Bayside Fox Trot (Jesse Winne). American Rep. Band 11½

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Doodle Oodle Dee (Theo. Morse)—Duet with orch. accomp. Collins and Harlan 11½

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I Want to Go to Tokio (Fisher and McCarthy) Solo, with orch. accomp. Henry Burr 11½

30236 Don't Take My Darling Boy Away (Albert von Tilzer)—Solo, orch. accomp. Henry Burr 11½

I'm on My Way to Dublin Bay (Stanley Murphy)—Solo, with orch. accomp. Henry Burr 11½

30237 Meadowbrook Fox Trot (Arthur M. Krauss). Pathé Dance Orchestra 11½

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30238 Good-Bye, Girls, I'm Through (Ivan Caryll)—Solo with orch. accomp. George Prescott 11½

Ragtime Temple Bells (Ivan Caryll)—Solo with orch. accomp. George Prescott 11½

30239 Morning Exercises (Irving Berlin)—Fox Trot Pathé Dance Orchestra 11½

Don't Take My Darling Boy Away (Albert von Tilzer)—One or Two-step. Pathé Dance Orchestra 11½

30240 When I was a Dreamer (Van Alstyne and Jones)—Hesitation Waltz. Pathé Dance Orchestra 11½

Good-Bye, Virginia (Jean Schwartz)—One or Two-step. Pathé Dance Orchestra 11½

30241 The Last Waltz (Ford T. Dabney)—Hesitation Waltz. Pathé Dance Orchestra 11½

(*Continued on page 70.*)

RECORD BULLETINS FOR OCTOBER—Continued from page 65).

My Little Girl (Albert von Tilzer)—One or Two-step.....Pathé Dance Orchestra 11½
30242 I'm Going Back to the Farm (Irving Berlin)—One or Two-step.....Pathé Dance Orchestra 11½
Zum (Don Richardson)—Polka—One-step.... Pathé Dance Orchestra 11½
30243 Weep No More My Lady (L. Wolfe Gilbert)—One or Two-step.....Pathé Dance Orchestra 11½
Dancing 'Neath the Irish Moon (Harry Puck)—One or Two-step...Pathé Dance Orchestra 11½
30244 American Greeting March (Alfred G. Sharpe) American Republic Band 11½
Scotch Patrol (Alfred G. Sharp)—"Characteristic".....Played by American Rep. Band 11½
30245 Pigeon Walk (James V. Monaco)—Fox Trot... American Rep. Band 11½
Al Jolson's Tennessee (Jeff Godfrey)—One or Two-step .....American Republic Band 11½
30246 My Bird of Paradise (Irving Berlin)—Solo with orch. accomp.....George Prescott 11½
Circus Day in Dixie (Albert Gumble)—Solo with orch. accomp.....George Prescott 11½
30247 Maybe a Day, Maybe a Year (Jas. V. Monaco)—One or Two-step ....American Rep. Band 11½
"Jane" (Halsey K. Mohr)—One or Two-step. American Republic Band 11½
30248 My Little Dream Girl (Anatol Friedland)—One or Two-step.....Pathé Dance Orchestra 11½
Good-Bye, Girls, I'm Through (Ivan Carvll)—Fox Trot.....Pathé Dance Orchestra 11½
30249 My Little Dream Girl (Anatol Friedland)—Solo with orch. accomp.....Hughes Macklin 11½
When I Leave the World Behind (Irving Berlin)—Solo with orch. accomp.Hughes Macklin 11½
30250 My Bird of Paradise (Irving Berlin)—Fox Trot.....American Republic Band 11½
The Little House Upon the Hill (Harry Puck)—One or Two-step.American Republic Band 11½
30251 Shooting the Bull Around the Bulletin Boards (Jean Schwartz)—Solo with orch. accomp... George Prescott 11½
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30254 Demi Tasse (Henry Lodge)—One or Two-step Pathé Dance Orchestra 11½
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30255 I Want to Go to Tokio (Fred Fischer)—One or Two-step.....Pathé Dance Orchestra 11½
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30256 When Irish Eyes are Smiling (Ernest R. Ball)—Cornet Solo .....Sergeant Leggett 11½
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70123 Highlanders, Fix Bayonets (Geoffrey O'Hara) One or Two-step....American Republic Band 14
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70124 By Heck (S. R. Henry)—Fox Trot..... American Republic Band 14
Highlanders, Fix Bayonets (Geoffrey O'Hara)—One or Two-step..American Republic Band 14
70125 Meadowbrook Fox Trot (Arthur M. Krauss).. Pathé Dance Orchestra 14
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70126 By the Beautiful Sea (Harry Carroll)—One or Two-step.....Pathé Dance Orchestra 14
By Heck (S. R. Henry)—Fox Trot..... American Republic Band 14
70127 Fizz Water (J. Hubert Blake)—One or Two-step .....Pathé Dance Orchestra 14
The Music Box Rag (C. Luckyth Roberts)—Fox Trot .....Pathé Dance Orchestra 14
70128 The Bell Hop Rag (Frederick M. Ryan)—Fox Trot .....Pathé Dance Orchestra 14
Sugar Lump (Frederick M. Ryan)—Fox Trot. Pathé Dance Orchestra 14
70129 Georgia Grind (Ford T. Dabney)—Fox Trot.. Pathé Dance Orchestra 14
Maurice Fox Trot (Emil Coleman)..... Pathé Dance Orchestra 14
70130 American Greeting March (Alfred C. Sharp).. American Republic Band 14
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70131 Trilby Rag (Carey Morgan)..... Pathé Dance Orchestra 14
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2693 By Heck—Fox Trot (S. R. Henry). For dancing. Jaudas' Society Orchestra
2688 Drummer Boy (Edward German). Tenor Solo, orch. accomp. .....Reed Miller
2682 Furlana—Gioconda (Ponchielli).....Sodero's Band
2684 Gasoline Gus and His Jitney Bus (Gay-Brown). Tenor Solo with chorus, orch. accomp..... Billy Murray
2687 Hello, Frisco! (Louis A. Hirsch). Tenor and Contralto Duet, orch. accomp..... Harvey Hindermeyer and Helen Clark
2689 Hold Your Hand Out, Naughty Boy (Murphy and David). Comic Song, orch. accomp.... Glen Ellison
2696 I Like Your Town (Westen and Bedford). Comic Song, orch. accomp.....Glen Ellison
2679 Josephine Polka (J. Koesseldorfer)..... Oberammergauer Zither Trio
2686 Love Me as You Used to Love Me. (Maurice Scott). Tenor Solo, orch. accomp....Reed Miller
2677 My Little Dream Girl (Gilbert and Anatol). Tenor Solo, orch. accomp.....Walter Van Brunt
2690 Peer Gynt—Suite No. 1, Part 1—Morning; Part 3—Anitra's Dance (E. Grieg).....Sodero's Band
2698 Peer Gynt—Suite No. 1, Part 2—Ase's Death; Part 4—In the Hall of the Mountain King (E. Grieg) .....Sodero's Band
2678 Quiet Little Evenings at Home—A Modern Eve. (Ben. M. Jerome). Tenor Solo, orch. accomp. Walter Van Brunt
2694 She Lives Down in Our Alley (McCarron and Bayha). Tenor Solo with chorus, orch. accomp. .....Irving Kaufman
2683 That Was the End of My Dream (David-Stroud). Tenor Solo, orch. accomp.....Hardy Williamson
2697 Three Bears—A Bed-time Story.....Edna Bailey
2685 (a) Ua Like No Alike (Queen Liliuokalaini); (b) Medley of Hawaiian Hulas. On Hawaiian guitar.....Palakiko Ferreira
2699 Victoria regia—Concert Waltz (Wilh. Popp). Flute Solo, orch. accomp.....Weyert A. Moor
2695 We'll Build a Little Home in the U. S. A. (Chas. Elbert). Tenor Solo with chorus, orch. accomp. .....Irving Kaufman
2680 When I Was a Dreamer (And You Were My Dream) (Egbert Van Alstyne). Tenor Solo, orch. accomp.....George Wilton Ballard
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	Show Me the Way to Your Heart (Mills and Scott). Baritone Solo. orch....Stanley Kirkby	10
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"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly.*

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.

Leading Jobbers of Talking Machines in America

1856 WURLITZER 1915

VICTOR

DISTRIBUTORS

VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.

CINCINNATI and CHICAGO

Two points of supply; order from the nearer.

Edison Phonograph Distributors

for the SOUTHWEST

All Foreign Records in Stock.

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NEW ENGLAND

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EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.

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PACIFIC COAST DISTRIBUTORS

Victrolas and Victor Records, Steinway Pianos, Pianola Pianos, Holton Band Instruments

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Victor Distributors

All orders shipped the same day received

Service to all points

The Chicago Edison Jobber

The perfection of Musical Instruments—THE EDISON diamond disc PHONOGRAPH—with EDISON double disc records.

THE PERFECTION OF SERVICE—Our Service.

The Perfection of advertising for the dealer—Our plan.

The Phonograph Company

229 So. Wabash Ave. CHICAGO

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Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

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Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., Kinney Levan Building, 1375 Euclid Ave.
Dallas, Tex., Southwestern Talking Machine Co., 1101 Elm St. Columbia Building.
Denver, Colo., Columbia Stores Co., 505-507 Sixteenth St.
Detroit, Mich., Columbia Graphophone Co., 114 Broadway.
Hartford, Conn., Columbia Graphophone Co., 719 Main St.
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1112 Grand Ave.
Lincoln, Neb., Grafonola Company, 1541 O St.
Livingston, Mont., Scheuber Drug Co.
Los Angeles, Cal., Columbia Graphophone Co., 420-422 S. Broadway.
Louisville, Ky., Columbia Graphophone Co., 402 South Fourth St.
Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
Minneapolis, Minn., Columbia Graphophone Co., 424 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 25 Church St.
New Orleans, La., Columbia Graphophone Co., 933 Canal St.
New York City, Columbia Graphophone Co., 89 Chambers St.
Philadelphia, Pa., Pennsylvania Talking Mach. Co., 1109 Chestnut St.
Pittsburgh, Pa., Columbia Graphophone Co., 101 Federal St.
Portland, Me., Columbia Graphophone Co., 550 Congress St.
Portland, Ore., Columbia Graphophone Co., 371 Washington St.; Eilers Music House.
Providence, R. I., Columbia Graphophone Co., 119 Westminster St.
Rochester, N. Y., The Grafonola Company, 23 Clinton Ave., South.
Sacramento, Cal., Kirk, Geary & Co.
Salt Lake City, Utah, Daynes-Beebe Music Co., 45 Main St.
San Francisco, Cal., Columbia Graphophone Co., 334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 1311 First Ave.; Eilers Music House, 3d and University Sts.
Spokane, Wash., Columbia Graphophone Co., 818 Sprague Ave.
Springfield, Mass., Columbia Graphophone Co., 174 Worthington St
St. Louis, Mo., Columbia Graphophone Co., 1006 Olive St.
St. Paul, Minn., Columbia Graphophone Co., 17 East Sixth St.
Tampa, Fla., Tampa Hardware Co.
Terre Haute, Ind., 640 Wabash Ave.
Toledo, O., Columbia Graphophone Co., 229 Superior St.
Washington, D. C., Columbia Graphophone Co., 1210 G St., N. W.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., *Wholesale Department, Woolworth Building,* New York.

Headquarters for Canada:

Columbia Graphophone Co., 363-5-7 Sorauren Ave.

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Southern Victor Dealers

Largest Stock VICTROLAS and RECORDS.

Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.

Oldest Music House in Virginia or North Carolina.

RICHMOND, VA.

SERVICE FIRST

EXCLUSIVE VICTOR JOBBERS

WHOLESALE ONLY

Standard Talking Machine Co.

PITTSBURGH, PA.

The Perry B. Whitsit Co.

DISTRIBUTORS OF

Victrolas and Victor Records

COLUMBUS, OHIO

OLIVER DITSON COMPANY

BOSTON

Largest VICTOR Talking Machine Distributors East of Chicago.

Creators of "The Fastest Victor Service." Let us tell you more about our service.

W. J. DYER & BRO.

Saint Paul, Minn.

VICTOR & EDISON

Distributors

Quick Service for all points in the Northwest. Machines, Records, Supplies.

GATELY-HAIRE CO., Inc.

If it's Victor we have it
We have it if it's Victor

ALBANY, N. Y.

The PHONOGRAPH CORPORATION of MANHATTAN ~ New York

Distributors of Edison Diamond Disc Phonographs

The greatest musical instrument ever produced. As a business builder it is likewise superior.

Ask us for particulars

JERSEY CITY BROOKLYN

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your card in the November List.

The Talking Machine World

Vol. 11. No. 10. New York, October 15, 1915. Price Ten Cents

NO HINDRANCE TO LIVE SALESMAN.

How W. B. Bailey, of Eureka, Cal., Made Sales of Edisons in the Willow Creek District.

(Special to The Talking Machine World.)

EUREKA, CAL., October 4.—W. B. Bailey, of the Eureka Phonograph Co., of this city, is a hustler and nothing daunts him in the way of promoting sales of Edison phonographs. When it is a little quiet at the store he gets out into the country and never fails to book orders. During a recent trip in the Willow Creek district, from which he just returned, he hit upon the idea of giving a concert demonstrating the perfection of the Edison diamond disc phonograph, which he represents. Instead of renting a hall, he went to the hotel at Willow Creek and because of the difficulties of

Scenery in the Willow Creek District.

reaching the widely separated homes of the residents of that section he gave a concert at the telephone exchange of the hotel and located all the subscribers by bringing the music and the merits of the Edison phonograph into the homes of all the people of the neighborhood. As a result several sales were made, and the machines were delivered satisfactorily, with some inconvenience to the salesmen, as several large cabinet machines had to be carried by pack horses over the mountain trails that could not be traveled by the ever-faithful Ford. An idea of the country traversed by Mr. Bailey may be seen from the photograph herewith, and which, by the way, shows his portrait in the lower left-hand corner.

TALKING MACHINES FOR SCHOOLS.

Congress to Be Asked to Supply Machines and Records for Washington Schools.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 5.—Installation of talking machines in public schools may be asked of Congress by the Board of Education. The ways and means committee of the board, in public hearing yesterday, listened to suggestions from a representative of a talking machine company.

E. L. Thurston, superintendent of schools, is in favor of the plan, declaring that he believes talking machines will be used "more and more" in schools. The machines may be used in playing marches at assembly and dismissal, furnishing music for dances and providing accompaniments for physical exercises, as well as other purposes.

WHAT THE VOICE LOOKS LIKE.

Dr. Conta, of Paris, Predicts Some Remarkable Things for His Photonograph.

If Dr. Conta, of Paris, has his way every prospective bride will have to furnish a photograph of her voice before marriage. This French psychologist has tested the voices of a large number of people who have appeared in the French courts as defendants in divorce actions, and he declares that most of them have voices which "set one's teeth on edge." He has worked out a combined recording phonograph and camera, called a photonograph, which shows exactly what a voice looks like.

The invention is apt to prove of great value in the musical world. A singer cannot hear himself sing, but has to take the advice of a teacher—and teachers are human and might err. Suppose Caruso were told that one of his notes was harsh. He might believe it; on the other hand, he might only be annoyed. If, however, after he had sung the note, the photonograph showed him that, while all his other notes were smooth and round, that one was jagged, what a boon to him it would be!

Public speakers would have to file with the committee on arrangements photographs of their voices. Then the rest of us would never have to listen to a squeaky utterance, nor would they have to strain their ears to hear what the speaker had to say. His manner of delivery would have to be up to the photograph of his voice.

The photonograph would be a boon to teachers. Instead of having to listen to all the children speak their "piece," they could make them talk it into the machine and then look at the photo.

Dr. Conta believes that his invention can be made to record a difference in vibration between the utterance of a falsehood and of the truth.

CHINESE TOURIST GORGEOUS.

Got His Gold Medals Selling Talking Machines in Cuba—Homeward Bound for Shanghai.

San Ton Sui, a wealthy Chinese merchant, who arrived in New York last week from Cuba on the Ward liner "Havana" on his way home to Shanghai via Vancouver, B. C., attracted the attention of the immigration and customs inspectors by the gorgeous blue and gold uniform he wore, something between that of an admiral of the fleet and the head porter of a Swiss hotel. He was so dignified and radiant with epaulets and medals that the Government officials at the pier imagined he must be a mandarin of high rank.

Mr. Sui, who said he had been in Cuba seventeen years, and spoke Spanish fluently, explained that the gold badge on his naval cap with broad band signified that he was Emiliano Aton, his commercial name, and a merchant of Matanzas. He added that his gold medals had been gained selling talking machines in Cuba, and that he had money enough to spend the rest of his days in China, which he had left when he was a small boy.

INCREASES ITS CAPITAL STOCK.

After eight months of business the Acme Die-Casting Corp., Bush Terminal No. 5, Brooklyn, N. Y., reports that it has met with such success that it is necessary to increase its capital from $125,000 to $200,000. E. N. Wolf, treasurer, further adds that the organization has worked to full capacity up to the present time and has even been obliged to refuse business because of the inability to guarantee deliveries.

"At present," said Mr. Wolf, "we have a new contract for more space and are increasing our plant so we can double our capacity within the next four months, so we are now in a position to accept new orders for prompt delivery, particularly with those talking machine houses desiring efficient die-casting service for sound boxes, etc."

DOING EDUCATIONAL WORK.

How Miss Hilborn and the Columbia Graphophone Have Played Important Parts.

The growth and success of the educational department of the Columbia Graphophone Co. in the past few years has been marked. Miss Wanda Hilborn, special school representative and assistant to Frederic Goodwin, head of this department, has contributed much to this success. Miss Hilborn is in charge of the physical training work of the department and also directs Columbia school activities in playgrounds and kindergartens.

Miss Hilborn is eminently equipped for her work for the Columbia educational department, as prior to joining the Columbia forces she was for several years a kindergarten teacher in the New York public schools and is thoroughly familiar with the problems which confront the teacher in her efforts to make work both pleasant and profitable for children.

In addition to her other activities Miss Hilborn

Using Story Records at Vacation Playground.

has recorded two selections for the Columbia school record library, known as story records, which have been used in kindergarten and playground work with marked success.

The accompanying photograph, taken at the vacation playground of P. S. No. 61, New York City, illustrates one phase of the Columbia educational department work. Children of foreign born parents, with comparatively little knowledge of the English language, evidence the keenest interest in the Columbia story records, and after listening to their rendition a few times repeat them clearly and distinctly without difficulty.

HELD FOR MAIL FRAUD.

Joseph H. Mayers Accused of Selling Inferior Phonographs Through Misrepresentation—Held for Trial in Federal Court.

Joseph H. Mayers, 196 East Houston street, was arrested by Post-Office inspectors some weeks ago on a charge of using the mails to defraud in the sale of inferior phonographs to poor people who were persuaded to believe that music would lighten their troubles.

The Federal Grand Jury returned an indictment against Mayers on September 29, and on September 30 the case came up for hearing before Judge Lacombe, when Mayers pleaded not guilty. The defendant was held in $3,000 bail for trial.

Mayers did business under the names of the International Phonograph Co., the Independent Phonograph Co. and the Supreme Phonograph Co. According to the Federal authorities he advertised a high-class machine to be paid for in easy instalments. When he delivered the second-hand machines, it is alleged, he demanded an immediate payment of from $15 to $20. His case was turned over to the postal authorities by L. C. Wagner, a special agent of the State Department of Labor who placed the matter before the legal department of the Federal Government.

The Cirelligraph Co., Inc., has been incorporated under the laws of Delaware with capital stock of $200,000, for the manufacture and sale of reproducing devices to be known as the Cirelligraph for the reproduction of the human voice.

EXCELLENT TRADE OUTLOOK IN SAN FRANCISCO.

Conditions Both Wholesale and Retail Most Satisfactory—Distributers Say Principal Difficulty Will Be to Get Goods to Fill Their Orders—Excellent Publicity for Talking Machines Through the Exposition—New Edison Dealers—The Month's News.

(Special to The Talking Machine World.)

San Francisco, Cal., October 2.—The past month has seen but little change in the local talking machine situation. Business has been very satisfactory, both wholesale and retail, and confidence has been strengthened regarding the outlook for the remainder of the year. The distributers say their principal difficulty from now on will be to get goods to fill their orders. In view of past disappointing experiences in getting stock, dealers are inclined to anticipate their goods earlier than usual, and the wholesalers are encouraging early shipments as much as possible, as the orders can be handled to much better satisfaction now than during the holiday rush.

Manager W. S. Gray in the East.

Pacific Coast Manager W. S. Gray of the Columbia Graphophone Co. left for the East about the middle of September, expecting to be gone five or six weeks. Manager F. R. Anglemeier of the local Columbia warerooms is well pleased with the present condition of business. He reports the demand particularly strong on $75 and $100 machines, and says record business is going ahead nicely.

The local Columbia headquarters received a visit recently from C. B. Scott, manager of the dictaphone department of the St. Louis office of the company, who was here to visit the exposition, accompanied by Mrs. Scott.

A. J. Kendrick, special representative of the Victor Talking Machine Co., has been in San Francisco for some little time working among the trade and visiting the exposition.

Great Business Growth in September.

Andrew G. McCarthy, of Sherman, Clay & Co., who devotes particular attention to the Victor end of the business, says September was a splendid month both in the wholesale and retail departments. With the tremendous growth in the demand for Victor goods, he says it is impossible for the factory to supply all needs, so the principal trouble for this holiday season, as in previous years, will be to get the goods, especially fumed oak in all styles, which is the most popular finish outside of mahogany. The appearance of Madame Melba here is stimulating the sale of her records, and the same is true of the Kreisler records.

Reports Lively Edison Business.

A. A. White, manager of the Emporium talking machine department, where Columbia, Edison and Cheney products are handled, is much gratified over the rapid improvement in business during August and September, both months showing substantial increases over the corresponding months of 1914. He reports an active Edison business. Nearly all the old type Edison machines have been sold and a fairly large stock of new models has been assembled. Mr. White says people are a little slow to take up the Cheney, but that local owners of these machines seem to be perfectly satisfied with them. Columbia products are in good demand and Mr. White can trace many sales directly to the extensive demonstrations at the exposition.

Miss Mower Singing with the Grafonola.

While in San Francisco recently to visit the exposition, Anna Case, soprano at the Metropolitan Opera House, New York, called at the Edison Shop on Geary street and listened to some of her latest records which she has made for the Edison Co. She sang with some of them and her visit was much enjoyed by the force and visitors at the store.

Valuable Publicity Through Exposition.

J. S. Baley, manager of the Edison Shop, says fall business has started off in fine shape, September being way ahead of last year. He attributes the increase to the general improvement in financial conditions, but more particularly to the valuable publicity given the Edison products at the exposition and the fact that the Edison is rapidly gaining favor in this district. A new sign has been placed in the window of the Edison Shop, which invites the inspection of many passers-by. It is of plate glass, with the letters, Thomas A. Edison Shop, ground in. Electric lights flashing off and on at the bottom diffuse light on the letters through the glass, making them appear alternately white and gold.

A party of six Edison demonstrators, headed by John J. Riley, passed through San Francisco a few days ago en route to Victoria, B. C., to begin a series of demonstrations, taking in the entire Pacific Coast. They expected to be in Spokane, Wash., about October 15, and after making an extensive tour of the Northwest, to return to California for a considerable stay.

Columbia Exposition Attraction.

One of the features of interest at the booth of the Columbia Graphophone Co. at the Panama-Pacific Exposition within recent weeks has been the singing of Miss Milicent Mower, the fifteen-year-old girl who has charmed everyone with her singing to the accompaniment of the Grafanola. The accompanying photograph will be found interesting.

New Edison Department in Oakland.

The John Breuner Co., large furniture dealer of Oakland, Cal., has installed an Edison department, under the management of B. J. Goldsmith. The new department, which occupies large and well-appointed quarters, with ample display and demonstration facilities, was formally opened to the public on September 20. A special program was arranged for the occasion and Mr. Marshall, special representative of the phonograph department of Thomas A. Edison, Inc., gave a short lecture on Edison products. The Oakland Phonograph Co., which recently added the Edison line in Oakland, also held its formal opening on the same day.

Other new dealers who have added the Edison line recently include: Lauxen & Catts, furniture dealers, Stockton; McNeil & Co., Stockton; Eagle Drug Store, Stockton; Santa Rosa Furniture Co., Santa Rosa; Beer Drug Co., Merced.

Why A. R. Pommer Is Enthusiastic.

Special Representative C. W. Darbee of the Pacific Phonograph Co. has gone North on his initial trip in Washington and Oregon in the interests of the Edison line. A. R. Pommer, head of the Pacific Co., is very enthusiastic over the prospects for holiday business. His company has signed up several new dealers in the last few weeks who are in position to give strong representation to Edison products. He figures the new accounts will help out very materially in increasing the demand for Edison goods in this territory.

Mr. Pommer divided his attention the past month between golf at Del Monte and business here, and

(*Continued on page 6.*)

Eastern Service Is The "Come Again" Kind

It is gratifying to note that when a dealer once tries our service he comes again and is soon numbered among our regular dealers; the ones who look to us for their all-the-year-round supply. There's a reason. Try our service. That's the answer.

WE SUPPLY THE MOST SUCCESSFUL VICTOR DEALERS IN NEW ENGLAND.

TO BE SUCCESSFUL A DEALER MUST GET GOOD SERVICE.

That's what Eastern Service is, Good Service, in fact the best possible. It's the kind of service you need, the kind you ought to have, to get the most out of your Victor business.

TRY IT, AND WE KNOW YOU'LL "COME AGAIN."

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XI, $100
Mahogany or oak

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

Victrola supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from $15 to $350 it is easy for every Victor dealer to reap all the advantages that come with such supremacy.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Gately-Haire Co., Inc.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co. Greenhut Co., Inc.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

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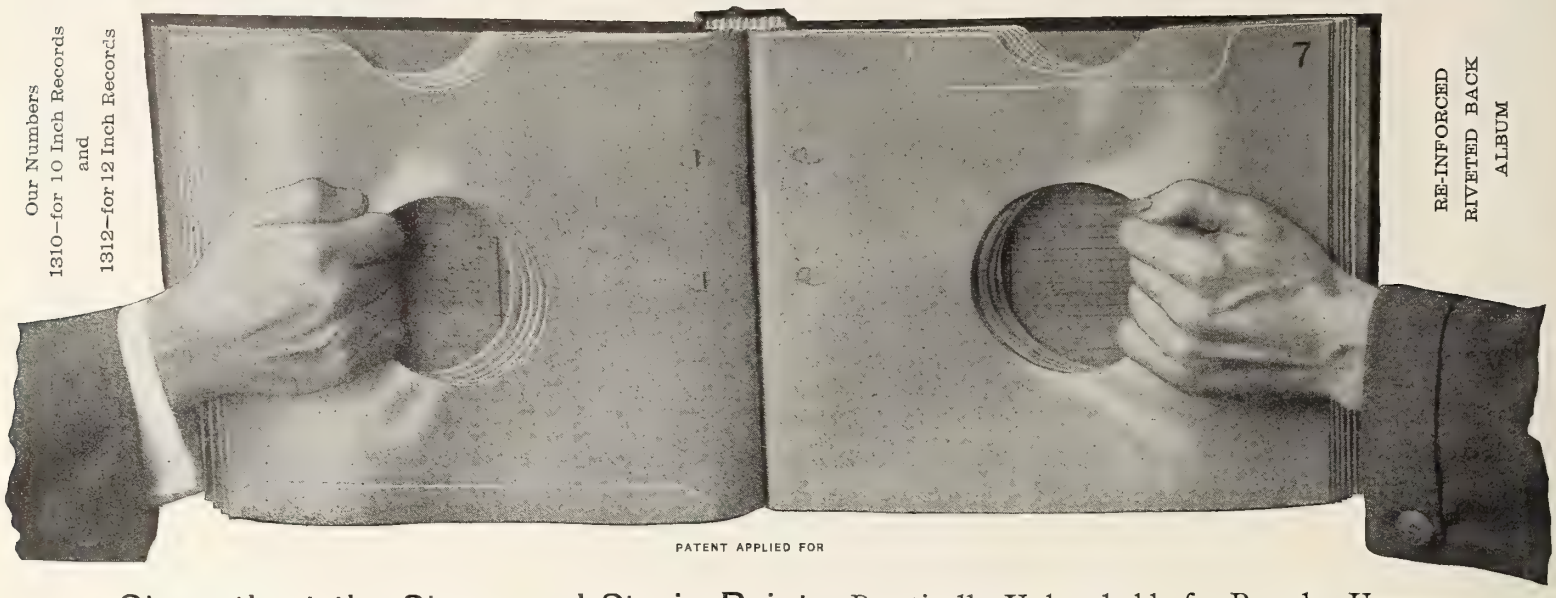
THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

NEWS OF SAN FRANCISCO TRADE.

(*Continued from page 4.*)

he is now more enthusiastic over golf than ever. There is a reason, too. Mrs. Pommer is now holder of the women's golf championship of California, having won this honor at the recent State tournament at Del Monte.

C. H. Pierce, Columbia dealer of Eureka, Cal., and Mrs. Pierce were recent exposition visitors.

J. J. Black on Big Game Hunt.

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., went on a hunt for big game in the high Sierras of southern Lassen and Plumas counties during his vacation, the principal object of his search being a huge grizzly which had been seen in that vicinity by people returning from the mountains shortly before. He started out with a guide, expecting to penetrate the forest to a depth seldom undertaken by man, but this was not necessary, as he met the object of his search long before he expected to. The rest is a long story, but suffice to say that Mr. Black returned with the pelt of the big bear.

Victor Temple Gaining in Popularity.

The Victor Temple at the exposition is gaining in popularity as the weeks go by, if the attendance at the daily concerts can be taken as a criterion. Manager Everett Worthington is not content with the daily routine, either. He is continually planning something different and each special event seems to eclipse all preceding ones. This is true of the pantomime ballet, "Box of Toys," given in the Court of the Universe on the evening of September 24 by Mlle. Louise La Gai and her forty child dancers. A special program is now being planned by Mr. Worthington for San Francisco Day, November 2, for which exhibitors and San Francisco people generally are co-operating to make the biggest day since the exposition opened.

At the Columbia booth, Mr. Dorian says, attendance is keeping up admirably. Special feature is being made of the Margaret Wilson souvenir record, and it has had a big sale the past month.

HAS MANY PATENTS TO HIS CREDIT.

J. G. Nolen, head of the Nolen Accessories Co., 2 West 140th street, New York, and inventor of the Nolen magnetic two-tone sound box, has had over thirty years of experience in telephone work, and in that field is considered an authority on acoustics. When he took an interest in the talking machine industry he created this sound box, and has a number of inventions under way, all relating to talking machines and the various parts thereof. In other lines Mr. Nolen has a number of patents to his credit, several hundred in fact, many of which are now used as the basis for the formation of companies. More interesting announcements are being planned by him, all of which will be duly published in the columns of this publication.

Never Put Off Till To-Morrow What You Can Do To-Day

Send in your orders for Victrolas to-day. You may not be able to get them to-morrow.

THE BLACK MAN WANTS MAN

Blackman Talking Machine Co.
97 Chambers St. Near Church St New York

Victor "His Master's Voice"

REMODELING KANSAS CITY "SHOP."

Edison Headquarters in That City Being Altered to Take Care of Growing Trade.

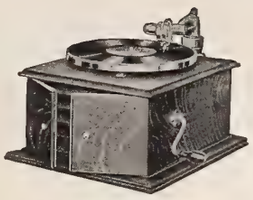
(Special to The Talking Machine World.)

Kansas City, Mo., October 8.—The Edison Shop in Kansas City is undergoing extensive alterations by which two demonstration rooms will be added and convenient offices established on the mezzanine floor. A first-class ventilating equipment will be installed for the entire quarters, including offices, booths and concert hall. The very classy display and reception room, in the front part of the establishment, which heretofore has been separated from the general reception department only by a railing, has been provided with a glass screen, which is a distinct improvement, providing a measure of seclusion, cutting off sound both ways and yet allowing a full view of the room and its contents to all visitors. The Kansas City business is growing so rapidly that the additions were immediately necessary. "We have a large shipment of new models coming and hope this month to catch up with orders," said M. Blackman, the manager.

The new type cylinder records have been going very well, it is reported at the Edison Shop.

TAKES OVER THE VICTOR AGENCY.

The Otto Wissner Piano Co. has taken over the Victor business of the Kelly Music Co., Jersey City, N. J., and will conduct an aggressive campaign in behalf of the Victor products. This transfer was made under the supervision of A. H. Bates, Victor field representative in this territory.



Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor dealers everywhere.

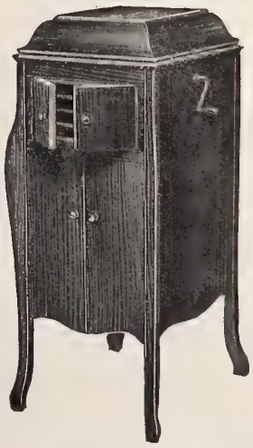
You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone.



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVIII, $300
Victrola XVIII, electric, $350
Mahogany

The rapidly growing popularity of Columbia Grafonolas and Columbia Double-Disc Records, together with the solid and fair policy of the Company, cannot safely be ignored by any talking machine dealer.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

ARTISTIC PATHE CATALOG.

Volume Admirably Printed and Beautifully Produced Bearing Upon the Products of the Pathé Frères Phonograph Co., Just Issued, That Will Interest the Dealer and Public.

A catalog of unusual beauty and dignity has just been issued by the Pathé Frères Phonograph Co., 30 West Thirty-eighth street, New York, to feature its line of Pathé Pathephones and Pathé discs. This is the first general catalog issued by this concern, and if it is a sample of future Pathé publications the company's representatives are in line to receive a series of catalogs which will compare most favorably with the finest art productions issued in any industry.

Aside from the clever arrangement and character of its contents, the new Pathephone catalog is favored with a cover that is striking and artistic. The red rooster, typifying the Pathé Frères trade-mark, which is known the world over, is the keynote of this cover design, the rooster being centered on a dark background standing on a Pathé disc. Light gray is the color plan of the cover, the appearance of which is enhanced by the embossing of the rooster design and the words "Pathé Pathephone."

The first two pages of the new book present portraits of Emil and Charles Pathé, the founders of the house of Pathé Frères, and a group picture of the Pathé factories and studios in Paris, London, Berlin, Moscow, Vienna, Brussels, Milan and New York.

The text of the catalog proper consists of an informative discussion of the constructional and mechanical principles which are exemplified in the Pathephone. Every phase of the machine receives careful consideration, and the reader cannot help but be impressed with the numerous distinctive features of the Pathephone and its standing in the musical world. The Pathephone sound-chamber, tone-control, sound-box, sound-vibrator and motor are mentioned, each subject being treated clearly and concisely. It is also noted that the Pathephone plays every make of record, whether the rendition be by means of needle, diamond or sapphire.

The several pages devoted to the discussion of the Pathé record library are well worth close attention, as they embody an interesting array of facts and figures. It is pointed out that the Pathé record library contains more than 96,000 selections, comprising the largest repertoire in the world. The method of recording Pathé records is briefly described, and a detailed description of the merits of the sapphire as a means of reproduction is one of the interesting sections of the catalog.

In a separate envelope inclosure in the back of the book are photographs of four Pathephones, known as models 15, 50, 100 and 200, which convey an idea of the high-grade character of the Pathephone cabinets.

The catalog as a whole is one that the Pathé Frères Phonograph Co. has cause to be proud of, as from cover to cover it represents the most advanced ideas in catalog production and is in accord with the prestige and popularity of the house of Pathé Frères.

SONORA AGENCY FOR KANSAS CITY.

C. L. Marshall Visits City for Purpose of Securing Representation for the Products of His Company—Has Made Many Connections.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 6.—C. L. Marshall, Chicago representative of the Sonora Phonograph Corp., New York, was in Kansas City recently investigating the prospects for establishing an agency here. During the past few months Mr. Marshall has established agencies in leading music stores of Council Bluffs, Des Moines, Waterloo, Dubuque, Davenport and Muscatine, all in Iowa. As yet it is uncertain whether or not Kansas City will have a store handling the Sonora phonograph.

Mr. Marshall went from here to Topeka, and will later make St. Louis. He thinks that he may come back to Kansas City again later on, when he will probably take definite steps in placing the Sonora in a Kansas City store.

LARGE FACTORY FOR WONDER CO.

The Great Demand for the Products of This House Necessitates This Move—President McNulty Tells Story of Progress.

"In order to keep pace with the fast increasing demands of our factory, we have just completed negotiations to occupy a factory which will give us at least six times as much space as we have had in our present quarters," said H. B. McNulty, president of the Wonder Talking Machine Co., 102 West Thirty-eighth street, New York, in a recent chat with The World. "It is our intention to continue our executive quarters at this address, 102 West Thirty-eighth street, New York, concentrating our manufacturing activities in the plant we have just secured.

"The Wonder line of machines has certainly proven very popular with the trade in the short while they have been on the market. We have established distributers and dealers in all parts of the country and our entire line, particularly Nos. 4 and 5, retailing at $15 and $20 respectively, are meeting with a ready sale.

"During the past few weeks there has been a large demand for the Wonder machines for export trade. We have made substantial shipments to Cuba and several of the South and Central American countries."

DESTROYED BY FIRE.

The two-story building at 1228 Annin street, Philadelphia, Pa., occupied by Molino & Ferina, manufacturers of cabinets for phonographs, was destroyed by fire recently. Loss is put at $10,000.

INCORPORATED.

The Rex-Indiana Corporation, Indianapolis, Ind., has been granted a charter under the laws of that State to deal in talking machines. The capital stock of the company is $5,000, and the incorporators of the company include W. C. Carroll and C. F. Wheeler.

NYACCO

RECORD ALBUMS ARE THE WORLD'S BEST

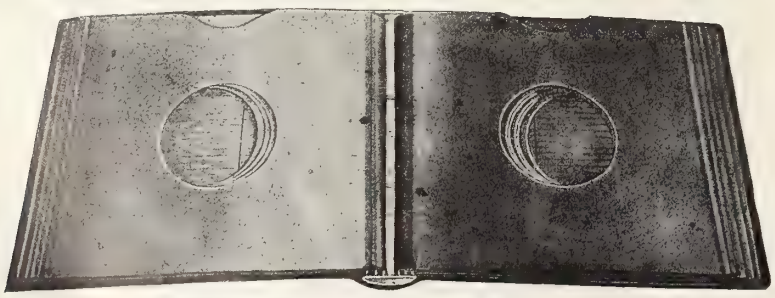
SOLID METAL BACKS

ARE NOW USED IN THE NEW

NYACCO

RECORD ALBUMS

THE ONLY INDESTRUCTIBLE ALBUM ON THE MARKET
PAGES CANNOT UNGLUE



Patents Pending

NYACCO ALBUM WITH SOLID METAL BACK
Note How Pages Lie Perfectly Flat *Send for Sample*

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

Victor supremacy is self-evident

It is the supremacy of achievement—of great things actually accomplished.

And it brings success to Victor dealers everywhere!

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone

Victrola X, $75
Mahogany or oak

Victrola XI, $100
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Victrola XIV, $150
Mahogany or oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Glad. Henderson, C. Chace, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, August J. Timpe, L. M. Robinson.

Boston: John H. Wilson, 324 Washington Street.

Chicago Office: E. P. Van Harlingen, Consumers' Building, 220 South State Street. Henry S. Kingwill, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

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ADVERTISEMENTS: $4.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, $125.00.

REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Money Order.

☞ **NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.**

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, OCTOBER 15, 1915.

IN order to protect their interests fully, business men must pay greater attention to the State and National legislation of the country. They cannot remain indifferent to meddlesome interference with their affairs by legislatures.

Sometimes bills of various kinds are rushed through State legislatures, and Congress as well, which tend to hamper and seriously interfere with business of various kinds.

This condition shows that it is imperative that the manufacturers and merchants of this country should be in closer touch with what is going on in the State and National legislative halls.

Proposed legislation which vitally affects the interests of every talking machine man in America will come up at the next session of Congress. We refer to what is popularly known as the Stevens Bill.

The Stevens Bill has been favored by some of the strongest organizations in this country, and it is designed to prevent indiscriminate price cutting of standardized products.

Talking machine jobbers and dealers know the prices at which their instruments are inventoried represent non-depreciable investments under price fixity policies, and they should know that if price cutting is indulged in to an alarming extent then there will be a deterioration in the value of their investments. That follows as a logical sequence.

Manufacturers who create standardized articles and fix upon them the prices which retail purchasers should pay for them, are naturally interested in maintaining a standard which will protect the public as well as the firms and corporations which manufacture and sell them.

Price cutting should never succeed in the talking machine business, and if articles broadly advertised are offered at cut rate prices, instead of building a permanent trade it lessens it and destroys the confidence of the public in the value offered.

The manufacturer who spends millions of dollars in the exploitation of a product has created a value which all of his representatives are naturally desirous of maintaining, because they profit by this powerful asset created by the parent house, and talking machine dealers should appreciate the principles which the manufacturers in this trade have maintained in price standardization.

LOOKING back upon the history of this trade, it must be admitted that it has been the solid and substantial element of price standardization which has tided it over in many heavy strains. Without doubt there are times, in a financial pinch, when men would be tempted to dispose of their talking machine stock at cut rate prices in order to raise funds to meet maturing obligations, but the standardizing of prices with contractural relations has prevented that, and we hope the time may never come when the columns of the daily papers will contain slaughter prices of standard talking machines.

The Stevens Bill will afford adequate protection—it will stableize the trade—hence talking machine men in every section of the country should use their influence to see that this bill is enacted into law at the next session of Congress. It will give to them a sense of business security which is necessary to win permanent success.

Talking machine jobbers have taken this subject up broadly and propose to bring all of the influence which they can to bear in various ways toward the passage of this bill.

Talking machine dealers, no matter where located, should write to the Congressman who represents them, and present their views to them concerning price fixity.

IT should be understood that the price cutters are using a great deal of influence, and as the time for the opening of the next session of Congress draws nearer that influence will be accelerated very materially.

Now, if the men who believe in standardized prices will not make an effort to aid in the passage of the Stevens Bill, then the opponents to the measure, through their live methods, will win out, and the mischief making process will be immediately launched.

Congressmen are naturally desirous of obtaining the views of their business constituents, and the opponents of this bill are going to be very active to swing the Congressmen over to their side of the fence. They are going to do this by plausible argument and by letters. Now, the other side should present its case fairly.

The time to see your Congressmen is now; the time to write to them is now; the time to express your views to them is now. Get on the ground early so that your opinions will receive full and fair hearing. If you are slow to protect your interests in this matter you will suffer later on.

The great danger to the Stevens Bill is indifference.

Fixity of price should be maintained in the talking machine trade, and as long as that is adhered to there is no fear of trade disaster, but once the other system is in vogue, and the price cutters can have their way, then look out for the breakers ahead.

Do not wait to register your views with your Congressman. Act now.

REPORTS to The Talking Machine World from all over America show a general improvement in business conditions. This improvement is not limited to the special industries directly engaged in creating war supplies. It is widespread, so that business in every line is beginning to show decidedly bettered conditions.

All of our reports reflect this condition, and there is on every hand evidence which shows actual business gains which is in keeping with the constantly developing optimistic sentiment.

That is going to be a powerful factor in accelerating trade, for, when people begin to think better times, and show their confidence by making their plans in accordance with their beliefs, then business will be helped very materially, and, without exception reports from all of the leading centers tell of the accumulating evidence of prosperity.

The talking machine trade is particularly fortunate, and the year is going to be one of unsurpassed activity.

The production of talking machines this year in this country will break all previous records by very material totals. The large physical properties of the various producing houses will vastly increase the output, and the total value of talking machines and accessories produced in this country this year will reveal big figures, amazing when we consider that the industry is only a few years old. It is only in its infancy. It is a lusty youngster, however, and bids fair to reach astonishing proportions at maturity.

That there is a dearth of manufactured stock is obvious, and everywhere talking machine men are working for stock accumulation in order to take care of the large demands which are bound to come as the holiday season approaches.

AT frequent intervals we receive communications from advertising clients who unhesitatingly pronounce The Talking Machine World a powerful business builder.

Many of the leading jobbers who have purchased space in our columns have expressed themselves in terms of praise regarding the pulling powers of this publication.

The Louis Buehn Co., one of the most successful Eastern jobbers, writes in a communication to this publication, dated September 27, as follows:

"We are pleased to advise, after having used for three successive months a full page ad in your paper, we have obtained excellent results from same.

"In exploitation of our new policy of wholesale only, we felt that no better medium could be used than The Talking Machine World, and our confidence in this respect was fully justified.

"We will continue our present plan for an indefinite time, and have no hesitation in recommending your paper as an excellent advertising medium. We wish you continued success."

The story is always the same wherever we go, and because The World is so closely read has made it a tremendous force in business building.

What is true in the case of the Buehn Co. is true in many other cases.

The Buehn Co. purchases a goodly amount of space and finds the investment to be a profitable one.

Advertising is an investment, and when placed in The World it pays good dividends.

Some of the jobbers have been slow to utilize the powers of The World in the promotion of their business enterprise, and, failing to utilize a medium which is so close to them, they evidently have been greater losers than has The Talking Machine World.

It is true that most of the progressive jobbers are represented in this publication, and that they find it pays to be there is pleasingly acknowledged by them.

IN another part of this publication the announcement is made that the Victor Talking Machine Co. has changed its standard working hours to the eight-hour basis without any reduction in wages.

It should be understood that there had been no demand for such a change on the part of the 7,500 employes of the company, but this voluntary act on the part of the Victor directors will reduce the company's profits, on the basis of the present volume, nearly one million dollars for the first year.

The company feels that this act on their part of shortening the working hours will result in a co-operation on the part of their employes which will mean the production of better products than ever before, yet the results hoped for, by such a generous act on the part of the Victor directors, cannot be reached if there is a continual interference through meddlesome legislation, which will destroy the very results hoped for. Such results cannot be reached through a system enables price cutters to demoralize markets.

No company can spend millions in advertising and grant a million in time to its workmen unless it also has protection for its standardized products. A price cutting policy means the absolute annihilation of those principles for which the best manufacturers stand.

The whole thing gets back to a question of protection for legitimate business interests. Manufacturers cannot extend that sympathetic co-operation, which means better goods and better workmanship, to their employes unless that greater corporation — the United States Government—also appreciates and extends that same spirit of co-operation which tends to promote national prosperity. Senseless and unwise attacks upon the very fundamentals upon which standardized business stands can only end in the destruction of prosperity all around. When this fact is appreciated the necessary protection should quickly be forthcoming.

IN the conduct of this trade paper enterprise we have found it necessary to reject certain kinds of business which has been offered, on the ground that the advertisers could not present sufficient proof to satisfy this paper that their enterprise had sufficient financial and moral backing.

So far as The World is concerned, it does not propose to exploit any enterprise in this industry without investigation as to the responsibility of the advertiser. There are times, of course, when our judgment may err, but we are endeavoring to use the influence of this paper in preventing the foisting of fly-by-night concerns upon the industry and for the future permanence of the trade at large.

AN official of a large piano manufacturing house has sent a communication to the editor of The World, enclosing a notice from a prominent daily in Western New York of the new Victor records. This review occupies a full column of matter and refers to a number of the leading records for the month in an interesting and intelligent manner.

The manufacturer writes: "Can you imagine any prominent daily paper giving so much space to a notice of the monthly publication list of music roll publishers, and, what is more to the point, can you mention any of the recent published lists which, because of their musical quality and character, are entitled to any such measure of attention thus shown? I mention 'musical quality.' I should have written the word musical with an interrogation mark, parenthetically enclosed, and when I read over some of the lists it seems to me that the word garbage is more appropriate than the word musical."

This is certainly a high compliment to pay to the quality of the talking machine records put forth by the great makers and a serious reflection upon the music roll manufacturers.

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next four months.

Ditson Victor Service

Edison Week

October 18 to 23

A week set aside to celebrate the complete recovery *in just 10 months* from one of the most disastrous factory fires in history.

On December 9, 1914, the Edison factories were burned, crippling the production of the New Edison Diamond Disc Phonograph just at the time when the public was beginning to appreciate that it represented the *perfection* of the phonograph.

Immediately Thomas A. Edison set about to recover from the ruins. *In just 23 days he was again producing phonographs and records!*

Swiftly the work of rebuilding progressed. News columns told of Mr. Edison's unequalled activity.

And now, only 10 months after the fire, he has rebuilt his factory-laboratories so that they are producing 100% more disc records and 50% more phonographs than before the fire!

Edison Dealers Everywhere

are making arrangements to celebrate this record breaking recovery during Edison Week. Special concerts will be given each day presenting some of the superior records from the recent weekly supplements as well as appropriate numbers from the regular catalog which is now completely restored.

Edison Week will be nationally announced. The leading publications of the country will invite the general public to take part in this week of celebration.

New Edison Diamond Disc Phonograph

Nature's handicaps have been overcome. Nothing now remains to prevent the New Edison Diamond Disc Phonograph from taking the place it deserves as the *perfected phonograph.*

The peculiarities of the New Edison make it the logical choice of phonograph buyers in every class.

The conveniences of the diamond stylus hardly need explanation to be appreciated.

The Edison record does not require delicate handling. It is indestructible. It plays longer. Wear has been reduced to a minimum. All these features appeal to the consumer. They are distinct advantages.

The Edison Diamond Disc is the result of Mr. Edison's laboratory research. It is scientifically *perfect.*

And now his great factories have been made into a tremendous laboratory for the reproduction of this scientific instrument. Each phonograph is as truly scientific as the original laboratory model.

Now—

Music lovers have long awaited what the New Edison now gives them. They are quick to give their patronage to the dealer who supplies their wants. Progressive dealers in the music trades should post themselves on the Edison *now.* We will be glad to send full particulars about the New Edison and our terms of representation upon request.

Thomas A. Edison, Inc., 279 Lakeside Ave., Orange, N. J.

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., October 8.—September, all around, appears to have been a good month for the talking machine trade, and there are indications that this and the coming months will show some surprising increases over a similar period a year ago. Many of the houses are exhibiting some unusually handsome styles of machines. Most of them are high priced ones, but in the meantime there is a good call for the low priced ones, and some dealers report more or less difficulty in getting a sufficient number to supply their customers.

Possible Formation of Association.

The particular news of the month is the interest that is being taken in the formation of an association of talking machine men. A preliminary meeting was held at the quarters of the Eastern Talking Machine Co., and at this and the succeeding meeting Frank L. Moody, of George Lincoln Parker's talking machine department, presided. Still a third meeting was held two nights ago, and at this the presiding officer was William Fitzgerald, of the Eastern house. At the earlier meetings the formation of a bowling league was the special thing considered, but as an increasing interest was taken it was suggested that a more permanent social association be formed. This found a ready response, and it has crystallized into a dinner, which is to be served at the Quincy House on the evening of Thursday, October 14, when officers will be elected and some kind of a permanent organization brought into being. Already fifty men have signified their intention of being present. Particulars in more detail will be given of this in next month's issue of The World.

Bowling Experts Getting in Form.

In the meantime the bowling league has not been forgotten, and this winter promises to be an exciting one for the talking machine men of the city. The first meeting will be at the Boylston Alleys on the evening of Monday, October 18, and the season's plans include the giving of twenty prizes in all, some for individuals and some for teams.

Ready for Edison Week.

As the week beginning October 18 is to be Thomas A. Edison Week throughout the country, a strong effort is being made by Edison dealers to make as good a display in their windows as possible. Unfortunately, not every dealer is in a position to make such a display through not having windows. Manager Frederick H. Silliman, of the Pardee-Ellenberger Co.'s Boston office, is in frequent communication with the dealers over the plans, and a part of the scheme is to have all the windows photographed and prizes given for the best displays.

Notable Grand Opera Artists and the Columbia.

Manager Arthur Erisman, of the Columbia Co., is pointing with pride to the number of good artists included in the new Boston Grand Opera Co., whose singing voices are controlled by the Columbia Co., records of which are constantly in demand. There is Felice Lyne, who takes a wonderfully fine picture, several of which have come into Manager Erisman's possession for advertising purposes; George Baklanoff, Zenatello and his wife, Maria Gay; Maggie Teyte, Jose Mardones and others. These will all be heard here at the Boston Opera House when this company, in conjunction with the Pavlowa Imperial Ballet Russe, will begin its four weeks' season in November. Special arrangements are being made to have a large supply of the records of these artists for sale at that time, as the experience of the house is that there always is an increased demand when any special singer is here on the scene.

Favorable Report on Business.

Manager Frederick H. Silliman, of the Pardee-Ellenberger Co.'s Boston offices, makes a most favorable report of business conditions, and the call for Edison diamond disc machines from his territory is making heavy demands on stock. Mr. Pardee, who was in town a few days ago, is quite enthusiastic over the prospects for business, and he says that his handsome enlarged store will now be opened about the middle of November. Manager Silliman and the staff from the Boston offices will go down to New Haven, Conn., for the opening.

Pathephone with Henry F. Miller.

The talking machine department of the Henry F. Miller Co. is no longer confined exclusively to the distribution of Victor outfits, for the house has taken on the Pathephone as a new machine, and demonstrations which are now being given are interesting a number of people. From the many pleasant things said of the Pathephone the indications look good for a larger business in this machine during the fall and winter. Manager Warren A. Batchelder has lately added another salesman to his staff, Thomas F. White, whose interest in the talking machine proposition is of great help in selling goods. The Victor machines with all the accompanying latest records continue to be popular with the public.

Interested in Bispham's Appearance.

There is considerable interest around the Columbia Graphophone Co.'s warerooms over the approaching appearance of David Bispham, who is to make his appearance at Jordan Hall, October 29 and 30, in the one-act drama, "Adelaide," in which this well-known singer will enact the role of the great composer, Beethoven. In anticipation of this appearance the Columbia house is displaying the David Bispham records, he being one of the Columbia's popular singers. Locally Mr. Bispham is appearing under the management of Fred J. McIsaacs.

A Busy Talking Machine Wareroom.

The talking machine department of George Lincoln Parker, in Boylston street, is meeting with splendid success, especially now that most of the house's customers are back at their city homes. The call for Victor and Edison outfits seems about equally divided, and Manager John Alsen and his able staff find any day fully occupied either in attending to customers who call or presenting the Victor or Edison selling arguments to others in their homes.

That New Columbia Catalog.

Local Columbia dealers are interested in the new catalog which the company is getting out and which is to be used in combination with a clever system of illustrated letters to be sent customers serially. The amount of detailed information in the monthly catalog is of a most informing character and affords much valuable information to music lovers who really want to know the history of a singer or a selection. Manager Erisman says that the system can only be successfully carried out through the hearty co-operation of dealers, and in coming in touch with them he is surprised to find that there are dealers who do not keep a mailing list, something that is almost imperative in these days.

Demonstrating the Edison.

Manager Sherman, of the Edison department of the F. H. Thomas Co., which has such an admirable location at the corner of Boylston and Newbury streets, Back Bay, is kept busy these days, for the headquarters is the rendezvous of many people bent on studying the merits of the Edison proposition. The department has several well-

"E. D. D. P."

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home.

We are "Exclusively Edison."

THE PARDEE-ELLENBERGER CO., Inc.

Boston, Mass. New Haven, Conn.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 14)

equipped booths for demonstration purposes, and several windows are given over to displays of handsome machines of various styles.

Victrola on the Stage.

When "Nobody Home," the clever musical comedy, was playing at the handsome Wilbur Theatre, the equipment included a handsome Victrola, which was furnished by the Eastern Talking Machine Co., and when this same piece moved over last Monday to the Hollis Street Theatre the Eastern supplanted the Victrola with still another of still handsomer type.

Business Advance of 153 Per Cent.

Manager Arthur Erisman reports that the Columbia business for September was 153 per cent. in advance of the business for the same month last year. This fact was embodied in a letter which Manager Erisman sent to the New York headquarters of the company.

Make Fine Record of Sales.

The Furbush-Davis Co. had an excellent September business and its record of Edison sales was a highly encouraging one. The company lately completed its first year in business, and in that time it has proved conclusively its ability to properly interest many people in the Edison outfits, which is the only talking machine which the house carries.

Department Greatly Enlarged.

The talking machine department of the C. C. Harvey Co., in Boylston street, is to be greatly enlarged through the addition of a large floor in the adjoining building on the east side, connection having been made by the opening of two large entrances. Handsome demonstration booths are being constructed at the front of the floor, which overlooks Boston Common, and the decorative scheme will include vermilion, old gold with traces of black, making something quite out of the ordinary in interior decorations. At the rear will be large record rooms, and the floor will be covered with rugs that will match the general color scheme. With these added facilities the C. C. Harvey Co. will then be in a better position than ever to cater to the growing demand for both Edison and Victor lines of machines. Manager Francis T. White, of this department, is giving much of his time to the changes and improvements, which should be completed in the course of a fortnight.

Victrolas for Dancing.

The Opera Ball Room in the Boston Opera House Annex has been opened for balls and dances and it is equipped with several large Victrolas which were installed by the Eastern Talking Machine Co. from its Tremont street quarters. The manager of the ball room, Joseph L. Champaigne, is a great believer in Victors for supplying dance music.

Arrangement of Warerooms Pleases.

Visitors to the Arch street Victor quarters of the M. Steinert & Sons Co. are surprised and delighted to see the new arrangement of the show windows. These have been lowered down nearer to the street level, and they offer a much finer opportunity for the exhibition of machines and records than before, when the windows were much higher. The interior of each window is finished in ivory white, and just now the attractive feature in one is an exhibit of John McCormack's records and in the other a display and advertisement of Geraldine Farrar and her "Carmen" records, this well-known artist being now pictured in the famous motion pictures of "Carmen," which are being shown for the first time at Symphony Hall, this city.

Handsome Window Display.

The Shepard-Norwell Co., one of the large department stores of Boston, lately had a remarkably handsome window display on the Winter street side of its establishment, in which the Edison, Columbia and Victor machines were given prominence. As the window is a commodious one, there was ample room to make a good display. The talking machine department of this store is ably managed by Frank C. Henderson, of the F. C. Henderson Co., which conducts similar departments in other stores.

Busy Times with Oliver Ditson Co.

The month of September was a most successful one for the Victor department of the Oliver Ditson Co., whose machinery runs so smoothly under the able management of Henry A. Winkelman. If there is any complaint at this headquarters it is that there is not enough Victor machines of the higher class to supply the demand.

Recent Visitors to the Trade.

John Z. Kelley, who has a successfully managed Victor shop on Market street, Lynn, is a frequent caller at the Eastern Talking Machine Co.'s headquarters. Mr. Kelley is a man with a varied experience, for he has traveled all over the country with some of the leading minstrel companies of the past generation. He has been before the footlights for many years and has supervised rehearsals and opened many a show in his days of more youthful activities. Though a veteran in years, Mr. Kelley is often referred to as active, hustling a dealer as many of those much his junior.

Robert C. Peck, associated with the firm of the J. A. Foster Co., and formerly with the Pardee-Ellenberger Co., was a welcome visitor to the Boston trade lately.

Geraldine Farrar, the opera singer, accompanied by Morris Gest, the theatrical manager, was a caller at the Eastern Talking Machine Co.'s headquarters in Tremont street, and listened to some of her new "Carmen" records.

Alice Nielsen, the singer, was a caller at the Columbia Graphophone Co.'s warerooms a few days ago. Manager Erisman states that Miss Nielsen's records are selling especially well lately.

Skelton Visiting Albany.

Harland R. Skelton, of the Thomas A. Edison Co., who has been at Syracuse, N. Y., considerably lately, was in town for a few days, and has gone to Albany, where he plans to remain for several weeks. Mr. Skelton is engaged in an interesting campaign among the dealers of Edison goods.

Join Columbia Staff.

Charles L. Berg is the newest man to be added to the staff of the Columbia Co. He is to be a special salesman and will spend his time outside.

Additions to the executive staff of the Columbia Graphophone Co.'s Boston offices are Miss Sallie Coombs, an expert bookkeeper, and Miss Effie Dean.

Special Edison Display.

A handsome Edison diamond disc machine of the cabinet type in unfinished wood is being exhibited in a special show case outside of the C. C. Harvey Co.'s warerooms in Boylston street, and a placard informs the passer-by that just such a machine will be finished to suit a customer.

Otto A. Piesendel, of the Victor department of the Oliver Ditson Co., is going over to the factory at Camden for the company in a few days, to be gone for nearly a week.

Local and State Business Active.

M. Steinert & Sons Piano Co., Victor distributer, of this city, reports the continuance of its staple business, not only in the vicinity of Boston but throughout New England. This service embraces both machines and records. Elsewhere in this issue is a statement from the house of Steinert itself, in which it calls attention to the fact that its stock of Victor records is "the largest and most complete in New England." Then it also refers to its service, saying that a trial order will convince the dealer of the value of Steinert service.

It might be added that record shipments are unusually vital to the dealer at this particular season of the year, for not only are more records sold with each machine but there are many record sales made, the records being utilized as gifts. It is necessary for dealers to give undivided attention to this branch of their business.

MULTUM IN PARVO.

If everybody lets up, everybody loses; if everybody keeps on advertising, everybody gets more business. If the others quit and you keep on, you get most of the orders.

There is no "missing link" between record and talking machine when you use the Bagshaw needle

TOO often have we heard the statement about the chain and its links and in the phonograph chain, the Bagshaw needle constitutes the STRONGEST link. The needle is the ONE thing that enables you to get the music from the record, and when you use Bagshaw needles, you are assured of the most perfect tonal effects.

As a business builder, Bagshaw Needles create good profits, for once customers have used them they'll continue. Bagshaw needles boom business.

63,000,000 in 10 days

W. H. Bagshaw, Lowell, Mass.

Largest and Oldest Manufacturer

PHENOMENAL BUSINESS DUE IN BALTIMORE DISTRICT.

Fall Rush in Talking Machine Trade Already Started—Jobbers for Various Leading Houses Open Up Many New Accounts—Dealers Everywhere Placing Orders in Quantities That Indicate a Tremendous Business—Trade News of the Month.

(Special to The Talking Machine World.)

BALTIMORE, MD., October 8.—The fall rush in the talking machine business has started in Baltimore and all the local dealers are preparing to take care of a rush which many of them believe will be greater than the phenomenal run which was experienced last fall and winter. Practically all the dealers have bought just as many machines as they could store or as many as they have been able to secure in anticipation of this rushing business.

About the middle of last month it was noticed that the fall business really started and the dealers began to get real busy. Some of them have met with the same old complaint, namely, that they have been unable to secure sufficient machines to supply the demand which they are certain will come within the next few months. But others worked hard and as a result feel confident that they will be able to supply the machines to all who desire them. All available store rooms in some of the establishments have been brought into use and are holding the reserve stock.

If this fall's business is not greater than that of the same season of last year many of the dealers in this city will be much disappointed. September proved better, in most cases, than the same month of last year, and October has started off like a whirlwind with a large number of dealers.

Although the latter part of September brought some very warm weather the business started to pick up and good trading was done.

The Baltimore Talking Machine Dealers' Association, which will hold its monthly meeting today, will carry out many important features which will, without doubt, be of great benefit to the trade in general. Practically all the dealers have joined the association and the body is creating a great deal of interest.

The Baltimore branch of the Columbia Graphophone Co. eclipsed all records in its business for September, according to A. J. Heath, the local manager. Mr. Heath stated that the business for last month almost equaled the business of December, 1914, which was the banner month for Columbia business in Baltimore.

Several new accounts were opened up by Mr. Heath in Baltimore. They include The Hub, which is the largest ready-to-wear house for men and women in Baltimore. This firm does big advertising and will carry the full Columbia line. The Leader, a department store, will also carry the Columbia line.

Among the several out-of-town accounts signed up by P. W. Peck, who is on the road for the Columbia Baltimore headquarters, was the Bullock, Phillips Co., of Rocky Mount, N. C.

Baltimore Columbia dealers were not inconvenienced by the strike. This was made possible by the foresight of Manager Heath, who has been getting in machines way ahead of orders to handle any emergency. He is now filling in again and thinks he will not run short when the great holiday rush strikes the retail trade. Columbia records are going well and are being liberally advertised, both by the headquarters and by the various Columbia dealers of the city.

Cohen & Hughes, Inc., Victor distributers, report good business for September, which shows an increase over September of last year. The firm now looks for the business to go ahead with the big holiday season close at hand. The firm has just installed a new system of stocking records. This system, which keeps one person busy all of the time, will prevent the house from being short of any record through any oversight. This department lists every record as soon as it arrives and also takes account of all sales immediately. Elmer Greensfelder has just returned from a trip through Pennsylvania and reports good business.

Caspar Sauer, of the Victrola department of H. R. Eisenbrandt Sons, Inc., is much pleased with the way things have picked up during the past month.

Jesse Rosenstein, of the National Piano Co., distributer for the Pathé line, reports a very big business for the month, during which he opened up several new accounts and has several large contracts pending. He announces that The Leader, a department store, will handle the Pathé line.

The Edison Co. no longer has a distributer in Baltimore. The McKee Co., Inc., through Manager W. W. Gibson, announces that the Girard Talking Machine Co., of Philadelphia, will look after the business in Baltimore and Washington, which territory it formerly covered. The McKee Co., however, remains in the talking machine field in both Baltimore and Washington as a retailer. In Baltimore their Eutaw street store has been greatly improved, and besides the Edison they will carry the full line of Columbia and Pathé goods. The rear of the building has been enlarged and several new sound proof booths have been established. The firm began showing the Columbia and Edison lines this week and Mr. Gibson expects some good results from the change.

W. C. Roberts, manager of the E. F. Droop & Sons Co., feels much better now than he has for some time. He is getting some machines in and they are being sold rapidly. The company is one of the Baltimore distributers of the Victor line.

Something new to Baltimore in the talking machine business, although it has been carried out in Chicago and probably other cities, will be started by J. L. Gibbons, the hustling manager of the Victrola department of Stewart & Co. Mr. Gibbons is having all plans made to play records over the telephone to persons desiring to hear them. At the present time a large office is being arranged for Mr. Gibbons and the records will be played in this room. A very sensitive telephone will be installed on the desk. One of the Victrola porch machines will be placed in the room and whenever a call is received the machine will be wheeled to the telephone and the record played.

Business with Stewart & Co. is picking up very well. Mr. Gibbons is getting in a good supply of machines and will be ready for the rush which everyone is confident will come.

James C. Haas, of the Stewart sales force, was high man again for the month. This is the second time in succession Haas has carried off these honors.

A list of records—as suggestions—has been sent out by Mr. Gibbons. At the same time he is enclosing a return upon which can be stated whether or not a talking machine repair man is wanted to call. It is believed the result will be better than expected at first. On the same card there is space for the names of persons who may be interested in talking machines.

Inability to secure sufficient machines is the complaint being made by Milton Boucher, manager of the Victrola department of William Knabe & Co. Mr. Boucher reports that good business was done throughout September both in machines and records, but he would feel much better if he could secure more machines. The shortage is mainly in $75 and $100 machines.

Much attention is being attracted by the Victrola department of Hammann-Levin Co. The department has been enlarged and rearranged. The firm reports a big increase in business during the latter part of the month and expects to see the business continue. This firm is featuring in its advertisements the fact that both of its members are professional musicians and inspect all machines before they are delivered.

Allan T. Doty, the New York Talking Machine Co.'s representative, visited the trade in Baltimore during the month. He said he was away on a two months' trip that would carry him as far South as Jacksonville, Fla. He is making a specialty of records and has been doing a wonderful business in Baltimore, Philadelphia, Chester and Wilmington, according to his statement.

M. Steinert & Sons Co.
35 ARCH STREET, BOSTON
VICTOR
Distributors
LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND
Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

TALKING MACHINE MEN MEET.

John E. Hunt Takes Up Work as President and Outlines Policy—Addresses on Stevens Bill and Insurance—New Officers Named.

A regular meeting of the Talking Machine Men, the organization of talking machine jobbers, dealers, etc., in New York, Connecticut and New Jersey, was held on Wednesday afternoon, September 29, in the Assembly Room of the Merchants' Association of New York, in the Woolworth building, The meeting was the first presided over by John

John E. Hunt, Newly Elected President.

E. Hunt, of White Plains, N. Y., and former vice-president of the association, who became president for the unexpired term upon the recent resignation of John G. Bremner, the former president, at a meeting of the executive committee last month.

In the course of the meeting the Talking Machine Men were addressed by Dr. William C. Anderson, of the Fair Trade League, who spoke at some length on the Stevens bill and its importance to merchants in general. Following Dr. Anderson's address the association passed a resolution in favor of the Stevens bill, and all members will be urged to work for its passage.

Another speaker during the afternoon was J. W. Boone, of Baltimore, who explained at some length a system whereby talking machines sold on instalments could be insured at a very small cost while payments were being made and thus protect both dealer and purchaser.

President Hunt next took occasion to acquaint the members of the association with his policy for association betterment and mutual helpfulness, and among other things strongly urged that every member of the association become a subscriber for The Talking Machine World in order to keep in touch with all the developments of the trade. He also made a number of other excellent suggestions that were enthusiastically received and will be acted upon during the coming months.

The president next named the following State vice-presidents to act during the remainder of his term: New York, Fred T. Shaw, Woodhaven, N. Y.; Connecticut, S. B. Clinton, A. B. Clinton Co., New Haven, Conn., and New Jersey, R. Montalvo, New Brunswick. Owing to the resignation as secretary of Henry Mielke, who felt that he could not give the proper attention to the work, Sol Lazarus was appointed to that office.

Following attention to a number of routine matters, the meeting was adjourned subject to the call of the chair.

DEATH OF FREDERICK ECKE.

Frederick Ecke, for many years a director of the orchestra at the Metropolitan Opera House, New York City, and for the last eight years in charge of the records for the Edison Phonograph Co., died at his country home at Patricks Corner, N. J., September 17.

The Emerson Phonograph Co. of Delaware has been incorporated under the laws of New York with capital stock of $2,000. The incorporators are: Joseph E. Curtin, Samuel B. Howard and S. A. Anderson.

SELLING METHODS IN CANADA.

(Special to The Talking Machine World.)

OTTAWA, ONT., October 7.—The John Raper Piano Co., of Ottawa, Ont., has in the past rented Victrolas from $2 a month upward, with the option of purchase. In a recent interview with your correspondent it stated that in the past it had found this mode of business very satisfactory. Of course, the renters have to purchase their own records, and at the time of making arrangements for rent ing it usually sells from six to a dozen records The firm of course rents old Victrolas and those that have been repossessed, but in the case of a good customer, should it not have his requirements in a used machine it rents him a new one. It intimated that this mode of renting instruments had increased its business in records very considerably and that many of its customers take the option of purchasing the machine at the end of the renting period. This example of business progressiveness could well be followed by all dealers, and at time of writing we are not aware of any other house in Canada adopting this way of making additional revenue and profit for the talking machine department. The John Raper Piano Co. is numbered among the leading piano houses of Ottawa, and only quite recently purchased two motor cars, one for city and one for country business for the use of its salesmen, and have found it a paying investment. It really pays to specialize on something that the "other fellow" does not. In the past this firm has always proved itself a "leader, not a follower."

TAKES CHARGE IN PITTSBURGH.

Emil Hadd, connected with Landay Bros., New York, Victor distributers, for the past few years, has been appointed manager of the Victrola department of McCreery Co., Pittsburgh, Pa., succeeding W. A. Hotaling. This department is under the direction of the Musical Instrument Sales Co., New York.

One good turn rarely follows another—on the vaudeville stage.

ALBANY is nearly the "center of the universe" for logical shipping, as you can see from the above map. There has been no attempt made to "list" every city, those used being more for the purpose of making the map.

Just for example, Albany is the Terminal of six big trunk lines; it is a logical shipping centre with express and fast freight service running from our store to your door.

In addition, is our immense stock of Machines, Records and Supplies. With "the goods" and "the shipping service" backed up by an organization that knows all the ins and outs of Victor Service, you can be assured of satisfactory service.

"We Have It" is our slogan, and we'll live up to it. Ask us for "it."

GATELY-HAIRE COMPANY

John L. Gately, President **James N. Haire, Treasurer**

Albany, N. Y.

Albany—for CAPITAL Service

The Great Pathé

Pathéphone

Supreme in Tone-Quality

This Model $200
Others $15 to $300

NO NEEDLES TO CHANGE! DEALERS EVERYWHERE

The famous PATHÉ BROTHERS of Paris have created a perfect method of sound-reproduction by which musical selections can now be heard in their full beauty of composition and technique. Among many features three important ones co-operate to make the PATHÉ Pathéphone's performance superior to all others because absolutely *naturals*:

—The PATHÉ, PERMANENT, ROUND, SMOOTH, HIGHLY-POLISHED SAPPHIRE, used instead of sharp steel needles. It is impossible to scratch the surface of a record with a PATHE Sapphire Ball.

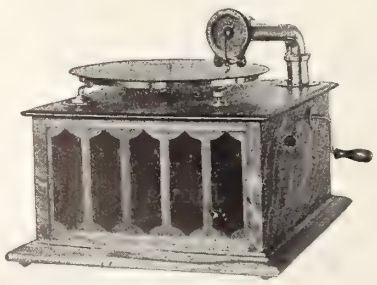
—The PATHÉ Wood Sound-Chamber, built on the sounding-board principles, amplifies the sound so that none of the delicate overtones are lost.

—PATHÉ Double-Discs—over 96,000 selections—retailing for 75c. to $2.50.

are enthusiastic over their big sales. The PATHÉ Pathéphone presents its own "selling arguments." The people want it as soon as they hear its marvelously natural reproduction of voice or instrument.

We are now closing up our list of jobbers and dealers. This is the time for you to reap the benefit of our national advertising campaign and the vast publicity which the name of "PATHÉ" enjoys everywhere.

A Pathé Agency is a Valuable Franchise!



This Model $15
Others up to $300.

PATHÉ FRÈRES
PHONOGRAPH COMPANY

28 West 38th Street NEW YORK

The talking machine dealer who misses the business that is coming in under the Columbia trade mark, is missing a liberal and growing share of a mighty good thing.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TRADE NEWS FROM CINCINNATI.

Talk of Opening a Pathé House in That City—Vocalion Making Distinct Progress—Record Demand Quite a Feature of Local Trade—New Starr Phonograph Style—Big Columbia Increase for Month—General Outlook Excellent—Other News Items of the Month.

(Special to The Talking Machine World.)

CINCINNATI, O., October 8.—A Pathé house is to be opened in this city. This is the talk now going the rounds of the trade, which is commencing to open its eyes at the amount of competition which has sprung up in the Middle West during the past year. It is reported that Arthur Meek, who has followed the talking machine industry for quite a number of years, being initiated in the game by the Rudolph Wurlitzer Co., is to have charge of the local interests of the Pathé line. Meek came here recently from Chicago.

The Vocalion, introduced in this market a little over six months ago by the Aeolian Co., is commencing to make itself felt as a competitor. Heretofore the work carried on has been of the missionary type, but this stage has been passed, and Manager Byers to-day is giving most of his attention toward the building of a live sales force. This, he says, is to be all that the word "live" means. Believing in the worth of the instrument, Mr. Byers is now seeking men capable of putting the machine before the prospect in the right light.

The record business has been rather large for this time of the year, this being somewhat due to the seasonable weather. The retail business is not of much consequence, but the wholesale orders show that the farmer has more money than the city fellow, and consequently the jobber's attention just now is directed toward rural fields, but confident that the city business will pick up with the approach of the winter and the holiday season. The various retail houses about the city are not rushed with machine business.

The Starr Piano Co. this week will have its second size on the floor, selling for $125. Word comes from the factory at Richmond indicating that the stores throughout the country have been fairly well supplied with the new phonograph and that in a short time the branches will be expected to start a regular campaign.

R. J. Whelen, manager of the local Columbia store, reports an increase of 150 per cent. over last October, and from all indications there will be a continued increase from now on. Speaking further of conditions Mr. Whelen said: "Both the retail and wholesale ends have held up remarkably and the dealers seem to realize the fact that now is the time to get busy stocking up for the holiday demand, and we are kept busy day and night filling orders. Owing to some labor troubles at the factory shipments from there were delayed, but the product is now coming through O. K., and while we anticipate a phenomenal demand we believe that we will be able to hold our own in filling orders."

S. H. Nichols, district manager of the Columbia Graphophone Co., visited the local branch this month, and was accompanied by W. S. Gray, district manager of the company on the Pacific Coast.

Cincinnati now has one of the most beautiful exclusive talking machine stores in the Middle West since the extensive improvements in the local Columbia store have been completed. New booths have been added and the entire interior of the store has been redecorated.

Mr. Byars, of the Vocalion department of Aeolian Hall, reports 100 per cent. increase in the retail business during September over the previous month, and is now busy completing an efficient selling organization to go after the highest class of trade.

In discussing his plans of organization Mr. Byars said: "The introduction of the higher types of phonographs is going to raise the standard of the talking machine salesman. Where formerly the average forceful canvasser was needed, today none can be used but refined and educated gentlemen. The qualities necessary are energy, adaptability, tact, versatility and persistency. These elements are absolutely necessary in Vocalion salesmen."

The month of September was a month of big Victor orders and heavy shipments for the Rudolph Wurlitzer Co., which states that the conditions throughout its trade are far better than they have been for some time past, and the dealers are getting ready for the busy season in sight.

DONNELLY'S ATTRACTIVE STORE.

One of the attractive talking machines establishments in near-by territory is the new store of James Donnelly, South Norwalk, Conn. A photograph of a portion of Mr. Donnelly's store is shown herewith, and notwithstanding the comparatively limited scope of this dealer's activities he has succeeded in building up a profitable clientele, which is steadily increasing.

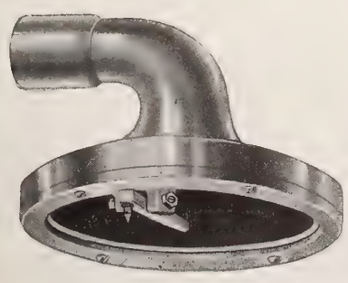
Donnelly's Victor and Sonora Display.

Mr. Donnelly handles the Victor and Sonora lines, and his thorough knowledge of talking machine merchandising has enabled him to present the qualities of these high-grade products in a convincing and impressive manner. Mr. Donnelly but recently moved into his new store, which affords him ample facilities for expansion.

He jests at scars who has never been at war with himself.

DO YOU WANT TO HEAR THE REAL EDISON TONE REPRODUCED ON THE VICTROLA OR GRAFONOLA?

THE VICSONIA REPRODUCER IS THE ONLY SOUND BOX THAT WILL DO IT



The **VICSONIA** will reproduce every note, sound wave and minute variation as recorded on Edison disc records with a sweetness of tone and marvelous accuracy and does not wear the records.

The **VICSONIA** is a revelation in reproducers, and some of the largest talking machine men in the country who have heard and tested it are enthusiastic over its merits.

The **VICSONIA** fits both Victrola or Grafonola. No alterations necessary. Instantly and easily attached or detached. A child can do it.

Jobbers and dealers will find that the **VICSONIA** is a business builder. The **VICSONIA** sells for $7.50 nickel; $8.50 gold. Discounts to jobbers and dealers.

One demonstrating model will be forwarded to any dealer's address on receipt of $3.50.

Money refunded if not satisfactory.

ALBERT F. BUHLER, 313 E. 134th Street, NEW YORK, Manufacturer

Unico Demonstrating Rooms

Quality

—

Efficiency

—

Economy

Unico Department of G. A. Barlow & Sons Co., Trenton, N. J.

Quality

—

Efficiency

—

Economy

TRANSFORM your establishment over night into "the store beautiful." This is readily accomplished by the Unico System. We carry an immense stock of Unico rooms in 8 artistic designs and 5 standard finishes. You order *today.* We ship *tomorrow.*

UNICO rooms are sound proof, are shipped in completely fitted sectional, interlocking units and are quickly installed without screws, nails or expert labor.

TWO hundred and eighty-eight plan and price combinations ranging from $75.80 to $1329.75 are shown in our catalogs. Write or see your distributor today or wire us for catalog. Your order can specify 24-hour delivery if desired.

UNICO DISTRIBUTORS

AUSTIN, TEX.
The Talking Machine Co. of Texas.
BALTIMORE, MD.
E. F. Droop & Sons Co.
BANGOR, ME.
Andrews Music House Co.
BOSTON, MASS.
Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
BROOKLYN, N. Y.
G. T. Williams Co.
BUFFALO, N. Y.
Neal, Clark & Neal.
BUTTE, MONT.
Orton Bros. Music House.
CHICAGO, ILL.
Lyon & Healy.
The Talking Machine Co.
CINCINNATI, O.
Rudolph Wurlitzer Co.
CLEVELAND, O.
Eclipse Musical Co.
W. H. Buescher & Sons Co.
COLUMBUS, O.
Perry B. Whitsit Co.
DALLAS, TEX.
Sanger Bros.
DENVER, COLO.
Knight-Campbell Music Co.
DES MOINES, IA.
Chase & West Talking Machine Co.
DETROIT, MICH.
Grinnell Bros.
INDIANAPOLIS, IND.
Stewart Talking Machine Co.
KANSAS CITY, MO.
The Phonograph Co.
Schmelzer Arms Co.
MILWAUKEE, WIS.
Badger Talking Machine Co.
MINNEAPOLIS, MINN.
Beckwith, O'Neill Co.
NEW HAVEN, CONN.
Henry Horton.
NEW ORLEANS, LA.
Philip Werlein, Ltd.
NEW YORK, N. Y.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.
NASHVILLE, TENN.
O. K. Houck Piano Co.
OMAHA, NEB.
A. Hospe Co.
Nebraska Cycle Co.
PEORIA, ILL.
Putnam, Page Co., Inc.
PHILADELPHIA, PA.
Louis Buehn Co.
H. A. Weymann & Son, Inc.
Penn Phonograph Co.
PITTSBURGH, PA.
Frederick Piano Co.
Standard Talking Machine Co.
PORTLAND, ME.
Cressey & Allen, Inc.
PROVIDENCE, R. I.
J. Samuels & Bro., Inc.
ST. PAUL, MINN.
W. J. Dyer & Bro.
SALT LAKE CITY, UTAH.
Consolidated Music Co.
CANADA.
Music Supply Co., Toronto, Ont.

UNIT CONSTRUCTION PATENTION UNICO TRADE MARK

THE UNIT CONSTRUCTION CO

121-131 South 31st St., PHILADELPHIA, U. S. A.

TO MAKE TALKING MACHINES.

The National Talking Machine Co. Incorporated with a Capital Stock of $100,000 in Cincinnati—To Manufacture the Crystola.

(Special to The Talking Machine World.)

CINCINNATI, O., October 8.—The National Talking Machine Co., with a capitalization of $100,000, was incorporated at Columbus two weeks ago by Dr. Albert J. Swing, who has an office in the Commercial Tribune building; John Bradley, George and L. McLaughlin and R. F. Brooks. Dr. Swing is partly the inventor of the new machine. Yesterday the newly incorporated company leased the third floor of 815 Broadway, which will be used for manufacturing purposes. The machine is to be known as the Crystola. Dr. Swing said no attempt would be made to retail and that the product of the factory would be marketed through regular dealers.

ANDREWS TO CONCENTRATE.

The Buffalo Store of W. D. Andrews to Handle Talking Machines Exclusively in Future.

(Special to The Talking Machine World.)

BUFFALO, N. Y., October 9.—At the local store of W. D. Andrews, 632-34 Main street, the department devoted to athletic goods has been discontinued, and in the future this space will be devoted to the promotion of Victor talking machines and Edison cylinder phonographs. "It became apparent some time ago," added C. N. Andrews, "that in order to extend our talking machine business as much as we desired we would either have to add more space or discontinue our sporting goods branch, and we decided it would be better to concentrate our energies. Now, with the addition of our athletic department staff, together with the extra room, we are equipped admirably to handle a greatly augmented talking machine demand, and we intend to take care of it in a most efficient way."

It is understood that the Syracuse store of W. D. Andrews will continue its athletic goods department as in the past.

Particular attention is called to the location of Buffalo as a distributing center for many railroads, express companies and lake lines to operate to and from the city. Add to this the experience and ability of the house of Andrews as a basis of talking machine service, and it can be readily seen just how this organization can be of assistance to the dealer in the general extension of his business.

A VICTROLA SPECIALIST.

Elmer Hoelzle, Formerly of Jacksonville, Now with the Frederick Piano Co. of Cleveland.

(Special to The Talking Machine World.)

CLEVELAND, O., October 6.—Elmer G. Hoelzle, formerly sales manager and secretary of the Talking Machine Co., of Jacksonville, Fla., is now with the W. F. Frederick Piano Co., of this city, doing specialty work in the Victrola department. Mr. Hoelzle is a man of much experience in the Victrola business, being thoroughly versed in the Victor goods from start to finish, having made special study at the Victor factory. Mr. Hoelzle was the first man to have professional dancers in show windows to demonstrate new dance records. He is fast gaining a reputation in this city as a singer of marked ability, along with his special work with the Frederick Piano Co.

PEERLESS PHONOGRAPH CO., Inc.
BEN. H. JANSSEN, President
FACTORY DISTRIBUTORS FOR
Pathé Phonographs
!!! The remarkable TALKING MACHINE talked about everywhere by everybody
Now is *your* time to get the agency. *Tomorrow* your competitor may have it.
Write today and secure the most valuable talking machine agency in the world.
82 BROWN PLACE NEW YORK CITY

SONORA PHONOGRAPH PUBLICITY IN SAN FRANCISCO.

The illustration herewith shows over 12,000 people gathered recently to watch the two engines start from a given point, crash into each other and then explode. This event occurred in California, and the two engines did the greatest part of their "trick" right under a bulletin with the words "Sonora Phonographs," as can be seen in the photograph.

How Sonora Phonograph Sign Dominated Train Collision Event in California.

The securing of this excellent and unusual piece of publicity was due to the alertness of the Sonora Phonograph Co., of San Francisco, Cal., which is always ready to achieve novel results in various trade and general publicity ways. Considerable space was given to the event by the daily papers, many of which used illustrations in which the Sonora advertisement appeared.

CALL FOR NYACCO RECORD ALBUMS.

"During the past few weeks we have received numerous inquiries for samples and prices of Nyacco record albums from dealers who have not heretofore been numbered among our patrons," said Philip A. Ravis, vice-president of the New York Album & Card Co., 23 Lispenard street, New York, in a recent chat with The World. "Some of these dealers state their intentions of starting an aggressive fall and Christmas campaign in all departments of their business, and we believe that there is a splendid demand for record albums of the better grade; a demand that will steadily increase.

"Our new metal-back Nyacco albums are meeting with great favor throughout the country, and their many sales features are being used by the dealers to good advantage. As these albums are absolutely unbreakable and are guaranteed to give perfect satisfaction, the dealer is in a position to recommend them to prospective patrons with the full assurance that they will add to the prestige and standing of his establishment and mean satisfied customers."

A Bird In the Hand Is Worth Two In the Bush
By having a few Victrolas of each type in stock you are always prepared.
A shortage on some style may occur at any time. Send us your order at once for those you need.
THE BLACKMAN
Blackman Talking Machine Co.
97 Chambers St. Near Church St New York
Victor His Master's Voice

ACME DIE CASTING CORPORATION

TRADE MARK.

BUSH TERMINAL BLDG. 5, 35th ST. AND 3rd AVE., BROOKLYN, N. Y.

In the manufacture of sound boxes, elbows and other phonograph parts, we will co-operate with you and give you the kind of die-castings and "service" that our long experience in this particular field makes possible. We know the kind of finish and fit your castings must have and you will be able to rely on our promises of delivery. Get our quotations now, before ordering. You will be pleased with our prices and samples.

TRADE MARK.

$1,000,000 IN WAGES PRESENT TO VICTOR CO. EMPLOYES.

Company Voluntarily Reduces Working Hours of 7,500 Employes to Eight, Which Means $1,000,000 Reduced in Profits During First Year—Better Work Expected to Make Up Loss.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 8.—The army of employes of the Victor Talking Machine Co., Camden, N. J., were surprised and, needless to say, delighted when they opened their pay envelopes last week to find the following circular enclosed:

WHY THE VICTOR TALKING MACHINE CO. CHANGED TO THE EIGHT-HOUR DAY!

The Victor Talking Machine Co. has changed from the standard working hours to the eight-hour basis without any reduction in wages, for the reason, that, after a thorough investigation into the conditions in our manufacturing departments, the Directors have concluded it was the right thing to do and the right time to do it. A resolution, embodying this change, was adopted by a unanimous vote on September 22 to go into effect at the earliest possible date. There had been no demand for such a change on the part of the employees of the company, who number about 7,500.

The change will reduce the company's profits on the present volume of business about $1,000,000 for the first year. The company expects that it can, by certain adjustments and improvements, gradually restore its profits to normal, but the changes necessary to accomplish this result are expected to consume about three years.

The equipment of special automatic machinery and the unusually efficient organization in the Victor plant requires an intensity of application on the part of a certain proportion of skilled operators that cannot be maintained with satisfactory results under the old schedule of working hours.

The company believes that the new schedule of shorter hours will result in the production of goods of a higher grade than was possible under the old schedule. The company believes that the shortening of the hours will greatly reduce the nervous strain which is so evident in modern industrial organizations.

The company also hopes that the new hours will increase the spirit of co-operation which it is anxious to promote in its organization.

The company feels certain that it will not fail to achieve the economizing of the new schedule, nor will it fail to secure superior quality of goods, nor will it fail, eventually, to secure even greater reimbursement for its employes than under the old system, unless the company's business is interfered with by the influence of unwise legislation, tending to place the control of the market value of its goods in the hands of cut-price conspirators, or unless the co-operation expected on the part of the employes does not materialize, owing to the influence of a misguided policy based on the theory of limiting individual efficiency.

The company must receive fair and standard prices for its goods or it cannot pay satisfactory wages for eight hours' work. The company must also receive a fair day's work if the eight-hour day is to be a success. Nothing but honest co-operation between labor and capital can replace drudgery and dissatisfaction.

VICTOR TALKING MACHINE CO.

This is certainly a most remarkable voluntary offering on the part of the Victor Co. and is significant of the broad uplifting policy of this organization. This spirit of co-operation between the employers and employes should work advantageously to all concerned, and congratulations are in order.

LEAVES FOR LA BELLE FRANCE.

Emil Pathé, head of the Pathé Frères interests throughout the world, accompanied by Russell Hunting, Pathé recording expert, sailed for Paris, France, Saturday, on the steamer "Espagne," after a two months' visit to this country. Before leaving for his headquarters in Paris Mr. Pathé was the host at a luncheon given the heads of departments of the Pathé Frères Phonograph Co., where he spoke at length regarding the pleasure derived from his ten weeks' visit to these shores, and expressed his keen gratification with the rapid strides that the Pathé Frères Phonograph Co. is making in every division of the industry. Mr. Pathé will probably return here next spring for an extended visit.

On Monday of last week the Pathé Frères Co. was advised that Jack Pathé, son of Emil Pathé, had been slightly wounded while fighting with the French army.

THREE NEW VICTOR POSTERS.

The Victor Talking Machine Co. sent to its dealers this week three new posters which are certain to create added interest in the Victor products and in the individual dealer's establishment. These new posters, which are artistically designed and strikingly colored, are as follows: Hawaiian music poster, list of Victrola styles, Christmas caution poster and a proof of the Victor Co.'s double-page advertisement in the October 23 issue of the Saturday Evening Post.

The poster relating to Christmas shopping is perhaps the most novel.

$200.

New England Distributors:

CRESCENT SALES COMPANY

Middle and Dorrance Sts., Providence, R. I.

New England dealers please correspond with above firm

TRADE MARK

"Crescent"

WE HAVE A PROPOSITION FOR YOU

whereby it costs you only transportation charges one way to HEAR for yourself IN YOUR OWN STORE Talking Machines and Records which we claim are "better and at better prices."

Our confidence in our product justifies this offer

10½ Inch D. S. Records 65c **8 Inch D. S. Records 35c**

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers Street **New York City**

Representatives wanted in all cities

Saint Louis—The Logical Record-Shipping Center!

YOUR most convenient buying market is St. Louis—and the biggest stock of Victor Records in the West is here to choose from!

¶ Every day St. Louis sends out, by fast freight, more than 1200 package freight cars, arranged to break bulk at destination! Hundreds of Victor dealers utilize this splendid service when ordering large shipments of records. They also order express and parcel post shipments from St. Louis for the same reason—**they save time by doing it!**

¶ St. Louis is right at your door! Send us your next order and **we'll prove it to you!**

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

Send Us The Orders That Others Cannot Fill!

IF YOUR regular Victor jobber cannot fill part of your order—try Koerber-Brenner! We'll supply the "shorts" in a hurry! Glad to do it, both as an accomodation to you and because it means more business for us.

¶ Then too, after you've sent us the "short" orders a few times, we believe you'll begin to send us your entire orders; after that there won't be any "shorts".

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

OPENS QUARTERS IN DALLAS, TEX.

Texas-Oklahoma Phonograph Co. Introduces Many Novelties in New Southwestern Distributing Depot in That City—A. H. Curry in Charge—Opening Last Month a Success.

(Special to The Talking Machine World.)

DALLAS, TEX., October 6.—The Texas-Oklahoma Phonograph Co. has established Southwestern headquarters at 1300 Elm street, this city, with A. H. Curry as manager. The formal opening of the new quarters was held on September 20 and a large number of local music lovers took occasion to attend the reception and listen to the new Edison diamond disc phonograph.

The company will handle both wholesale and retail business, and in the former department will take care of a territory embracing all of Texas and the southern section of Oklahoma. The company is incorporated under the laws of Texas with $2,500 capital stock, and will handle the Edison line exclusively.

The lower floor of the company's building is given over to salesroom and offices, and includes in its equipment three sound-proof demonstration booths. On the second floor the company has installed something absolutely original. It is a modern clubroom, which is open to any man in Dallas between the hours of noon and 2 o'clock, and is open to women who desire to hear good music between the hours of 5 and 6 each afternoon.

On the second floor there is also found a hall for dancing, where Vernon Cahagen will demonstrate the modern dances free of charge to Dallas society folk. In the clubroom any record in the Edison catalog will be played upon request and refreshments will be served during the ladies' hour.

NEW LINE OF TALKING MACHINES.

The Savoy Gramophone Co. of New York Makes Its Debut with Three Models—President Tauber Tells of the Company's Aims.

The Savoy Gramophone Co., Grand street and the East River, New York, has just announced to the trade a new line of talking machines to be known as the "Savoy." For the present it is planned to merchandise three models of machines, Styles 10, 25 and 60, retailing at $10, $25 and $60 respectively. The company numbers among its officers several well-known talking machine men, who are actively directing its affairs. D. Tauber, connected with the Cort Sales Co., New York, for a number of years, and formerly associated with other talking machine enterprises, is president of the company. Mr. Tauber's lengthy experience is reflected in the plans and methods of the Savoy Co., which will merchandise its products in the usual trade channels.

Referring to the present affairs of the company, Mr. Tauber said: "We expect our Savoy machines to create a new standard in the talking machine field. There has long been a demand for a first-class, strongly constructed machine to retail for $10, and the dealers have also felt the need of a medium-priced high-grade machine with a lid, to retail at less than $50. Our Style 10, selling for $10, fills the first want, and our Style 25, selling for $25, the latter. We believe that we are setting a new price for a high-class cabinet machine when we present our Style 60, retailing at $60, which is worth more than double that price. We are making all our own cabinets, and with our extensive facilities are in a position to offer the dealers quality and service, with substantial profits.

LIVE MANUFACTURERS

everywhere have proven to their own satisfaction that they can save money, insure better protection, and increase shipping-room efficiency by packing their cabinet machines in

ATLAS 3-PLY VENEER PACKING CASES

These northern hardwood veneer cases with clear spruce cleats are doubly appreciated by

Progressive Dealers

because they save freight charges and their machines arrive in perfect condition. Our new plant at Camden, N. J., will enable us to supply you promptly. Write today for full information to the General Sales Office of the

NELSON & HALL COMPANY

MONTGOMERY CENTRE VERMONT

ESCAPED SERIOUS DAMAGE.

In the storm which visited New Orleans, La., recently the Maison Blanche Co. and the D. H. Holmes Co., both of which have large talking machine departments, suffered some damage through the large plate glass windows being blown out, but the talking machine departments in both stores completely escaped damage.

GIVES SERIES OF RECITALS.

The Petoskey Housefurnishing Co., of Petoskey, Mich., has been using good-sized space in the local newspapers to feature a series of recitals given at its warerooms. Illustrations were used in these advertisements, and the company drew capacity audiences to its establishment.

VICTROLA MUSIC FOR CHURCH.

Its Desirability of the Victrola for That Purpose Well Illustrated by Eaton Drone.

(Special to The Talking Machine World.)

ZANESVILLE, O., October 6.—An unusually convincing demonstration of the desirability of talking machine music for church services was given in the main auditorium of the New Church of Christ, this city, last Sunday by Eaton Drone, the energetic local Victrola dealer. The program consisted of thirty numbers and included some of the masterpieces of the world's greatest composers, such as selections from Handel's "Messiah," Nevin's "Rosary," Gounod's "Ave Maria," and selections from the works of Beethoven, Haydn, Mozart, etc. The concert was very well attended and created a most satisfying impression.

MAKE EXHIBIT AT WORCESTER FAIR.

(Special to The Talking Machine World.)

WORCESTER, MASS., October 4.—The Allerton Furniture Co., which is a large distributer of Edison diamond disc machines, was one of the exhibitors at the annual fair of the Worcester County Agricultural Society, which was held a few weeks ago on the fair grounds. Manager Green arranged a most attractive booth, in which demonstrations were regularly given during the fair, and hundreds of visitors carried away with them a new and highly intelligent view of the Edison proposition.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

Lindström Motors

"THE MOTOR OF QUALITY"

Six different styles playing from one to eight Records with one winding

Write for New Complete Catalog

OTTO HEINEMAN

45 BROADWAY, NEW YORK

2701 ARMITAGE AVENUE, CHICAGO

GREAT ACTIVITY IN THE NORTHWEST.

Jobbers Find it Difficult to Assemble Stock to Supply Demand—Edison Week to be Observed Throughout Northwestern Zone—Cable Company Enlarging Department—Foster & Waldo's Effective Victor Window.

(Special to The Talking Machine World.)

MINNEAPOLIS AND ST. PAUL, MINN., October 8.—Wet weather is good for duck hunting and talking machines, and by that token the talking machine men are having a rare time as well as the sportsmen, for the weather has been wet continuously since the first week in September. Anything that keeps the majority of people indoors creates a big call for records, if nothing more, and undoubtedly helps to sell machines. At any rate, the dealers, wholesale and retail, have all the business that the factories will let them have.

"We can't assemble a complete wholesale stock, no matter how we try," complains the Beckwith-O'Neill Co. "Our jobbing place is really only a way station where the goods are tied up a few hours while the train is waiting. The stocks come in and go right out again. We have been unable to open any new accounts for some time simply because we were unable to insure delivery of instruments as wanted. It is satisfying, naturally, to be able to move everything rapidly, but there surely is some regrets when we are compelled to turn down numbers of prospective dealers. The retail men send encouraging reports from all over our territory."

Edison Week will be observed generally in the Northwestern zone. The Minnesota Phonograph Co. has offered a prize of $200 for the most effective display window of the week shown in its zone, and with the $300 national prize offered by the Edison Co. there is a tempting inducement on the part of the retailers to exert their faculties to produce something unique. President Laurence H. Lucker reports the sale from the Minneapolis headquarters of one carload of Edison goods to the New England Furniture Co., Minneapolis, and like sales to the Bergh Piano Co., La Crosse, Wis.; the Interstate Mercantile Co., Winona, Minn.; Smith & Allen, Duluth, Minn., and McLogan & Pierce, Calumet, Mich. The company received twelve carloads from the New Jersey factories in the first week of October.

Christine Miller is booked for a concert in Minneapolis, November 9, when she will sing duets with herself, the other part being carried by a Miller record on an Edison phonograph. This tone test should create much interest among musical people.

Good business is reported by Jay H. Wheeler, manager of the Columbia Graphophone Co., who is now settled in the Childs building, 412 Nicollet avenue, where he does only a wholesale business. The change is a pleasant one, declares Mr. Wheeler, and the Columbia output in the Twin Cities and the Northwest is showing substantial increases continually.

Extensive interior alterations are being made by the Cable Piano Co. for the enlargement of its talking machine department. A series of demonstration booths is being arranged along the Eighth street front. The company will have nearly 100 feet of window display for its Victrolas, as the booths will be in full sight from the street.

Foster & Waldo had an effective window display in October, with a big mass of Victrolas arranged in piers in pyramid form. It was probably the best show ever attempted in the Northwest. The house is going after the Victrola business for keeps, using the billboards and the newspapers with much liberality. Needless to say that they are obtaining results.

The beautiful talking machine quarters of the Golden Rule department store, St. Paul, is open, and the promise of the management that no expense would be spared to take the lead in this respect fully has been realized.

Many of the Victrola artists will be in the Twin Cities in October. Geraldine Farrar with Reinald Werrenrath and Ada Sassoli were booked for Minneapolis October 8 and Emilio Gogorza with the Schubert Club, in St. Paul, on October 16.

STRIKE AT COLUMBIA PLANT ENDS.

The strike at the plant of the Columbia Graphophone Co., Bridgeport, Conn., which has been in progress for the past two weeks, was ended Monday night in a manner very satisfactory to the company.

FAST BECOMING UNIVERSAL

PATENTED APRIL 15, 1918.

MUSIC LOVERS' CHOICE

Tusko needles not only last indefinitely and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

These needles are homogeneous. No fibre to "trill" or "bu-r-r."

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they create talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

LANDAY BROS.

Require good salesmen. Must know Victor Catalog *thoroughly*. Splendid opportunity for the right men. Remuneration the best in the country. Apply in person to Max Landay, Room 308, 569 Fifth Ave., New York.

"Words are only good when backed up by deeds"
Mr. Victor Dealer:—What are you receiving?
Try a real Victor distributor with your next order

Landay BROS

The House of Victor Service Exclusively

563 Fifth Avenue, New York

Make Hay While the Sun Shines

The above is good advice for Victor Dealers.

Those who stock up on the good selling Records and Victrolas now, will reap the benefits later.

THE BLACK MAN WITH WHITE MAN

Blackman Talking Machine Co.
97 Chambers St. Near Church St New York

Victor "His Master's Voice"

BUSY TIMES IN INDIANAPOLIS.

The Stewart Co. Establishes Bureau of Advertising and Sales Suggestions—Big Columbia Sales Record—Wright Takes Charge in Terra Haute—Kipp-Link Co.'s Big Demand.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., October 8.—Business is rushing with the talking machine houses of Indianapolis. In one instance the month of September was a better month than December of 1914 and January of 1915, both record-breaking months.

In aiding its dealers to boost the sale of records the Stewart Talking Machine Co., Victor jobber, of this city, has established a special bureau of advertising and sales suggestions. Frequent bulletins are issued containing answers to letters on important points regarding record sales. The value of these suggestions is making itself felt in the big volume of business in record departments. The mark set by the Stewart Co. in this campaign is the accomplishment of one dealer in Northern Indiana, who reports his record sales to have been 66⅔ per cent. of machine sales in the past six months.

A. W. Roos, of the Columbia Phonograph Co.'s local store, reports that September established a record for big business. He said the month of September was bigger in business returns than the other two record months of the store's experience in Indianapolis—December, 1914, and January, 1915.

H. M. Wright, formerly floor manager here for the Columbia Co., has taken charge of the company's store at Terre Haute. He reports that business is as good at Terre Haute as it is at Indianapolis. B. C. Fletcher has taken Wright's place as floor manager in Indianapolis.

Walter E. Kipp, of the Kipp-Link Co., distributer of the Edison line of talking machines, said his company is swamped with orders and that enough machines cannot be obtained to fill the orders. The Edison Shop, owned by Mr. Kipp personally, is to be opened some time next week.

H. H. Prescott, of the Stewart Talking Machine Co., brings news of a "good one" which originated somewhere in southern Indiana, and is said to be true to life.

An honest farmer, of the Corn Belt type, brought his Victrola into a dealer's store to have it tuned—*tuned,* mind you. The dealer adjusted the speed, made up a parcel of new records, and cut his fee for "tuning" down to the cost of the records and the value of a good laugh.

A COLUMBIA ROMANCE.

The executive offices of the Columbia Co. have received frequent communications from Hal Dorian, in charge of the company's exhibit at the fair, relative to the success being achieved by the dancing exhibitions given daily at the Columbia booth. In one of these letters Mr. Dorian stated that the two dancers appearing for the Columbia Co., Addison Fowler and Miss Ethyle Stewart, had announced their betrothal, receiving the congratulations of many prominent members of the musical world.

LINDSTRÖM MOTORS
"The Motor of Quality"

A BUSINESS-BUILDING PROPOSITION.

Some Views of Ben H. Janssen, President of the Peerless Phonograph Co.

When Ben H. Janssen, president of the Peerless Phonograph Co., Brown place and East 132d street, New York, was discussing trade conditions recently with The World he remarked: "In surveying the talking machine trade I feel that the Peerless Phonograph Co. has a business-building plan which will interest talking machine men throughout this country, and I know from my experience that the Pathé phonographic proposition has big trade possibilities for the dealer."

Mr. Janssen conducts a large piano manufacturing enterprise in New York City, and he is also president of the National Piano Manufacturers' Association.

CLOSE IMPORTANT DEALS.

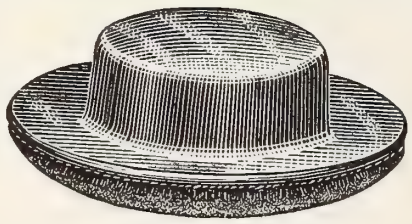
Otto Heineman Booking Big Orders for Motors —To Issue New Catalog.

The success which Otto Heineman, 45 Broadway, New York, is achieving with his comprehensive line of motors and other talking machine parts is evidenced by the number of important deals closed by Mr. Heineman recently with prominent talking machine manufacturers. These new customers have arranged to handle Lindstrom-Heineman outfits exclusively in all their production activities, being influenced in making this decision by the perfect satisfaction which the Heineman products are rendering under the most trying conditions.

In a chat with The World this week Mr. Heineman stated that there is now on the press a complete motor catalog, which is the first publication ever announced to the trade that will be devoted in its entirety to motors. In addition to presenting every type of motor in the extensive Heineman line, this catalog will also list every small part of the motor separately, thereby making it a simple and convenient matter for the dealers and consumers to order any necessary parts whenever required.

J. Van Allen Shields, associated with the Columbia Co.'s London headquarters for a number of years in an important executive capacity, arrived in New York recently on the steamer "Rotterdam" for a short visit to the Columbia interests in this country.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

CASH for your INSTALLMENT PAPER

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

"MAGNET" DECALCOMANIE NAMEPLATES

From the DORAN CO. 45 MICHIGAN AVE Phone Main 4136 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

FOR TALKING MACHINE CABINETS ETC.

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES—PROSPECT 2140—CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

SOUTHERN CALIFORNIA NEWS ITEMS.

Particularly Active Demand Noted for Talking Machines for the Schools—Receives Large Shipment of Pathephones—Earl Dibble Goes to San Diego—New Conservatory of Music Opened—Other News of Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., October 6.—If indications are prophetic, southern California bids fair to eclipse all former records in the talking machine business this fall. September has been the best month this year, and business is steadily on the increase.

Special activity is noticed in the demand for machines from the schools. More schools in Los Angeles and vicinity are equipped with talking machines than any other section of the country, and the time is not far distant when a "talker" will be part of the regular equipment in every school.

The Broadway Department Store, since the enlargement of its talking machine department, has greatly increased its business in that line. Mr. Guyette, the manager, says that business is steadily increasing, especially in the Edison disc and Sonora lines.

The Curtis Colyear Co., local representative for the Pathephone Co., has recently received a large shipment of machines and records and now has in stock a complete line of all models and finishes.

A. Graham Cook, manager of the talking machine department for the George J. Birkel Music Co., "exclusive Victor dealer," says that business has been very good the last two months, and particularly during the last two weeks in September, when splendid sales were made of expensive Victrola models XIV and XVI.

A. W. Berdon, president of the Diamond Music Co., of New Orleans, La., has been stopping in this city for a few days on his way home from the fair. Mr. Berdon expressed surprise at the large number and size of talking machine dealers here. He says business is fine in New Orleans.

Earl Dible, who has been connected with the Southern California Music Co., of Los Angeles, for the last year, has been transferred to the San Diego branch of the same company, where he will assume charge of the talking machine department. Mr. Dible was with the San Diego company from 1910 to 1914, and his many friends will be pleased to hear of his return.

L. E. Newton, who has been in San Diego for the past year with the Southern California Music Co., will return to the main store in Los Angeles.

The Los Angeles Furniture Co. has recently put in a complete line of talking machines. For the present it will handle machines only and not carry a stock of records.

There has recently been incorporated in Los Angeles a conservatory of music that will put this city on a par with any city in the United States in regard to musical instruction. Señor Florencio Constantino, the great Spanish tenor, has been placed at the head of the department for voice culture. Señor Constantino is well known to patrons of the talking machine, as he has made a great many records for both the Victor and Columbia companies. He is very enthusiastic over the project and is confident that it will be a big success. The conservatory, which was organized and started by Frank Egan, of this city, will also have departments for the drama and fine arts.

COLUMBIA MACHINES ON FILMS.

Featured in Views of British Soldiers Drilling to Graphophone Music in London.

The Columbia Graphophone Co. received some excellent publicity through the medium of the Hearst-Selig News Pictorial recently, when the film service included views of British soldiers drilling in Trafalgar Square, London, to commands issuing from the horn of a Columbia graphophone, a feature which was commented upon at length in the London correspondence of The World last month. In the pictures the graphophone was well in the foreground, and the Columbia trade-mark on the side of the machine was clearly discernible. In the same series of pictures were shown views of Olga Nethersole, the well-known actress, exhorting recruits and standing beside a Columbia machine used for attracting crowds.

A FINE VICTOR CO. DISPLAY

And Demonstration Made at the Manufacturers' Exhibition Recently Held in Camden, N. J.

(Special to The Talking Machine World.)

Camden, N. J., October 9.—The Victor Talking Machine Co., one of the most prominent, if not the most prominent, industry in this city, had an elaborate display and demonstration at the Manufacturers' Exhibition held at the Y. M. C. A. here this week.

On Monday evening the Victor Talking Machine Co. gave a special concert in the auditorium, using different types of Victrolas to illustrate the latest and best results obtained in vocal and instrumental music as rendered by many of the world's most famous artists. One of the features of the concert was a demonstration of folk dances of the different nationalities, and a capable lecturer explained the many uses of the Victrola in educational work.

On Tuesday evening there was shown an interesting series of motion pictures depicting the various steps in the manufacture of Victrolas and records, from the handling of the raw material to the finished product.

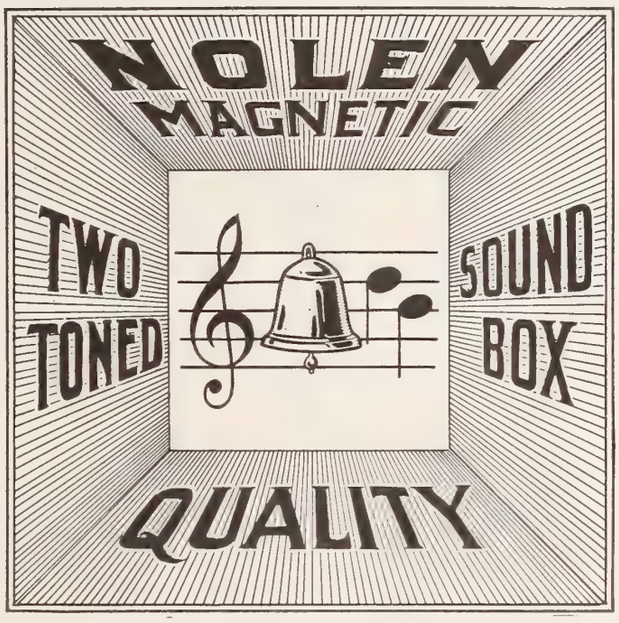
LOUISVILLE SHOP CHANGES NAME.

(Special to The Talking Machine World.)

Louisville, Ky., October 5.—The Talking Machine Shop, of this city, has just received authority from the Secretary of State to change its name to La Harmonic Campagne.

TO RECORD SCORE OF "ROBIN HOOD."

Among the new records to be issued shortly by the Pathé Frères Phonograph Co., 30 West Thirty-eighth street, New York, will be the complete score of the opera "Robin Hood," recorded by the De Koven Opera Co., which is prominent in musical circles. These operatic records will be on 14-inch double-faced discs.



Features of this New Sound Box Invention

UNIVERSAL TWO TONE. Those conversant with the art of reproducing sound waves are of the same mind as to the impossiblity oif producing a sound box that will repeat from the record the perfect vibration as recorded. A sound box unit that is tuned for voices fails to give justice to band and orchestra records. Vice versa if arranged to band and orchestra; while the voice should be clear, possessing a detail and sonorousness without blasting on high notes. For other types of records the sound box must be able to accommodate and reproduce without change of character, pitch, overtone and sonorousness, with prolongation of notes in order to get perfect melody.

The MAGNETIC EFFECT of the diaphragm, under tension, acts as a spring, without contact, is fundamentally correct, eliminating chatters, blast, and subdues surface noise in needle track on records.

CUSHION DIAPHRAGM. The holding rubber ring, or tire, being vulcanized to the periphery of diaphragm, is anchored within the percussion or sound box housing. By using this type of construction it can be made air-tight, preventing hardening and deterioration of rubber, allowing the diaphragm to vibrate within its zone, without having a tight or thin tone.

THE TONE LEVER is one of the many salient features incorporated in this invention. By changing the tone lever you arrange the needle arm for the type of records you care to play. It is a manual medium, to condition the sound box. First position for bands and orchestras; Second position for voices.

TWO SOUND BOXES IN ONE. By the movement of this tone lever you have "The Master-Hand" of giving perfect voice and music for the pleasure of the attentive ear, many times drawing from the listener with compliments, "What a beautiful reproduction; won't you please play that record again?"

REPRODUCES Victor, Columbia—lateral cut—Edison, Operaphone, Crescent, Pathé—hill and dale cut.

Dealers communicate with

NOLEN ACCESSORIES CO., No. 2 W. 140th Street, NEW YORK

PHONE 6710 HARLEM

THE TRADE IN NEW YORK CITY AND VICINITY

The month just closed proved to be the best September in the history of the local talking machine trade, fulfilling all expectations of the manufacturers, jobbers and dealers. With this condition it is only natural that the trade as a whole is enthusiastic and optimistic regarding the outlook for general business the next few months. This is, of course, the busiest season in the year for the talking machine industry, but when it is considered that every month this year has proven a record breaker, a true idea of the stability and prosperity of the talking machine trade may be gleaned. There is apparent just now a spirit of co-operation among all factors of the industry that is a sure sign of a steady and healthy business for some time to come.

As predicted in these columns a few months ago, there is a general shortage in machines of all classes and types. The dealers, however, have not been caught off their guard to the same extent as they were in former years, but heeding the advice of the manufacturers and distributers, placed their orders well in advance of their usual buying season. They have certainly not regretted this foresight, for the local demand for machines has been far ahead of the corresponding season of last year. The shortage is most general in the machines priced at $75 and $100, but quite a few of the dealers have not got a sufficient stock of the $50 machines and the $150 and $200 models to adequately handle their fall trade. They are remedying this shortage, however, by placing good sized orders.

The record situation at the present time leaves absolutely no cause for complaint. The dealers' stocks are in better shape than they have been for the past few years, and in fact the majority of the distributers are in a position to fill from 95 to 100 per cent. of all the record orders placed by their dealers. This is decidedly unusual for the fall season of the year, but it serves to illustrate just what kind of co-operation and service the manufacturers are endeavoring to render their jobbers and dealers.

During the past twelve months all of the leading manufacturers have erected new buildings to take care of their enormous record trade. They have spared neither expense nor effort to utilize every possible means to cope with the record situation, and the results of their expenditures are evidenced in the splendid record service that every up-to-date dealer can offer to his clients.

The local newspapers for the past few weeks have held an unusually large amount of talking machine advertising. September and the first two weeks of October are recognized as an excellent period for retail advertising, and the high character of this publicity is indeed worthy of mention. There is a noticeable indication on the part of the majority of the dealers to feature "standard" records in preference to the popular numbers. As a matter of fact, there is a general tendency to develop the "standard" record business, as in addition to the profits which accrue from such a business the sale of "standard" selections invariably enhances the musical value of the talking machine in the eyes of the customer. It is no longer regarded as only a medium of entertainment, but is recognized as possessing unlimited educational and musical possibilities.

Impressed With the Spirit of Optimism.

J. N. Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, Victor distributer, recently made a trip through the up-State sections, accompanied by Fred P. Oliver, vice-president of the company. Referring to this trip and business generally, Mr. Blackman said: "We were greatly impressed with the spirit of optimism which is general in all the up-State cities, and particularly with the fact that the dealers realize the importance of promptly getting their stock of machines in shape for a very busy season. Our own business has shown a very large increase in September over last year, which is due in a measure to the fact that the dealers are getting their stocks in now. This might indicate an increase which will have the effect of taking the business away from the totals of the next few months. However, we feel that the natural growth of the business, together with the increased trade which will be possible through the dealers being in better shape to make deliveries, will enable us to show a substantial increase also during the months of October, November and December. We find by observation that our September business indicates a demand leaning more toward better instruments, and the dealers by putting in a stock of the 'standard' selections are realizing the advantages of having their customers accumulate a library of this class of records rather than the fad and popular selections."

Reports Great Columbia Business.

"September business was very satisfactory, notwithstanding the two weeks' strike at the Bridgeport factory," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street. "We were fortunate in having a very substantial stock on hand during September, and of course drew on our reserve stock in New York to fill the demands of our dealers; but we expect to have this stock in normal condition in a very short time. The trade outlook just now is most promising, and all the dealers that have called at our establishment seemed well satisfied with their individual business and are making preparations for a big fall and holiday trade. We have noticed during the past few weeks that the record trade has included a larger proportion of the better class of records than heretofore. Our dealers tell us that the sale of 'standard' records helps their machine

(*Continued on page* 30.)

A Suggestion

It is just as important that you have a good record stock for the holidays as it is to have machines.

Therefore, we suggest that it would be wise to place an order for records with us now and be prepared for the big business which soon will be upon you.

Do not delay but get your holiday stock in now while the records are to be had, before the rush commences. You will not regret it.

C. Bruno & Son, Inc.
ESTABLISHED 1834
Victor Talking Machines
Musical Instruments
351-353 FOURTH AVE., NEW YORK

Tear out this page; sign it; mail it at once to New York Talking Machine Co., 119 West 40th St., New York

INYTMCO

New York Talking Machine Company's

Profit Insurance

190 Records carried for three months; insurance cost $1.83

New York Talking Machine Co.,
New York, N. Y.

Gentlemen:—

The premium on "Profit Insurance" in the form of INTEREST CARRYING charges on $25.00 worth of Red Seal records is only 6¾c per month, and

We realize that "Record Service" to our customers is really of greater importance than that of any other phase of our business, and

Our record customers are a constant source of profit to us, and

In past years we have often been unable to supply our customers with "Standard" records, and as a consequence have oftentimes lost their patronage forever, and

We know it to be a fact that we can at this moment secure these "Standard" records from the New York Talking Machine Company—further, we know that no Distributor could supply them last year when they were most needed, and

Under these circumstances it is advisable to place an order with the New York Talking Machine Company for immediate shipment of the following records:

15—64120	15—16960	15—16996
10—64181	10—35196	15—16825
10—64306	10—35324	10—88138
15—74163	15—60031	10—16053
15—74420	15—17222	10—17164

Signed _____

_____

Date _____

Ship Via _____

INSURANCE

INSURANCE

PROTECTION

Tear out this page; sign it; mail it at once to New York Talking Machine Co., 119 West 40th St., New York

THE TRADE IN NEW YORK CITY.

(*Continued from page 28.*)

business considerably and stimulates increased record trade. Advance orders are still coming in and we have exceeded our former record of advance orders by about 300 per cent. The better class of machines are proving the most popular sellers, and we are receiving large orders for the 'Favorite' 'Leaders' 'A' and 'B' and 'Mignonettes' 'A' and 'B,' with a very substantial demand for the 'Nonpareil' and 'De Luxe' machines."

Inaugurates Concert Season.

The Edison Shop, at 473 Fifth avenue, controlled by the Phonograph Corp. of Manhattan, inaugurated on September 29 its first concert of the 1915 season. Miss Alice Verlet, the internationally prominent coloratura soprano, was the artist at this concert, and in order to accommodate local music lovers the company arranged to hold the recital in the Astor Gallery of the Waldorf Hotel, Thirty-fourth street and Fifth avenue. Even this gallery, however, was not large enough for the crowd that attended the concert, and many people failed to obtain admission. Miss Verlet, who is one of the Edison disc record artists, sang several songs herself, which were in turn repeated on the Edison diamond disc phonograph. Subsequent to this Miss Verlet accompanied the phonograph, permitting the auditors to hear both the original song and her Edison disc record together. This proved very successful. In order that the local Edison disc dealers might receive full advantage from this concert, the newspaper advertisement announcing the recital contained the names of the Edison disc dealers in local and near-by territory.

New Pathé Agents.

One of the many successful local dealers handling the products of the Pathé Frères Phonograph Co. is Henry B. Pye & Co., 2918 Third avenue, New York, which conducts one of the most prosperous furniture houses in the Bronx and caters to a large and constantly growing clientele. It maintains an attractive talking machine department and displays the various models of the Pathephone to excellent advantage. Mr. Pye personally devotes considerable time to the conduct of this department, and as he is thoroughly alive to the possibilities of the talking machine field the company's Pathé business is steadily increasing. It uses considerable space in the local papers showing various models of the Pathephone and advertising Pathé records.

Interesting Plan of Profit Insurance.

The New York Talking Machine Co., 119 West Fortieth street, Victor distributer, introduced last month an unusual plan of "profit insurance" for Victor dealers. As outlined in detail, this plan called the attention of the dealers to the advisability of keeping an adequate stock of Victrolas on hand at all times, showing by graphic figures and illustrations the profits which the dealer may realize by paying a very slight "premium" on his "profit insurance." The success of this plan was instantaneous, and V. W. Moody, sales manager of the company, has received many letters of appreciation from the dealers in connection with this method of co-operation. Mr. Moody has now compiled a new form of "profit insurance" covering Victor records, and points out that 190 records carried for three months cost only $1.83. He also shows that the premium for "profit insurance" in the form of "interest carrying charges" on $25 worth of Red Seal records is only 6¾ cents per month. The "profit insurance" form also advises the dealers of the fact that during the holiday season "standard" records are often very difficult to secure and that the dealer should place orders now for these "standard" selections. The arguments presented in these "profit insurance" plans are not new ones, strictly speaking, but the novel and unique form in which they are set forth has served to favorably impress Victor dealers.

Piano Houses Handling Columbia Line.

A striking feature of the Columbia Graphophone Co.'s business in local territory has been the large number of piano houses that have arranged to handle the Columbia product. One of the concerns which has been very successful with the Columbia line is Otto Wissner, the well-known piano house, which carries a complete line of Columbia goods in its stores in Brooklyn, N. Y.; Jersey City, N. J.; New York, N. Y., and Bridgeport, Conn. This house has developed a large Columbia business in every city where its stores are located, and has placed advance orders which indicate a banner fall trade.

Landay Bros. Show Cards.

Landay Bros., New York, Victor distributers, have just announced to their dealers a series of show cards for use in windows or demonstrating rooms which should increase record business materially. Before introducing these cards to their trade Landay Bros. used them in their own establishments and after being convinced of their merit and practicability offered them to their trade at forty cents each, which is the actual cost of the card. These show cards are very attractive in design, and the Victor dealers in local territory are using them to good advantage.

Sonora Phonograph Co.'s Exhibit.

The Sonora Phonograph Co. maintained a good sized exhibit at the Educational and Industrial Exposition, held at Madison Square Garden the early part of this month. A complete line of Sonora phonographs was on hand, and the artistic case designs of these products, together with the tonal quality of the machines, caused favorable comment.

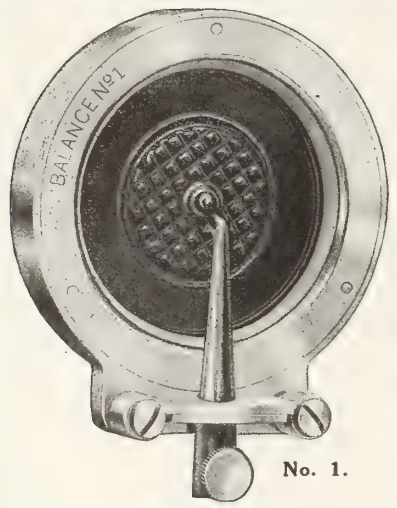
Carrying on Aggressive Campaign.

Hardman, Peck & Co., 433 Fifth avenue, who handle the Edison diamond disc, Columbia and Pathé lines in their talking machine department at Hardman House, are carrying on an aggressive campaign in theatre programs.

Knabe's Attractive Window Displays.

William Knabe & Co., 437 Fifth avenue, who have one of the largest Victor departments in the local trade, are making a specialty of preparing attractive window displays of Victrolas and Victor records. In a recent display one of the features was a card reading: "Secret of Victor Tone Supremacy," and underneath this card were placed the parts of and the complete Victor reproducer. This card attracted the attention of passers-by.

J. Gamser, formerly connected with the Blackman Talking Machine Co., has joined the sales staff of the Ideal Music Co., 29 John street, Victor dealer.



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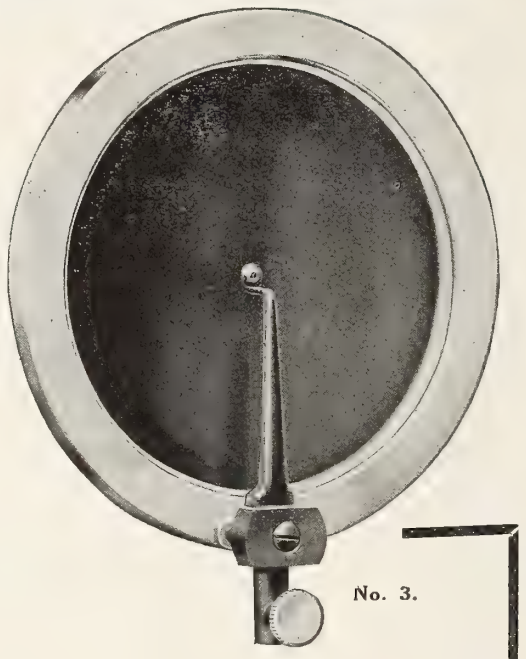
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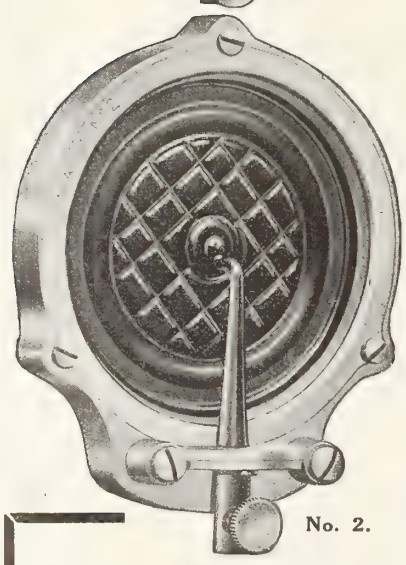
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Retail Prices

	Nickel Plate	24k Gold Plate
No. 1	$3.00	$3.50
No. 2	3.50	4.00
No. 3	5.00	5.50

Liberal Discount to Dealers

BALANCE Sound Boxes

Numbers 1 and 2 have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Number 3 has wonderful volume and is recommended for Concert work and for Dance Music.

The quality of the Columbia tone today really is beyond serious competition. When it comes to tone-*control,* however, a Columbia dealer is not merely beyond competition, he is almost beyond argument.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

H. B. TREMAINE'S STATEMENT ANENT AEOLIAN-VOCALION

President of Aeolian Co. Sets Forth Aims and Purposes of the New Instrument in Signed Advertisement in the New York Newspapers Last Sunday—Some Interesting Facts.

One of the most striking advertisements which has appeared in the local newspapers for some time was used Sunday by the Aeolian Co., this advertisement serving to announce, over the personal signature of H. B. Tremaine, president of the Aeolian Co., the aims and purposes of the Aeolian-Vocalion, the company's new phonograph. Mr. Tremaine's story was a remarkable one in many ways, being suitably illustrated with an attractive border and some of the latest models of the Aeolian-Vocalion, and read as follows:

Ever since we announced the Aeolian-Vocalion in the New York newspapers last winter, there have been many surmises as to the policy this company would pursue in regard to it.

As the instrument has become better known and its unusual features recognized, queries from musicians, members of the music trade and others, regarding our attitude have become so numerous that it has been deemed advisable to make a public statement.

In the first place, let me say that the Aeolian-Vocalion was not designed to be what might be called a "popular phonograph;" that is to say, it is not our intention to produce an enormous number annually or to seek broadcast representation.

We believe the market is already well supplied with the very low-priced instruments, and that these admirably serve their purpose.

But it is with the phonograph that purports to be a serious musical instrument—that is adopted for educational purposes and finds it way into homes where music is known and appreciated—that the Aeolian-Vocalion has entered into competition.

This is not to be construed that the Aeolian-Vocalion is inordinately high-priced or is not available for the lighter forms of musical entertainment, such as dancing, etc.

The reverse of this is the case, as its prices are surprisingly moderate, considering its advantages, while its unusual body and depth of tone give it great "carrying" power for dancing. But, as its character is such as to make it appeal most strongly to people of musical taste, the Aeolian-Vocalion will be handled with the conservatism such an instrument deserves.

We feel, as a matter of fact, that the Aeolian-Vocalion is one of the most important musical instruments that have yet appeared.

The phonograph itself occupies a peculiar field. It is the interpreter of all music, instrumental and vocal. It appeals to every taste and is the most practical and broadly used means of supplying music ever devised.

This company long ago realized the musical possibilities of the phonograph. And, I may add, that the decision to enter the field as a manufacturer was not made until it had proved its ability to develop these possibilities.

The widespread comment that has been made on the obvious superiority of the Aeolian-Vocalion is a significant and gratifying tribute to the musical knowledge and mechanical skill of the men composing the Aeolian experimental staff.

Several years ago I was asked by an acquaintance, who had recently returned from a trip around the world, "what was the secret of the Aeolian Co.'s world-wide success?"

He had visited the principal cities of Australia and Europe, and had seen the large branches we maintain in those cities. Everywhere he went he found Aeolian instruments in evidence and universally regarded as the leading examples of their respective types.

I replied to his question by stating that while there were undoubtedly many contributing factors, I believed Aeolian success was chiefly due to a spirit that pervades the whole organization and has frequently been commented upon—that of dissatisfaction with present results, and the determination to produce the *best,* whatever the instrument or article might be.

This spirit is certainly brought to a very pronounced materialization in the Aeolian-Vocalion.

I have personally been in almost daily touch with those responsible for it and have been gratified, and sometimes even amazed, at their enthusiasm and resourcefulness.

From the period, several years ago, when we first began to investigate the possibility of developing the phonograph musically, until the Aeolian-Vocalion was finally put upon the market, their zeal has never flagged.

During this whole period, hardly a month passed that did not bring to light some new discovery or new application of acoustical principles which would tend to improve the phonograph.

Indeed, the only one of the Aeolian-Vocalion's important musical features not directly attributable to the Aeolian Co.'s own staff, is the device for controlling tone, known as the Graduola. This was the invention of Mr. F. J. Empson, of Sydney, Australia, the exclusive rights of which we secured two years ago.

In this connection it may not be amiss for me to remove a misconception which is sometimes entertained regarding the Graduola.

Wonderful and entertaining as the phonograph is, its value is seriously curtailed unless it possesses some method of tone-control.

That manufacturers have recognized this is evidenced by the doors, shutters, etc., with which they have equipped their instruments, the system of interchangeable needles some provide, and by dozens of inventions on record here and abroad.

Mr. Empson's invention provides the only satisfactory method of tone-control yet produced and has been adopted as an exclusive feature of the Aeolian-Vocalion.

While not arbitrary—that is, it may be used or ignored at will—its advantage, when utilized, is two-fold.

It permits the introduction of delicate shadings in tone-color, without actually changing an artist's own technique and expression, and thus obviates "record monotony."

And it compensates for the recognized limitation in the present method of making records, by enabling one to play with extreme delicacy without *smothering* the tone with doors, or losing any of its tints by using very soft needles.

Indeed, the Graduola, or some device equally effective, is an essential part of any phonograph which, like the Aeolian-Vocalion, makes its appeal to people of genuine musical taste.

And this is the appeal which the Aeolian-Vocalion is designed to make.

We believe the phonograph has an important mission. But we also know that in the past it has been subject to some measure of criticism from people who were musical.

In the Aeolian-Vocalion this company has produced a phonograph which goes far toward meeting this criticism, and it is the requirements of people of genuine musical taste and perception that the Aeolian-Vocalion is designed to supply.

H. B. TREMAINE, President.

HANDSOME QUARTERS IN DES MOINES

Des Moines Pathephone Co. Well Equipped to Develop and Take Care of Trade in That Section Owned by C. C. Donnell & Sons.

(Special to The Talking Machine World.)

DES MOINES, IOWA, October 6.—One of the most attractive talking machine establishments in the local trade is the store of the Des Moines Pathephone Co., which opened a few weeks ago. This store is owned by C. C. Donnell & Sons, and, notwithstanding its very recent introduction to the local trade, the company has already succeeded in developing a substantial machine and record business.

Des Moines Pathephone Co.'s Showrooms.

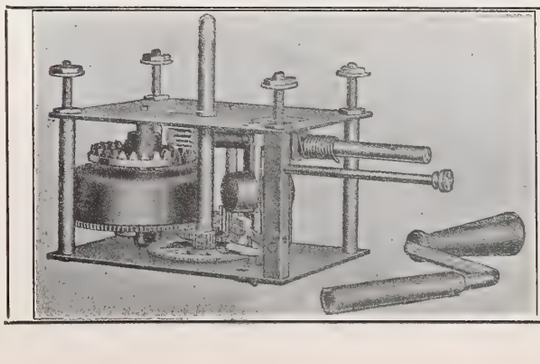
The Des Moines Pathephone Co. is the local distributing agents for the products of the Pathé Frères Phonograph Co., handling this line of machines and records exclusively. A complete line of Pathephones will be kept on hand at all times, and a comprehensive selection of the 96,000 records in the Pathé disc library will be always at the disposal of the Des Moines Pathephone Co.'s clientele.

C. C. Donnell & Sons are believers in the value of high-class publicity as applied to the talking machine industry, and prior to the opening of their establishment carried full pages in the local newspapers calling the attention of the public to the national advertising campaign inaugurated by the Pathé Frères Phonograph Co., as well as announcing the opening of their new store.

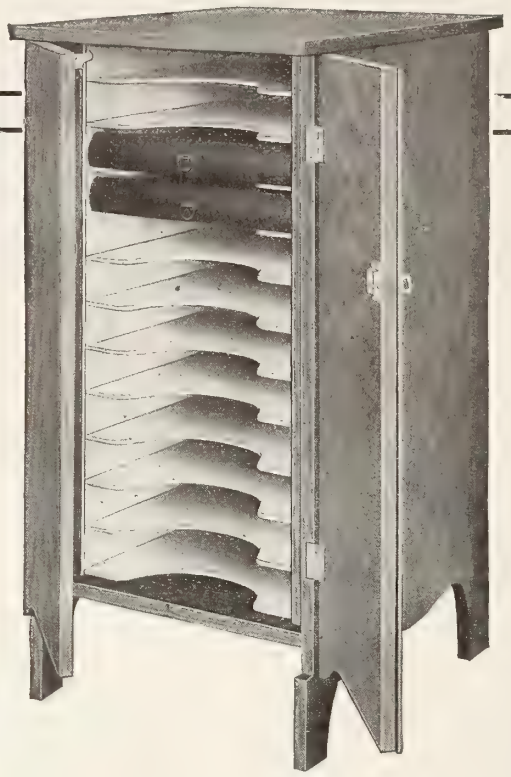
THE EDISON SHOP IN NEW HAVEN.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., October 11.—Work is progressing rapidly on the building at 962 Chapel street, this city, being erected for the Pardee-Ellenberger Co., New England distributer of the Edison diamond disc phonographs. It is expected that the building will be ready for occupancy about November 1, and among the features will be a large recital hall. It will be conducted under the title of The Edison Shop.



The HERCULES MOTOR
LESS LOUD
The Motor that makes less noise.
Built Solid all the Way Through.
Guaranteed for 1 Year.
Separate Parts Can Be Furnished.
Plays one 12-in. record with one winding.
PRICES UNUSUALLY LOW
SEND FOR SAMPLES
The Hercules Talking Machine Supply Co.
611-621 BROADWAY : : : : NEW YORK



No. 786. Size 35 Ins. High. Top 21¾ x 18½ Ins. Large Enough to Hold Victor IX or Columbia "Favorite. 12 Album Shelves. Finished in Any Wood.

Every Dealer Is Acquainted

with the Salter line of Cabinets. They all know a few of the Salter features, such as Felt-Lined Compartments, Record Capacity, etc., but how many appreciate the ***extensiveness*** and the ***variety*** of our line?

We carry ***in stock*** 37 different Models of Record Cabinets! And each of these in different finishes.

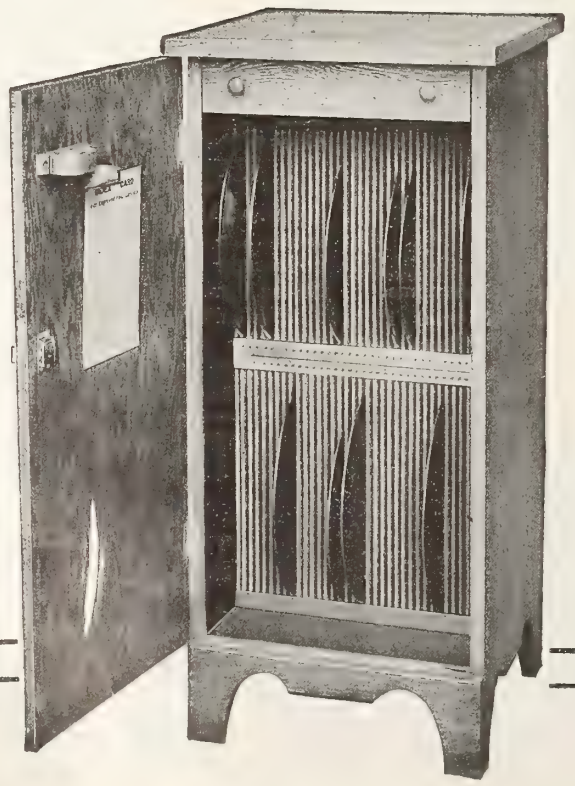
We can satisfy any demand in record cabinets.

MAKE THE FALL OF 1915 A

SALTER SEASON

START YOUR CAMPAIGN BY HAVING A STOCK OF OUR CABINETS ON YOUR FLOOR.

Style 106. Size 36 Ins. High. Top 17 x 17. Large Enough to Hold Columbia "Jewel," Victor VI or Smaller Machines. Finished in Any Wood.



Show them to the new customer.

Show them to the old.

The first will buy one to go with his machine.

The second will buy one to file his records in. Sell both.

Mail your order right now.

SALTER MFG. CO.

JOHN F. MORTENSEN, Pres.

337-339 N. Oakley Blvd. CHICAGO

TALKING MACHINE NEWS FROM THE NATIONAL CAPITAL

The Stevens Bill a Topic of Discussion—Campaign of Education Now On—Fair Trade League in Line With the Talking Machine Men Favor This Move—Great Activity in the South—Pathé Line with McKee Instrument Co.—Pushing the Vocalion.

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 11.—The Stevens bill has been more than ever a topic of discussion in local trade and national official circles since the National Association of Talking Machine Jobbers entered the fight for the legislative measure that would mean so much to talking machine interests. With each jobber in the national association contributing $50 or $100 to a "campaign fund," it would appear that more pep must be injected into the agitation between the present date and the opening of Congress early in December.

Advices reaching Washington from the members of the legislative committee of the national association seem to indicate that the jobbers will concentrate their attention upon a "campaign of education" for the members of the United States Senate and House of Representatives—the men who will be called upon to vote upon the Stevens bill when it comes to a showdown. There seems to be a feeling among the jobbers that it is not necessary at this time to take any further steps to arouse retail talking machine merchants to the importance of "rooting" for the Stevens bill. The energetic crusade of the Victor Talking Machine Co. on this score has been so thorough and efficient that it seems as though every retailer must have been stirred to a realization of the vital importance to him of securing for manufacturers the right to fix standardized prices on trade-marked goods.

It is well, however, that the talking machine trade is up and doing in this matter of boosting the Stevens bill, because there is a hard fight ahead, or at least much work to be done. This is not because there is violent opposition to the bill, although there is some opposition, of course, but rather because a new Congress comes to the Capital in December, and a new Congress always makes double work for those who wish to secure legislation. In the present case it will be necessary, for one thing, to reintroduce the Stevens bill; but even more significant is the fact that the advent of a new Congress means the reorganization of the various committees in which the real work of Congress is done, and one of which in the House and another in the Senate must report upon the Stevens bill ere it can be brought to a vote.

Talking machine men are not alone, by any means, in their fight for the Stevens bill. The Fair Trade League, which is made up of leading manufacturers in many diverse lines, is making the promotion of the cause of the Stevens bill decidedly the business of the hour, and retailers and jobbers in various lines are bombarding their Congressmen with letters and telegrams urging them to vote for the bill if they do not want to see the small town and the small merchant crowded off the map by price-cutting stores in the big cities.

Favorable Conditions in the South.

Talking machine business in the South is looking up. The volume of business in the jobbing houses in Washington is a pretty good barometer of the state of affairs in the Southeastern States, because Washington jobbers sell the trade from the Potomac River to New Orleans, and do a particularly heavy business in the Carolinas, Virginia, Maryland, West Virginia and Tennessee. From all quarters come favorable reports for the fall business. Indeed, the only problem seems to be to secure sufficient machines.

Jobbers and traveling salesmen who have just returned from the Southern field say that there is literally no comparison between conditions this year and the status a year ago. In Dixie everything depends upon the cotton crop, and this year's crop is satisfactory and prices are better than many persons expected during the continuance of the war. That the conditions in the upper South are paralleled in the lower South is indicated by the fact that September Columbia business in the Atlanta district was the heaviest on record. Finally, there is "ammunition" for Southern dealers in the circumstance that the South is this year to be visited by an especially large number of artists whose concert appearances can always be counted upon to stimulate the sales of records. For example, John McCormack is to make his first tour of the South, and dealers in Dixie are already beginning to stock up on his entire list.

Dealers Keeping Records in Better Shape.

William R. Lyman, traveling representative for the E. F. Droop & Sons Co., has just returned from an extended swing around the circle, and tells The Talking Machine World that two things particularly impressed him in his visits to retailers in the Southern territory. One of these developments was the greater measure of forehandedness which dealers have manifested this year in preparing for the Christmas trade by ordering well in advance a supply of machines supposedly ample for their needs. The other trend of the times noted by this nomad is the improvement in the record stock systems in the general run of retail stores.

It is unusual nowadays, declares Mr. Lyman, to find a retail talking machine store in which there is not in operation some systematic scheme for filing records and facilitating the keeping up of stock. The plan introduced by the New York Talking Machine Co. has caught hold in emphatic manner in the South, but all the standard systems have their devotees, whereas some merchants have devised home-made systems of their own which, whatever their limitations, do serve the purpose.

Incidentally, it may be noted that Mr. Lyman has just completed at his own headquarters a jobbing record-storage system that is worthy of mention by reason of its simplicity, if for nothing else. This stock system occupies the major portion of the fourth floor of the Droop building at Washington. Open pine shelving is divided into bins or compartments, each capable of holding twenty-five records, and to each of these huge pigeonholes is assigned one number in the record catalog. In the compartments are to be found the open stock from which current orders are filled, whereas rising in tiers above these shelves is the surplus stock, stored in the regulation cartons, each holding twenty-five records, in which the discs are received from the Victor factory.

As soon as the supply of records in any compartment is exhausted a carton is brought from the reserve stock and the bin refilled. No markers or ticklers are used, except a red card, which serves as a danger signal that stock in the compartment in which it is displayed is running low. Whenver there is drawn from the reserve stock the last carton on hand of records of a given number the red flag is run up on the compartment bearing that number to indicate to the head of the stockroom that he is on his last twenty-five of that number and must reorder. The system is a modification of the system devised and recommended by the Victor Co., and its merit is attested by the fact that it is seldom indeed that the house of Droop has to send out an incomplete order for records. Moreover, the stock shelving is so arranged adjacent to the shipping tables that the packing force loses the least possible time.

Columbia Agencies Difficult to Obtain.

C. R. Ely, special representative of the Columbia Graphophone Co., spent several days in Washington in mid-October as a wind-up to a trip that covered a goodly slice of territory as far west as Chicago. According to Mr. Ely it is the same story everywhere—a case not of soliciting business but of trying to hold dealers down to their bare needs in order not to hopelessly swamp the factory.

Pathé Gets Representation.

A shake-up involving talking machine interests in several lines has resulted from a recent radical change of policy on the part of the McKee Instrument Co. at Washington, D. C. This concern, which has heretofore had the Edison agency—exclusive retail rights for the District of Columbia and jobbing privileges for adjacent States—has given up the jobbing, and while retaining the retail representation of the Edison, has broadened out by stocking up a full line of Pathé and Columbia machines.

Pushing the Vocalion-Aeolian.

The talking machine department of the De Moll Co. in this city reports September business as one-third in excess of the volume for September, 1914. Business was virtually restricted to the Vocalion, which is reported to be rapidly making a place for itself in the homes of officialdom and the wealthy leisure class at the national capital. The De Moll Co. has the jobbing rights for the Vocalion for the State of Virginia, and is carrying on an active campaign with good results in the way of booking dealers.

The Harpvola with Resonant Record Turn Table, the only Talking Machine having this wonderful Invention. The Sound Wave is clarified, the Tone enriched and the Resonance and vibration harmonized through the Resonant Walls. Manufactured exclusively by the J. H. Collins Talking Machine Co., Harrisburg, Pa.

2 Years

have proven the Arionola to be the perfect machine. The new wooden sounding board principle, so well known in pianos, applied to this instrument, and its many other points of superiority, invite the most critical comparison.

Are you willing to be shown what other progressive, satisfied dealers already know—that

The ARIONOLA

is the most profitable musical instrument for Christmas as well as all-the-year-round business?

Write today for full information. Only a few more dealers can be supplied and only those of the highest standing, small or large, will be considered.

ARION MANUFACTURING CO.

250 DEVONSHIRE ST. BOSTON, MASS.

TRADE NEWS FROM TORONTO.

W. F. Ott Gets Five Years—Edison Display at Toronto Fair a Great Success.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—With a "Thank you" on his lips, Walter F. Ott was sentenced during the past month by Judge Denton in the Criminal Sessions in Toronto to five years in the Kingston Penitentiary, Ontario. Through his counsel, K. Walter Curry, K. C., he pleaded guilty to three charges of forgery and theft, amounting to $46,000 from the Columbia Co., of Toronto.

Thomas Claxton, Ltd., of this city, is advertising Columbia Grafonolas on thirty days' free trial. It also arranged with E. D. Cooper, who conducts one of the largest dancing academies in Canada and is considered one of Canada's best teachers of modern dancing, to explain the steps of any Columbia dance record bought at its store.

Thomas A. Edison has very warm admirers in the Duke and Duchess of Connaught and the Princess Patricia, and his new diamond disc phonograph has met with especial favor at Rideau Hall.

The Toronto Grafonola Co. has removed from 141 Yonge St. to 61 Queen St. West, where it has at its disposal six separate demonstrating rooms, all on the ground floor.

Gourlay, Winter & Leeming, Ltd., this city, opened its new showrooms with invitation musicales. An Edison diamond disc machine and a Columbia Grafonola figured in these recitals.

The newly formed Cecilian Co., Toronto, is exploiting the Columbia line. Frank Stanley, the well-known piano dealer of this city, has also taken on the representation of Columbia product.

N. H. Rowell, late with the Berliner Gramophone Co., Ltd., has become manager of the Victrola department with Lindsay, Ltd., Montreal.

Henry Pratt has severed his connection with the R. S. Williams Sons Co., Ltd., to become manager of the new Grafonola department at the Yonge street store of Frank Stanley.

At the Adams Furniture Co.'s display at the Toronto Fair was an exhibit showing Columbia records in the various stages of manufacture. At this exhibit was also a sample of the portable demonstration rooms built by the Unit Construction Co. of Philadelphia, for which the Music Supply Co. of Toronto is the agent.

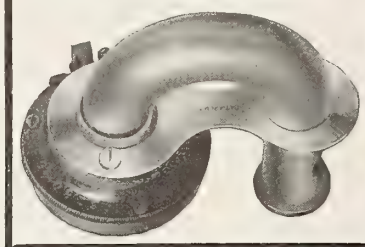
M. W. Glendon, Toronto, has just returned from New York, where he went to meet Emil Pathé, head of the famous house of Pathé Frères, of Paris, London and New York, and Russell Hunting. Mr. Glendon has now been appointed sole wholesale distributer for Pathephones and records for Ontario, Quebec and other Canadian territory.

A crew of five expert demonstrators from Orange, N. J., captained by J. S. Brophy, arrived in the city just previous to the Toronto Fair and through R. S. Williams & Sons Co., Ltd., Edison jobbers, secured a display at the exhibition for Edison diamond disc phonographs. A tent was secured near the Art Galleries, the reason for this being that quiet was an essential requisite of the exhibit, and the people visiting the Art Galleries are, as a rule, of a better class than those among the other exhibits. A complete line of the Edison disc phonographs up to the $325 model was shown on a platform and seats arranged for about 200 people. Selections were given continuously on the phonograph, with brief remarks between selections by one of the demonstrators.

The results of the exhibit were most satisfactory, several sales at local stores resulting almost immediately. No instruments were sold on the ground, as the people were given to understand that it was only a demonstration, not a selling plan. Over 10,000 people heard the instrument during the two weeks of the exhibition and over 35,000 names and addresses were recorded. These were distributed by the R. S. Williams & Sons Co., Ltd., later among the dealers in Toronto.

Peerless Locking Plate to Protect Victor Sound Boxes

To prevent the loss of Victor sound boxes through theft in demonstration rooms, the PEERLESS LOCK PLATE was invented. It in no way disfigures the machine and positively prevents the confiscation of sound boxes. It is not a complicated contrivance, and every dealer should equip his Victrolas with this device. Is nickel plated and sells to dealers at $3.00 per dozen.



Made by

The Peerless Specialty Co.

Philadelphia, Pa.

Selling Agent, CLEMENT BEECROFT
309 W. Susquehanna Avenue
Philadelphia, Pa.

Edison Diamond Disc Display at Toronto Exposition.

The "Perfection" Record Holder in Use.

BEE CROFT

The "Perfection" Record Holder

Need not be taken from Machine when being used.

50c Retail

Long Cabinets

Record Envelopes for all purposes

Needles

Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Avenue, PHILADELPHIA

BECOMES CANADIAN MANAGER.

Rafael Cabanas Takes Charge in Canada with Headquarters in Toronto.

Rafael Cabanas, formerly president of the Mexican Phonograph Co., Mexico City, Mex., Columbia distributer, was this week appointed Canadian manager of the Columbia Graphophone Co., with headquarters in Toronto, succeeding A. G. Farquharson, who resigned last week.

Mr. Cabanas is prominent in talking machine circles throughout the country, having been associated with a number of important enterprises. Prior to the outbreak of the Mexican revolutions the Mexican Phonograph Co., which handled the Columbia line exclusively, closed a very large and fast growing business, due in a considerable measure to the energy, progressiveness and live-wire methods of Mr. Cabanas in Mexico. In Canada he has a fertile field for the continuance of his able executive abilities. Mr. Cabanas assumed charge of the Columbia Canadian business on Monday.

Rafael Cabanas.

ENTER THE PHONOGRAPH MARKET.

Grandola Phonograph Co. Placing Attractive Line—M. Joseph Harson Head of the Company—His Successful Career.

One of the latest additions to the ranks of the phonograph manufacturers is the Grandola Phonograph Co., at 1269 Broadway, New York, and which is at present marketing several attractive models of the open and cabinet types of hornless machines, to sell at a moderate price.

M. Joseph Harson, head of the company, has had many years of successful business experience in several lines. A native of New York, he attended and graduated from Brown University, and began his business career in Providence, R. I., where he was for many years one of the prominent merchants. About ten years ago Mr. Harson came back to New York and entered the real estate field, from which he retired about two years ago. Early this year he became impressed with the possibilities in the phonograph field, and the formation of the Grandola Co. is the result.

In addition to his business ventures Mr. Harson has become quite prominent in public life on several occasions. He was the author of the original Juvenile Court law, which was passed in Rhode Island in 1898, several years before Judge Ben Lindsay took up the movement out West. While engaged in the real estate business in New York Mr. Harson was also instrumental in bringing about the drafting and final passage of the present law providing for land title registration, a most important protective statute.

FACTORY WORKING TO CAPACITY.

Sales Manager Bradt Makes Splendid Report of Activity at the Columbia Factory—Impressed with Conditions in Canada.

The factory of the Columbia Graphophone Co. at Bridgeport, Conn., is now working to full capacity and every effort is being made by the officials of the company to take care of the demands of Columbia dealers throughout the country. In a chat with The World this week Sales Manager Bradt stated that in addition to the company's straining every effort to fill the orders of Columbia representatives with promptness and dispatch the outside manufacturers who arranged to assist the company when the strike started last month are also making regular shipments of Columbia products and will continue to do so for an indefinite period.

Mr. Bradt spent a few days in Canada the end of last week and was greatly impressed with the optimism and confidence which is apparent on all hands. The farmers in the western section of the Dominion are well satisfied with the results of their year's labor, and there is every indication of the coming fall being a prosperous season in all mercantile lines in Canada.

SHOWING GOOD LINE OF CABINETS.

Although they entered the talking machine cabinet manufacturing trade only a few months ago, Schloss Bros., of 637 West Fifty-fifth street, New York, have already built up a substantial demand for their various standard and special styles of cabinets for the leading makes of machines, and are making preparations to handle an even larger demand from the local trade, especially, between now and the holidays. The company's factory is well equipped, and special attention is given to the finishing of the cabinets, one of the most important of trade factors. The question of prompt deliveries, particularly on rush orders, is also given careful attention by the heads of the company.

The line of Schloss Bros. cabinets at the present time is most comprehensive and designed to match as closely as possible the leading types of machines. One of the company's specialties, the wagon cabinet, has been particularly successful since being placed on the market several months ago and has proven a most acceptable novelty for the trade.

A committee of employes of the executives of the Columbia Co. in the Woolworth building is now engaged in making arrangements for a gala employes ball to be held on November 12 at the Hotel Bossert, Brooklyn, N. Y. Last year's ball was such a pronounced success that another one was decided upon at that time, and the committee is working to make the 1915 affair a memorable one.

APPOINTED PRODUCTION MANAGER.

The Pathé Frères Phonograph Co., New York, announced this week the appointment of Frank L. Capps as production manager of the company. Mr. Capps will be in complete charge of all mechanical, experimental and development work. He is one of the best known members of the talking machine industry, having been connected with the Columbia Graphophone Co. for many years in important executive positions in their laboratory, technical and experimental divisions.

"EDISON WEEK" FOR BUFFALO.

(Special to The Talking Machine World.)

BUFFALO, N. Y., October 11.—"Edison Week" will be observed here by dealers in Edison phonographs during the seven days beginning October 18. The Buffalo selling campaign will be in conjunction with the one to be featured all over the country. Albert Stettenbenz, Jr., manager of the C. H. Utley store, states that the Utley establishment will join in the celebration of "Edison Week" by a large exhibition of Edison instruments, window displays and special advertising features.

Write Me Today!

This is good, or I would not waste money telling you about it.

WM. I. SCHWAB, Manager

You are paying good money to get new customers and prospects for your talking machine department.

My Proven Plan

will bring customers right into your store without one penny of advertising expense to you. Drop me a line and I will give you all particulars free. This is no price cutting scheme—no catch penny idea, but a straight, efficient, up-to-date trade puller tried and proven by over 2,000 dealers.

Use Coupon for Details

WM. I. SCHWAB, 281 Canal St., Providence, R. I.
Please send me your PROVEN PLAN. I am not obligated to do anything or buy anything.
Name .....
Address .....

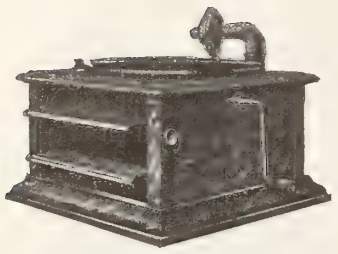
Your Opportunity

50 cents stamps brings you a sample of our highly perfected Standard Fibre Needle Cutter.
25 cents stamps brings you a sample of our simple and accurate Standard Automatic Stop.

Samples sent only to bona fide dealers writing on their business letterhead. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK
MANUFACTURERS OF S. G. A. MOTORS

A 200 per cent. one-y
der



Columbia Grafonola
$15

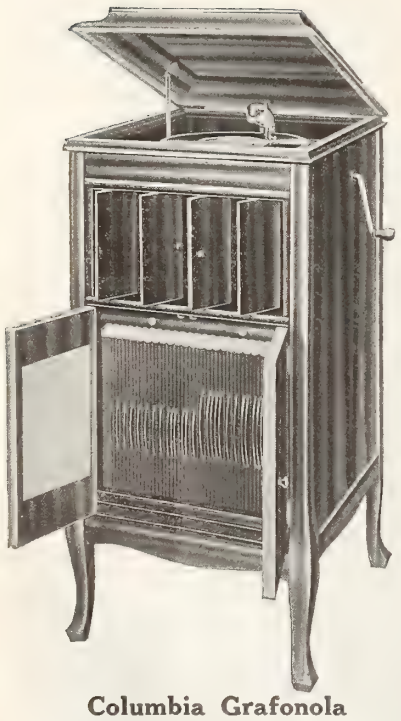
The demand for Columbia Grafonolas and Columbia Double-Disc Records has been increasing so rapidly that the bare figures—80%, 100% and now 200% annual increase over an already enormous output—are enough to convince any dealer in talking machines that the demand is healthy, natural and dependable, and growing even stronger every week.

This demand itself is the most unmistakable indication that the Columbia line is a product that the public wants.

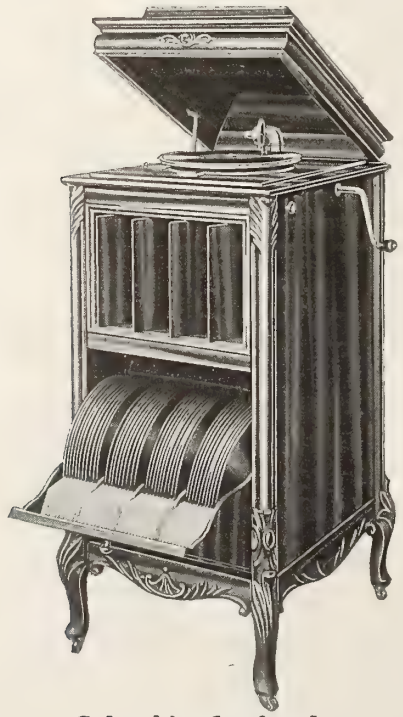
It is quality of product that is the foundation of our constant growth. It is quality of product that will always be the keystone

Columbia Grafonola
$25

Columbia Graph
Woolworth Bui



Columbia Grafonola
$85
(Equipped with the exclusively Columbia Individual Record Ejector.)



Columbia Grafonola
$100
(Equipped with the exclusively Columbia Individual Record Ejector, $110.)

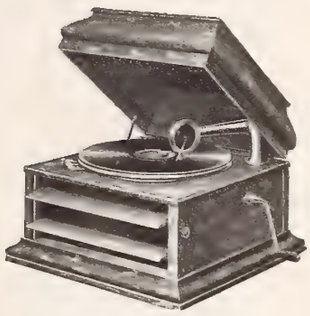
Colu bia
$

ar increase proves the and

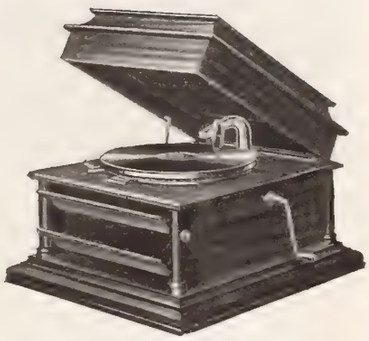
of our future development. We give bigger values in Columbia product by actual comparison than any other line in the trade. Machine for machine, record for record, Columbia product gives the consumer a higher intrinsic value on every dollar he spends.

Now if you have a good business reason for letting what should be your share of this very considerable profit go to some one else or go to waste entirely, are you sure it fits *present* conditions?

We shall take the keenest interest in comparing data with you if you will only moisten the first postage stamp.



Columbia Grafonola
$35

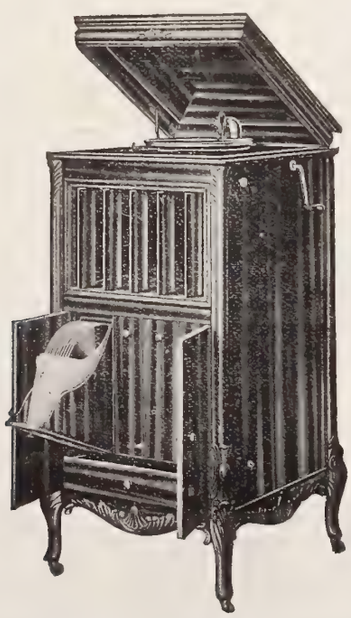


Columbia Grafonola
$50

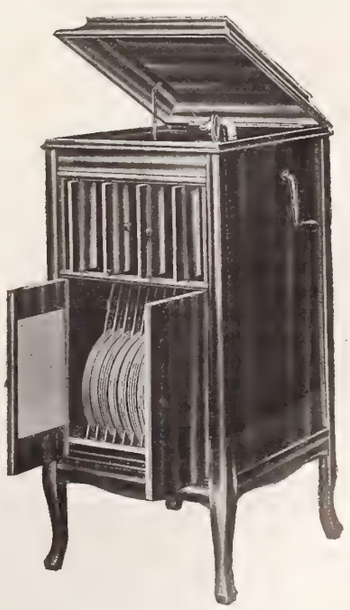
phone Company

ing, New York

fonola



Columbia Grafonola
$200



Columbia Grafonola
$75

FLOAT THAT TOOK THE PRIZE.

E. P. Van DeMark, One of Chicago's Enterprising Talking Machine Dealers, Made a Big Hit With His Display at the Carnival of the 43d Street Business Men's Association.

(Special to The Talking Machine World.)

CHICAGO, ILL., Oct. 11.—E. P. Van DeMark is one of the South Side's most enterprising talking machine dealers. "Van," as he is commonly known, is always up in the front rank when it comes to boosting talking machines individually or the talking machine industry as a whole. He never misses an opportunity to show what a good machine can do, and so when the Forty-third Street Business Men's Association decided upon a bigger and better street carnival than was ever held before "Van" saw an opportunity to get in some first-class boosting.

He went to work, and in the accompanying photograph one gets an idea of the two floats that took the prize and enjoyed the plaudits of the crowds during the night parade.

In the picture can be seen the Victor float and directly beside it the Columbia display. Both were worked out without any denial of time or expense, as can be seen.

The Victor float consisted of an immense representation of a Victrola which was built on Mr. Van

Van DeMark Victor and Columbia Float.

DeMark's automobile. It was a very close representation of the larger Victor styles, even the design of the four posts being worked out in correct reproduction. The "cabinet" was made of beaver board built into a framework of two by fours and firmly bolted together. It was six and one-half feet square at the base, and sixteen feet high over all. Inside the big float was placed a $60 machine, the tone arm of which was connected with immense copper sound chambers which led upward to the regulation aperture on the mimic machine. The "Victrola" was painted in a correct shade of mahogany and was so realistic that many took the trouble to inquire the materials used. Upon either side of the hood and on the wheels of the machine were placed twenty-eight-inch metallic reproductions of Victor Red Seal records. These were supplied by the Victor Co. The wind shield was laid down in a horizontal position, and upon it sat Victor, Mr. Van DeMark's fox terrier, who is known to all in the neighborhood as "the Victor dog." Victor took the whole proceeding calmly, and sat right at his post throughout the entire progress of the parade, paying no attention either to the red fires or the curb-hounds that barked at him along the line of march. The cost of this float was close to $200, but Mr. Van DeMark says he expects to get it all back before very long.

The Columbia float was constructed on a long truck extending twenty-four feet over all. It was drawn by eight black horses and decorated in red, white and blue bunting and other decorations. Upon it were placed five Columbia machines, two of the $150 size, two of the $100 size, and one table machine. A friend of Mr. Van DeMark, dressed as Uncle Sam, operated the machines as the float passed along the street, while a pretty girl, dressed as Columbia, nodded down upon the throngs on the sidewalk from her high place upon a throne. Other men handled the horses and took care of the red flares. As the float passed along the street patriotic marches were played. The cost of the Columbia float was approximately $150.

This is the "FORD" of the Phonograph Industry

Retails for $3.00

Height 12 in.
Length 9½ in.
Width 9½ in.

Cabinet Finished in Oak

The New Emerson Phonograph

Plays any disc record made, including Victor, Columbia and Edison, without the use of any attachment. No record too large or too small for this machine.

Retail price $3.00 East of Mississippi.
$3.50 West of Mississippi.
$4.50 Canada.

Write for sample and wholesale prices.

"Universal Cut" Emerson Records

The most noteworthy event in the last decade in the field of sound reproduction. Perfect disc records to retail at 10 and 25 cents. The 10-cent records are 5½ inches in diameter and single faced. The 25-cent records are 7 inches in diameter and double faced. The first list includes a wonderful collection of the very latest popular songs, operatic and dance hits, as well as some of the best classical and standard selections. In course of preparation are records by such artists as Caruso, McCormack, Mischa Elman, Tita Ruffo and other celebrities to retail at 10 and 25 cents.

Emerson "Universal Cut" Records will play on Victor, Columbia, Edison or any other type of phonograph without any attachment.

Write for lists and wholesale prices

PLAZA MUSIC CO.

14 WEST 20th ST.
NEW YORK

EVOLUTION OF A UNICO BOOTH.

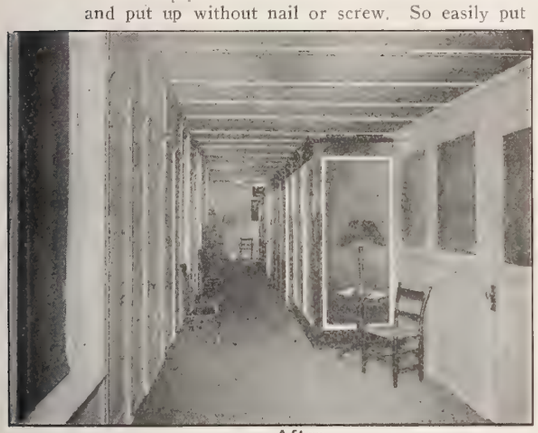
How the Philadelphia Manufacturers Transforms Uninviting Rooms Into Palatial and Pleasing Sales and Hearing Booths.

The most vivid example of comparison in today's mercantile world is the "before and after" plan of presenting an illustration. Continuing this thought, photograph No. 1 shows the appearance of a part of the second floor of the Unit Construc-

Before.

tion Co., 121 South Thirty-first street, Philadelphia, Pa., before it started to build a model Unico talking machine, or player-piano shop. It resembles a barn loft, an old garage or anything else that is dingy in appearance.

Now look at photograph No. 2, taking you from cellar to Fifth avenue salon, as it were. This difference, made with Unico booths, built in sections and put up without nail or screw. So easily put



After.

up or taken down that if you don't like a 6x9 size pull out a section, close it up and you have a complete 6x6 size. In other words, the booths fit your desires or space, and it isn't necessary to remodel your store at tremendous expense in order to have the latest and most improved equipment.

At the Unit Construction Co.'s factory illustration 2 shows a number of booths in different models, finishes, kinds of hardware, lamps, etc., furnished with furniture appropriate to the design and color scheme, making, in fact, a veritable exposition of booths. If a dealer will spend a little time to see this magnificent example of specialized efforts for the increase of his business, he will be rewarded in many ways. Those who have no intention of ordering booths are particularly invited to come, and there is not the slightest obligation in any way. This visit will show how stores may be laid out, improved and decorated.

This house has spent upward of $5,000 to present this exhibition of Unico booths, and here may be seen the many styles of Unico booths, Unico electric ventilating systems, Unico lighting systems, Unico record stock systems, as well as the Unico system of wall and ceiling decoration.

REPORT ON HOUSTON PHONO. CO.

Manager of Creditors' Committee Says Forced Sale of Stock Will Not Bring Ten Cents on Dollar—Statement of Assets and Liabilities.

(Special to The Talking Machine World.)

HOUSTON, TEX., October 9.—Harry H. Houston, manager of the creditors' committee in charge for the Houston Phonograph Co., this city, has declared a report of the conditions of that company, in which he states that the books have been audited, stock taken and the general affairs of the company as a concern looked into carefully, and that the probabilities are that not over ten cents on the dollar will be realized by a forced sale of the stock.

The assets of the company, including inventory on September 1, are given as $67,448.55 and the liabilities, including $60,000 capital stock, are given at $113,012.18.

NEW LANDAY MANAGERS APPOINTED

Max Landay, of Landay Bros., 563 Fifth avenue, New York, Victor distributers, announced this week the appointment of Arthur Hill as manager of the Landay Bros. store at 427 Fifth avenue, New York. At the same time Edward Ginsburg was placed in charge of the Landay Bros. store at 27 West Thirty-fourth street, New York, the position formerly held by Mr. Hill.

These managerial appointments are in line with the Landay Bros. policy of promoting the members of their organization whenever an opportunity is presented. Mr. Ginsburg was formerly a member of the sales staff of the 427 Fifth avenue store of Landay Bros., while Mr. Hill has been connected with the Landay Bros. establishments for a number of years.

Not everything is righted at once. Given the chance, many of the aggravating things we find in our business right themselves in time.

GREAT PROGRAM FOR EDISON WEEK.

Dealers Throughout the Country, Aided by the Manufacturers, Ready for Window Displays, Concerts and Other Means of Attracting Attention to the Edison Line—Edison Day at the Panama-Pacific Exposition.

Thos. A. Edison, Inc., Orange, N. J., announces Edison Week to be celebrated October 18 to 23, this week being one of special importance to Edison jobbers, dealers and the general public all over the country. Edison Day is to be celebrated on October 21 at the Panama-Pacific Exposition, and great pressure is being brought to bear on Mr. Edison by leading men all over the country in an effort to get him to be at San Francisco on that occasion.

Pages are being used in the Saturday Evening Post, Collier's Weekly, Literary Digest and other papers, advertising Edison Week, as well as the new Edison Diamond Disc phonograph. Window displays will be made by Edison dealers; electrotypes of newspaper advertisements are being furnished gratis by the factory, so that dealers can co-operate in a local way; concerts will be prominently exploited and held during all hours of the days comprising Edison Week, and nothing will be left undone by jobbers and dealers to make a tremendous success of the event. In addition to the general advertising, the Edison Co. is furnishing multigraph letters, window signs, cards and hangers, a handsome imitation oil painting of Mr. Edison, some "ready-made" news dope for the daily press of each locality, and the services of the entire advertising department of the corporation for the solving of individual problems that may confront the dealers and jobbers.

All told, this campaign is wide in scope and offers an unusual opportunity for Edison dealers to attract the attention of the buying public to their products.

A PROGRESSIVE WORCESTER HOUSE.

WORCESTER, MASS., October 5.—Beginning with the first of the month the talking machine department of the large music establishment of the Denholm-McKay Co., of this city, will be managed by Royal S. Fink, who is becoming widely known in the business. This house has lately enlarged and redecorated its talking machine department, and in its ivory blue adornments it is now one of the handsomest and most conveniently arranged places of its kind in New England. Mr. Fink has an enlarged staff of salesmen and the business has taken on a new lease of life.

HIGH CLASS PHONOGRAPHS

AT A LOW PRICE

Cabinet style C, net price $16.00.
Fumed quartered oak, or fine mahogany finish.
Other styles at $6.00 and $9.00
Send check for sample, and be convinced of their value

GRANDOLA PHONOGRAPH CO.
1269 BROADWAY NEW YORK

504.—Golden oak, nickel plated trimmings, lock and key, pin box. Height, 33 inches; top, 13¼x14½ inches. Holds 126 12-inch Records. Matches Victrola IV. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight crated, 50 pounds.

502.—Same cabinet to match Columbia Meteor.

Quality, Price and Service

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in

Schloss Brothers Cabinets

at prices that are unequalled for cabinets of their kind.

Write to-day for our catalog and be prepared for the holiday rush.

Schloss Brothers

Makers of the Famous Wagon Cabinets.

637 West 55th St., New York

506.—Golden oak, nickel plated trimmings, lock and key, pin box. Height, 33 inches; top, 15½x15½ inches. Holds 162 12-inch Records. Matches Victrola VI. Top has countersunk holes to accommodate rubber bumpers on machine. Average weight, crated, 60 pounds.

505.—Same cabinet to match Columbia Eclipse. Golden oak, mahogany. Top, 15½ inches square.

Three Biggest Values on the Market

SAVOY—Style 60
Retails at **$60**
Mahogany, Highest Grade Finish. Size, on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.

SAVOY
DISC MACHINES

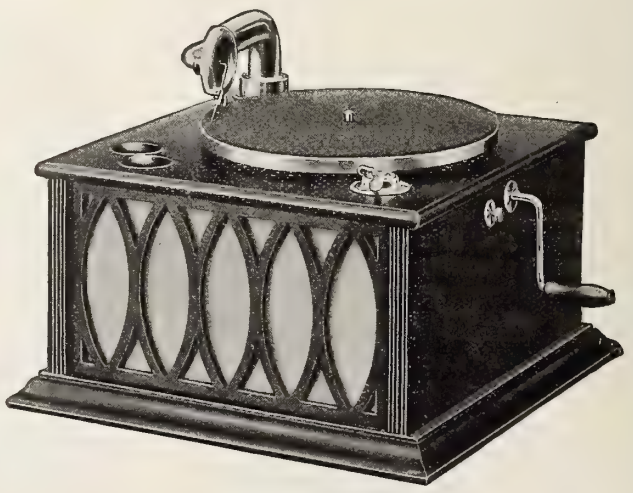
Create a New Standard of Talking Machine Value

Retail at $10, $25 and $60

Equal or Better Value Than Any Other Instrument at Double Their Price

Equipped with reversible reproducer, playing all makes of records without any attachment.

SAVOY—Style 25.
Retails at **$25**
Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep. Double Spring Wormgear Motor, 12-Inch Turntable.



SAVOY—Style 10.
Retails at **$10**
Mahogany Finish—Size, 15¾ Inches Square and 8½ Inches High.

Double Value to the Public—BIGGER DISCOUNTS to the Dealer

Savoy Gramophone Co., Factory and Showrooms, Grand St. and East River, **New York**

"A NEW CORRELATION."

New Edition of Victor Booklet Issued by Educational Department of The Victor Co. in Response to an Urgent Demand from Dealers and Others—Some of the Features.

Last spring the educational department of the Victor Talking Machine Co. published an educational booklet, "A New Correlation," which met with instant approval among teachers, educators and talking machine dealers. So great was the demand for this booklet that in two months' time the first edition of 100,000 was completely exhausted.

In response to countless and urgent requests, Mrs. Frances Elliott Clark, Victor educational director, has just issued a revised edition of this booklet, which contains much interesting information for dealers as well as for school people. This booklet shows how the Victor and Victor records may now be brought into the actual work of the schoolroom and be used to illustrate over thirty studies. The pages covering the teaching of English literature alone point to a complete revolution in the method of teaching English. Another interesting chapter discusses the scientific construction of the Victor-Victrola and its application to the study of physics. Through the avenue of Victor records the study of Music History and Appreciation is now made more complete than ever before. Other subjects treated are Current Events, Reading, Stories, Folk Dancing, Physical Education, Art, Nature Study and Notebook Work. Besides being a good suggestive guide to the teacher, "A New Correlation" features a thousand selections which are fine specimens of the unsurpassed Victor recording. This booklet will be mailed free to all teachers and music supervisors upon application to the Educational Department, Victor Talking Machine Co., Camden, N. J.

Manufacturers who desire representation in Eastern territory.

Do you wish a permanent representation in New York? A man who has a large acquaintance in the talking machine trade is about to open an office and is ready to negotiate with manufacturers of accessories and cabinets who desire a high-class representation in this and adjoining territory. Address Eastern Representation, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

SALESMAN—One who is acquainted with the dealers in New York and Brooklyn to sell Victor Talking Machines and Records. Address Salesman, care The Talking Machine World, 373 Fourth Ave., New York.

AM I THE MAN YOU ARE LOOKING FOR?

An aggressive, wide awake talking machine manager and salesman with fifteen successful years' experience in three large departments. Clean cut personality—a business producer with ability to make good. Address "Energetic," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Job lots of talking machines and records; any quantity. Spot cash paid for the same. Address "Talking Machine," care The Talking Machine World, 373 Fourth Ave., New York.

C. O. D. for discontinued, new or slightly used Victor and Columbia records and machines. Advise quantity and price. I. G. Barnett, 2542 N. 28th St., Philadelphia, Pa.

WANTED

Will buy second-hand Victor and Columbia Talking Machines and records. Submit quantity and price wanted. Address "Records," care The Talking Machine World, 373 Fourth Ave., New York.

SPEEDY KOERBER-BRENNER SERVICE.

A House Which Has Steadily Developed a Thriving Jobbing Trade—A Most Efficient Record Service Provided for Retailers.

Business system and exactness pay in every division of trade, and in the talking machine line the jobbers who give close and systematic attention to all details of their service department are the ones who are forging steadily to the front.

Dealers appreciate the word service more than ever before, and in this connection it might be said that the officers of the Koerber-Brenner Co., St. Louis, believe in effective service to their dealers. They have built a solid jobbing enterprise through rendering efficient service.

The record service of the Koerber-Brenner house is splendidly arranged, and of course the regular machine department is well organized also; but this company has recently increased its facilities for the handling of record orders. It conducts an exclusive wholesale business. Concentrating as it does, it is able to render effective service in every department of the business.

Recently several carload lot shipments of records have been received in order to provide for the increased demand during the next two or three months. The Koerber-Brenner Co. is in a splendid position to serve the trade interests in the fullest possible manner.

THREE ELECTRIC GRAFONOLAS.

The Columbia Graphophone Co. announced this week three types of Columbia Grafonolas equipped with electric motors—the Grafonola De Luxe, Nonpareil and Mignonette, to retail at $250, $200 and $150, respectively, or $50 more than the selling price of the regular types. The Mignonette will also be furnished with the ejector and the electric motor at $160.

In a letter sent to Columbia distributers James P. Bradt, sales manager of the Columbia Co., said in part: "One of the most important manufacturing problems with which we ever had to do has been solved through the perfection of an electric motor. We have delayed announcing it until tests under every conceivable condition and over a long period of time could justify our entire confidence in it. It will work on any kind of current and is absolutely dependable."

NEW LONDON BALLAD SUCCESS.

"Keep the Home Fires Burning," Now the Rage—Sung in Six Languages—Being Featured in United States and Canada.

(Special to The Talking Machine World.)

LONDON, ENG., October 5.—The records of the songs that have swept Great Britain since the present war began, not even forgetting "Tipperary," bid fair to be eclipsed by the latest ballad hit, "Till the Boys Come Home," and which is even better known by the first line of the chorus, "Keep the home fires burning." Ivor Novello, who is responsible for the piece, is only twenty years old, but already enjoys a wide reputation as a composer. In "Till the Boys Come Home" he has developed a wealth of pleasing, appealing melody to match the spirit of the lyrics. That the song has already been translated and sung in six languages speaks volumes for it.

The various phonograph companies have recorded the number and find it a most welcome addition to their catalog, and it is probable that the talking machine companies in the United States will soon follow suit. The character of the piece is indicated by the lyrics of the chorus, which follow:

Keep the home fires burning,
While your hearts are yearning,
Though your lads are far away
They dream of home.
There's a silver lining
Through the dark cloud shining;
Turn the dark clouds inside out
Till the boys come home.

"Till the Boys Come Home" is published by Ascherberg, Hopwood & Crew, Ltd., of London, and the rights for the United States and Canada have been secured by Chappell & Co., Ltd., who, through their American branches, have developed previous London hits to success on the other side.

DOINGS OF BUFFALO ASSOCIATION.

Election of New President and Other Officers Planned at Meeting to Be Held Next Month—Membership Committee Active.

(Special to The Talking Machine World.)

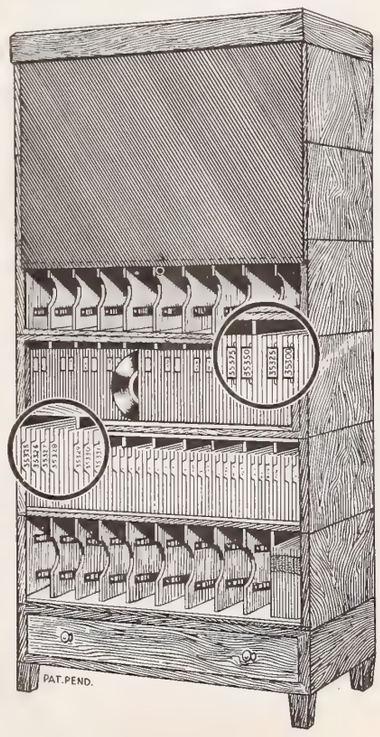
BUFFALO, N. Y., October 11.—Although the Talking Machine Dealers' Association of Buffalo is a bit slow in getting together for fall and winter activities, plans are being formulated by the hard-working contingent of the organization to inspire a membership campaign which will bring every dealer in talking machines into the fold before January 1, at which time the annual banquet is usually held and past performances reviewed in address and toast.

A meeting of the association has been called for the first Wednesday in November, and at that time officers will be elected and a campaign of activity arranged. Since Wade H. Poling has been in Cleveland permanently the association has been without a president, and it is desired to fill that office with an efficient man as soon as it is possible to do so.

The membership committee of the association, composed of Walter J. Bruehl, of Neal, Clark & Neal; Thomas A. Goold, of Goold Bros.; "Ed" Schwegler, of Schwegler Bros., and Mr. Heinike, of Denton, Cottier & Daniels, will advance plans for the membership campaign at the November meeting, which will be held at the Neal, Clark & Neal store.

YOU NEED A MODERN SYSTEM FOR THE BUSY SEASON

Locates Records Instantly
Better Than An Extra Clerk
"Guaranteed"



This six-section unit holds 1,800 (10″ or 12″) Records — Costs you only $35.50 — (Any Finish) Only 100 complete units for prompt shipment this month. *Order now and be prepared.*

GIVE YOUR JOBBER'S NAME

THE OGDEN SECTIONAL RECORD CABINET CO. LYNCHBURG, VA.

THE MAKERS OF THE SONORA.

Some of the Men Whose Efforts Go Into the Manufacturing of the Various Parts of the Sonora Phonographs, Snapped for The World.

Here are shown some examples of American manhood—some of the men behind the Sonora phonograph—who were recently snapped at the

Office Staff of Sonora Phonograph Corporation.

downtown offices by The World photographer. The large group shows the motor department employes, at least those who stopped work long enough to come out to be "taken." These men are well trained to their respective duties; are active workers, and to withstand the activity of the Sonora Corp. they must be hustlers. It is to be remembered that the Sonora Phonograph Corp.

Employes of Motor Department of Sonora Phonograph Corporation.

has been for several years endeavoring to catch up to the demand for Sonora phonographs, and it is more behind to-day than at any point in its history. Yet, of course, the output has been increased again and again, and plans are under foot to double the production.

The smaller group shows a part of the office employes, at the top row (left to right) being Messrs. Wise, Joseph Wolff, Secretary Widder and Heymann, while at the bottom are Messrs. Schechter, Varin, Solomon and Birks.

UNION
ATTACHMENTS
FOR
Victor, Edison, Columbia and Pathé Machines

Union Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the Talking Machine Dealer a new talking point, and incidentally a new way to make money. We have just finished doubling our capacity, and are now prepared to fill orders as fast as received. Write today for full information and prices.

Our New Union No. 1 just out, and the best ever, plays Victor and Columbia Records on Edison Phonograph.

Union No. 2 Attachment plays Edison or Pathé Records on Victor Talking Machine.

Union No. 3 Attachment plays Edison or Pathé Records on Columbia Grafonola.

Union No. 4 Attachment plays Victor and Columbia Records on Pathé Talking Machine.

We are specialists in Talking Machine parts. Let us tell you about them.

The Union Specialty and Plating Company
409 Prospect Avenue, N. W. CLEVELAND, OHIO

OPENS "DIAMOND DISC HALL."

(Special to The Talking Machine World.)

WILLIAMSPORT, PA., October 8.—William A. Myers, whose entire building was destroyed by fire recently, has just opened a new and handsome retail establishment at 114 West Fourth street, in the heart of the city's business and shopping district.

The establishment has been named "Diamond Disc Hall," this name serving as a constant reminder to the public that Mr. Myers handles the complete Edison diamond disc line of phonographs and records. One of the building's features is a large and well-appointed recital hall, measuring 30x40 feet, accommodating ninety auditors comfortably. Folding chairs are provided, finished in fumed oak, to match the trim and decoration.

At the formal opening of the new warerooms more than 200 of the most prominent residents of Williamsport were in attendance, and the demand for tickets was so heavy that many music-lovers failed to obtain admittance.

AN ACCOMPLISHED YOUNG LADY.

The recent announcement that the Nanes Art Furniture Co. had purchased the entire plant of E. Schloss & Co., Grand street and East River, New York, well-known cabinet and furniture manufacturers, did not disclose the fact that one of the members of this concern is a young girl who has devoted a number of years to merchandising and sales activities.

Elizabeth R. Nanes.

Miss Elizabeth R. Nanes, who is treasurer of the Nanes Art Furniture Co., although a young girl in point of years, is possessed of an unusual knowledge of the requirements of the talking machine field and is well known to the trade. Miss Nanes is familiar with all phases of the industry, and is actively interested in the conduct of the Nanes Art Furniture Co.'s affairs.

Miss Nanes is also secretary of the Savoy Gramophone Co., a newly formed corporation, and is shouldering a considerable portion of this concern's affairs. It has just placed on the market its comprehensive line of disc machines. A thorough business woman, Miss Nanes is also prominent in social circles, taking a keen interest in many sporting events.

Crescent Sales Company
Distributing Agents

Providence, Rhode Island

THE ONLY COMPLETE POPULAR PRICE LINE

CRESCENT MACHINES
Play All Records—
$200 Down To
$15.00

New England Distributors

CRESCENT DOUBLE DISC
Steel Needle Record—
Longer Than Any 75c Record
35c

For quality, variety, interest and activity, the Columbia Record list for November is a Symphony!

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

RADE HAPPENINGS IN MONTREAL.

Canadian Graphophone Co. Discontinues Retail —Recruiting Tents Being Supplied With Victor Machines—Other Items of Interest.

(Special to The Talking Machine World.)

MONTREAL, CAN., October 5.—The Canadian Graphophone Company, Ltd., distributers for Columbia products for the Province of Quebec, St. Catherine street East, will discontinue their retail branch at 24A Victoria street and remove their stock to Almy's Departmental Store, where they already have had the direction of the graphophone department.

Edward W. Beatty, K. C., vice-president and general counsel of the Canadian Pacific Railway here, within five minutes selected and paid spot cash ($250) for an Edison type "A" machine, which was sold through Layton Bros.

Layton Bros. recently sold a $125 Vocalion, which representation they have recently taken on.

Goodwins, Ltd., one of Montreal's largest departmental stores, has taken on the Columbia line and is also stocking the Crescent talking machine

Fall selling has opened up splendidly, especially with the more expensive types of Edison disc machines. Columbia machines and records have also been well represented in recent sales, say Layton Bros.

C. W. Lindsay, Ltd., are in Montreal building up a large trade in Victor products and report several sales to prominent people of Victrolas.

Mr. McDowell, of the Grafonola department of the Winnipeg Piano Co., Winnipeg, has enlisted for the front and was presented with a ring and watch by the staff as a token of appreciation.

The majority of Montreal talking machine dealers will shortly feature their fall recitals.

All recruiting tents in Montreal have been supplied with Victor machines with horn attachment, as loaned by the Berliner Gramophone Co., Ltd., Montreal. This concern reports wholesale business just double what it was this time last year.

Stephen Leacock, one of Canada's most entertaining and humorous writers, in a recent article in MacLean's Magazine, Toronto, entitled the "Woman Question," contains an illustration of a Victrola with a child in a cradle, the caption of which reads, "The Modern Infant Sung to Sleep With the Faultless Lullaby of the Victrola."

IN NEW YORK FOR SHORT VISIT.

Walter S. Gray, Pacific Coast district manager for the Columbia Co., arrived in New York recently for a short visit. Before reaching the executive offices Mr. Gray had spent some time with several of the Columbia Western district managers, visiting many of their dealers in their respective territories. He was greatly impressed with the evidence of Columbia prosperity everywhere.

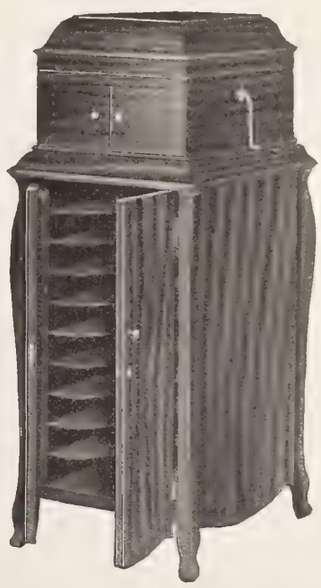
Putnam, Conn., numbers among its live-wire retail merchants George E. Shaw, Victor dealer, who has managed to secure some excellent publicity through his up-to-date methods. Two of his recent ideas were the use of a Victrola to illustrate the music of "Narcissus" and the "Rosary," following a descriptive reading of these two pieces, and the use of a Victrola in the absence of a local choir.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.



D 79
Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

ORDER NOW FOR HOLIDAY REQUIREMENTS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

REPORT MOST SUCCESSFUL MONTH.

Milwaukee Trade Tell Story of Tremendous Activity in Machine and Record Fields—Phongraph Co.'s Recital—Badger Co.'s Big Trade—New Columbia Agents—Bradford Co.'s Advertising Brings Results—Marked Shortage in Talking Machines with All Concerns—A Christine Miller Recital.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., October 9.—September proved to be the most successful month that Milwaukee talking machine dealers have experienced outside of the holiday period, and the indications are that another new record will be established in October. The improvement in business is general and not confined to any one house or one line, a pretty sure proof trade is on a firm footing and that there are even better things ahead. The shortage of machines in all lines is the only thing that is giving dealers any anxiety at this time. Local jobbers are out of some of the larger types of machines in the various makes and many retailers have gone to Chicago in the effort to replenish their stocks in that city, but the shortage there seems to be as serious as it is in this city. Dealers in Milwaukee and all over Wisconsin are anxious to get their stocks up in shape for the holiday trade, but it looks as though they are going to have trouble in securing enough machines to meet the demands of the trade. There seems to be plenty of records available, the shortage of machines being the most serious.

"We could dispose of 100 times the machines we are receiving," said Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber for the Victor goods in this territory. "Dealers are insistent, but we simply can't get enough of the larger machines to meet the demands of our trade. I recently visited the Victor factory at Camden, N. J., and I know that every effort is being made to satisfy the trade, but the demand is too great."

The Phonograph Co. of Milwaukee, jobber in Wisconsin for the Edison line, is receiving more of the $100 and $150 machines, but the arrivals of other machines are far from being equal to the requirements. "We received a carload of Edison machines the other day, but before the day was over we had reshipped out every machine to our dealers," said Manager W. A. Schmidt. "It is safe to say that we could dispose of twenty carloads of machines right now if we could get them. We have located about twenty-five new Edison dealers about the State during the past two months."

A. G. Kunde, 516 Grand avenue, Columbia jobber and dealer, says that the shortage of machines is the only thing that is giving him any concern at the present time. The demands of new dealers and the trade in general keep the Kunde stock at a low point.

George Cheatley, of the Talking Machine Co. of Chicago, and H. S. Gibbs, representing the Wurlitzer house, recently called on the local trade.

Paul A. Seeger, manager of the Victrola department of the Edmund Gram Piano House, accompanied by Mr. Gram, was in Chicago on business recently. Victor sales at the Gram house this season have attained a new high mark.

Louis Marks, manager of the Victor department at the Boston Store, has been reorganizing the Victor department at the Boston Store, and is meeting with a fine business.

S. W. Goldsmith, vice-president of the Badger Talking Machine Co., jobber for the Victor goods in Milwaukee and Wisconsin, is taking treatments at the Mercy Hospital, in Chicago, and it is said that his condition is showing steady improvement.

The Warr Talking Machine Shop, one of the enterprising Victor establishments on the northwest side, has moved into new and larger quarters at 3414 North avenue, where a larger stock of Victor goods is on display.

L. C. Parker, manager of the Victor department at Gimbel Bros.' Milwaukee store, is confident that the coming holiday trade will reach a new high mark, providing enough machines can be secured to meet the demands of customers. Mr. Parker now has a fine display of goods in his new quarters at the Gimbel store.

The Flanner-Hafsoos Music House, 417 Broadway, closed an interesting deal recently when it sold a $250 Edison machine and an A. B. Chase piano to W. J. Shannon, a Milwaukee business man.

The Gensch-Smith Co., 730 Grand avenue, featuring the Victor goods, is enlarging its sales force preparatory to the big trade which is expected from now on. Business with this house during September was double that of a year ago.

The J. B. Bradford Piano Co., one of Milwaukee's oldest piano houses, which maintains a successful Victrola department, is still leading all the Milwaukee houses in the amount of advertising which it is doing in the local newspapers, featuring the Victor goods. Officials of the Bradford concern say that it is money well spent.

A. G. Kunde, Columbia jobber and dealer, has placed the agency for the Columbia line with several more well-known Milwaukee houses, including the F. W. Schenck Furniture Co., 259 Third street; the Sanborn Furniture Co., at both its stores; the Marschalk Furniture Co., 2014 Fond du Lac avenue, and the William A. Conklin Piano Co., 731 Greenfield avenue. All these establishments have installed special quarters for the Columbia line and are meeting with good business at the very start.

Beecher Burton, a well-known Milwaukee tenor, soloist at the Second Church of Christ, Scientist, said to be the highest paid singer in this city, has made several records for the Columbia Phonograph Co.

Charles F. Baer, Chicago manager of the Columbia interests, accompanied by Frank Cook, one of the Illinois Columbia traveling representatives, was a recent visitor at the store of A. G. Kunde.

Lawrence McGreal, recently appointed jobber in Wisconsin for the Pathé Frères line, is daily locating new dealers about the State.

Miss Christine Miller, the noted concert contralto, is to be heard next Friday afternoon in Milwaukee. The Pabst Theatre has been engaged for this private hearing by the Phonograph Co. of this city, and in the neighborhood of 3,500 invitations and cards of introduction have been sent to the music lovers of the city. Miss Miller sings directly with records that she has made for Mr. Edison, and in some instances sings duets with her own re-created voice.

Miss Miller has been selected as the artist who will illustrate the results of Mr. Edison's research work in recording and re-creating sound on "Edison Day" at the Panama-Pacific Exposition. The private hearing illustrates the complete success of Mr. Edison's effort to re-create music with the same tonal quality as the original performance.

J. E. Curtis, supervisor of the Edison interests in the Middle West, is in town this week, and when seen in company with William A. Schmidt, manager of the Phonograph Co., expressed the opinion that the coming private hearing of Miss Miller in Milwaukee would be most successful.

W. D. Andrews, Victor distributer, Syracuse, N. Y., was a visitor to the trade this week, calling upon some of his brother Victor distributers in local territory, including the Blackman Talking Machine Co., 97 Chambers street, New York.

Mermod Motors
(BUILT RIGHT)
Now being made in the U. S. A.
The result of a century's experience.
MERMOD TONE ARMS
Diamond and Sapphire Multi-Playing JEWEL NEEDLES
for
EDISON, PATHÉ, VICTOR, COLUMBIA
and all other makes of RECORDS
MARC K. MERMOD 810 BROAD STREET NEWARK N. J.

THE BADGER COMPANY BURROWS DEEP
to supply its dealers because we realize that *our* business depends upon *them* and that *their* business, to a great degree, depends upon the service *we give them*.
That's why we are never caught napping. We have learned that an ounce of foresight is worth a pound of explanations and have made "co-operation" not merely our slogan but also our habit. Victor only. Try us.
BADGER TALKING MACHINE COMPANY, Milwaukee, Wis.

HAWAIIAN
UKULELES
Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.
SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

VICTOR
Distributing Service For the South-West

—centers naturally in Kansas City

We can offer unusual facilities in the filling of orders completely, and the most prompt and satisfactory service.

Schmelzer's

The Oldest Victor Distributors in the South-West

KANSAS CITY, MO.

ISSUE NEW HERZOG CATALOG.

Is a Most Complete and Interesting Publication That Will Command Consideration.

The cover is "different," the paper is "different" and the general appearance of the new volume issued by the Herzog Art Furniture Co., Saginaw, Mich., reflects the quality of the Herzog production. It is printed in the new style of printing, with sepia ink on light brown paper, thus bringing out the style details to a noticeable extent. Special sections in this catalog are devoted to Victrola record cabinets, Columbia record cabinets, Sonora record cabinets and Auxiliary record cabinets. Nearly 100 models are shown, comprising many ways of filing talking machine records, and the book is an elaborate presentation of Herzog art furniture for the home.

One special feature of this book is the selling hints which are published at the top of each page. A study of this will enable a salesman to present models of the Herzog cabinets in a most efficient manner. An extract from this volume covering Herzog construction is worthy of repetition: "The Herzog methods are truly scientific methods. The Herzog plant is unsurpassed in size and equipment. Mature experience is back of this plant, otherwise Herzog cabinets could not be so popular. The construction of the cabinets is most painstaking. The tenons, dowels, mortises and dovetails on Herzog cabinets are the result of real skill. The cabinets are built to withstand the wear and tear of time and accidental abuse."

GIANT PHONOGRAPH IN PARADE.

Stewart Bros. & Alward Co. Float in Labor Day Parade in Newark, Ohio, Arouses Comment.

(Special to The Talking Machine World.)

NEWARK, O., October 6.—One of the most original and interesting features of the Labor Day parade recently held in this city was the float entered by the Stewart Bros. & Alward Co. The float bore an immense reproduction of the $250 Edison phonograph, which was made out of muslin and had all the woodwork carefully gilded.

Edison Phonograph Float in Newark Parade.

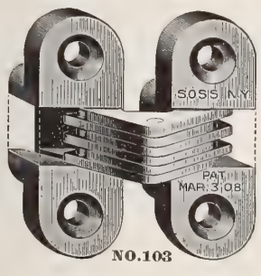
The machine was built on a platform 8x16 feet and stood 16 feet high with the lid raised. The base of the machine measured 4 feet 8 inches by 6 feet 4 inches, and its proportions may be judged from the fact that the handle was made out of 4-inch pipe 24 inches long and with a 9-inch knob.

One of the surprising features of the float was the presence inside of the machine of four musicians, who supplied music throughout the line of march. The float, which is illustrated herewith, attracted much attention and proved an excellent advertisement for the company.

VISITS THE PATHE PLANT.

Clyde Donnell, of the Des Moines Pathephone Co., Des Moines, Ia., distributing agent for the products of the Pathé Frères Phonograph Co., arrived in New York Monday on his first visit to this metropolis. Mr. Donnell accompanied H. N. McMenimen, managing director of Pathé Frères, on his return trip from the West, and after spending some time at the executive offices, 29 West Thirty-eighth street, New York, visited the new Pathé record plant at Belleville, N. J.

SOSS
INVISIBLE HINGES



"OUT OF SIGHT EVER IN MIND"

When you fail to see an unslightly hinge protruding you *know* SOSS is the answer.

Write to-day.

SOSS MFG. CO., 435 Atlantic Ave. BROOKLYN, N. Y.

He Who Hesitates Is Lost

How many Victor Dealers hesitated last fall and did not stock up? Get an early start this year and place your order for Victrolas now.

THE BLACKMAN TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST NEW YORK

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

NEW RECORDS BEING MADE BY TRADE IN ST. LOUIS

All Classes of Dealers Experiencing Renewed Demand for Machines and Records—No Shortage Felt Yet—Smith-Reis Piano Co. Renews Lease—Famous & Barr Co.'s Victrola Display for Fall Festival Week—Nugent Department to Open on October 15.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., October 9.—The talking machine trade again is making new records for volume, and presumably there is, as yet, no shortage of stock among the dealers here. The jobbers report consistent gains, especially in the country territory, but for the last few weeks there have been consistent gains within the city trade besides those for new stocks. The big downtown dealers are showing better increases than for many months, and for the first month for a year September was encouraging to the small dealers. The trade on the lower priced machines, which was absent, or nearly so, for several months, is back on the job. One dealer reports that his wholesale department made 250 per cent. over a year ago.

The Smith-Reis Piano Co., which is extending its Victor department, has just signed a five-year lease for the premises it occupies and which were formerly the warerooms of the Val Reis Piano Co.

The Lehman Music House, of East St. Louis, recently published a large display ad which was chiefly a picture of a Victrola. Above it was the line: "Cut out the advertisement of any other firm and bring it to us and we will duplicate the offer."

E. C. Rauth, of the Koerber-Brenner Music Co., Victor jobber, departed the first of the month for an extended trip. He reports excellent prospects throughout that firm's territory for the fall trade and a late summer trade of really astonishing proportions already booked. This house is carrying a large stock of machines and records and has made the fullest preparations to look after the needs of its dealers this fall and winter. A point is made to aid the dealer in every way, and it is this co-operation which has helped to increase the Koerber-Brenner Co.'s clientele.

The Famous-Barr Dry Goods Co. observed Fall Festival Week by filling one of the large show windows with Victor machines, showing all of the types that are handled in the local trade, from the cheapest up to the new $300 model. The window attracted much attention, and among the people who stopped to look always there was one person who would point "one like our machine" to give sort of a personal recommendation to the display. While a simple display, it was different in that it included the entire Victor family as far as models were concerned.

The Nugent department store talking machine department, planned to open August 15, is announced without fail for October 15. E. D. Fallon will be manager. Edison disc and Columbia machines will be handled. The plans for the opening were delayed because of trouble in arranging the booths to the satisfaction of all concerned. The demonstration rooms are on the first floor balcony, in the household annex of the store.

The Aeolian-Vocalion formed one of the feature exhibits at the St. Louis Agricultural Fair the week of October 4, and despite the handicap of the conditions existing at such places made an excellent impression. Aeolian Hall is continuing the high-class advertising campaign that has been employed in introducing this machine, and Manager Ching says that the trade is responding satisfactorily. The machine has been placed in enough homes to become known, and, coupled with the advertising that is being done, appears to have established itself with the talking machine admirers.

Harry Levy, for several years manager of the talking machine department at Aeolian Hall, has been taken from here into the wholesale department to be opened in Chicago. Mr. Levy made many friends during his stay here, and convinced those he came in contact with that he is a well-informed, capable talking machine man.

Manager Irby W. Reid, of the Columbia warerooms, says that he is receiving many congratulatory letters from the dealers in this jobbing district congratulating the Columbia Co. on the quick

UDELL

"F" stands for Felt. And a good grade of felt lines the interior of this new Udell cabinet. Made in mahogany or oak, either one holding 82 records of usual Udell construction and finish. Furnished with horizontal shelving or vertical interior. Two ways of ordering: for Victrola IX call it 439-F, and for Columbia Favorite, 449-F. Make your order read "six of each" upon our satisfaction guaranteed basis.

Full of designs for all types of machines is Catalog 47. Send for a copy.

The Udell Works
Indianapolis, Ind.
(1205 West 28th Street)

A. F. Meisselbach & Bro.
Newark, N.J.

This Star on a
Phonograph MOTOR
means
"Made in the U. S. A."
by an organisation peculiarly fitted to make good motors

Quality, Price and Service

are important factors when buying cabinets.

You will find the best material and highest grade workmanship in

LOOSCHEN CABINETS

and we will guarantee to make deliveries when promised.

As to price — you have never realized that cabinets of this quality can be purchased for such prices.

Write to us and learn what we do and how we do it.

Looschen Piano Case Co.
12th Ave., 31st and 32nd Street
Paterson, N. J.

TONE ARMS HORNS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

STANDARD METAL MFG. CO.
227 CHESTNUT STREET NEWARK, N. J.

The closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia Grafonolas. It is the rare exception for Columbia product to lose out in competitive sale.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

delivery of "hit" records. Even the dealers in the smallest towns on his jobbing list are commenting on this. The dealers say that much of their success in selling records is due to their ability to meet the popular demand as soon as it begins for any song or instrumental number. "Our customers read of these songs and come around to inquire when we will have them, and we play them for them and make a sale out of the sheer surprise of the inquirer. They think to put something over on us, but we put it over on them," writes one dealer.

Mr. Reid is much interested in the prospect for Columbia records to be made by the Scottish Rite Choir of chanters at the Columbia laboratories this month. The choir is going to Washington to be present at the laying of the corner-stone of the Mother House of the Scottish Rite, October 20 and 21, and will go from there to the Columbia record laboratories. This choir is the original of the Scottish Rite and sang at the laying of the corner-stone of the Washington Temple two years ago, and attracted much attention. Following the success of the choir feature of the ceremonies there, several choirs have been organized. The choir will sing four numbers for records. All of the arrangements for the making of the records have been made through Mr. Reid, and it is expected that the numbers will be very popular here.

J. J. Bennett, of the Columbia traveling force, is in Illinois, where the corn crop is taxing belief in the credibility of those who tell of it, and is meeting with great success in establishing new sales agencies and is sending in orders from existing dealers that lead to a belief that dull times never reached that section.

The Smith-Reis Piano Co. finally is making progress with the plans to turn one-half of its large first floor wareroom into a Victor record department. It was for this purpose that the large stock of sheet music that was considered a part of the store was sold to the Hunleth Music Co. The plan was that the sheet music should be removed early in September, but that plan went awry because the Hunleth Co. was unable to lease a store room that was at all suitable to be changed to the needs of the store. Finally a store at 516 Locust street was obtained and the Smith-Reis stock removed there, as well as the stock of music supplies from the Hunleth store at 9 South Broadway, where the company has been for a generation. The Smith-Reis department will be one of the most elaborate in the city when completed, and everything is being done toward the quick dispatch of the record business on the theory that the average record customer knows more or less what he wants nowadays and wants quick as well as good service, certainly no unnecessary delays.

The Silverstone Music Co. is planning the most elaborate talking machine demonstration ever attempted in this city for Edison Day, October 21. That week is to be observed here by the electric light folk because that is the incandescent light anniversary. Last year the light folk made no attempt to observe the occasion, and a local newspaper, in casting about for a story, asked Mr. Silverstone if he was going to observe the occasion, and while talking on the telephone to the reporter Mr. Silverstone made plans for a celebration to form a basis for an observation, and the next day proceeded to complete the plans, and gave a very creditable anniversary from a talking machine standpoint. This year he began in time, and has plans laid for an elaborate affair.

The demonstration will be chiefly a recital given in the Victoria Theatre, one of the large Grand avenue houses. The feature of the program will be a duet by Miss Elizabeth Spencer, a St. Louis singer who is probably better known in the East than in St. Louis. She will sing with her own records. Miss Spencer did this in the recital hall at the Silverstone warerooms some time ago while on a visit here, and gave an admirable demonstration. There will be, of course, other numbers to fill out the recital program. The evening's entertainment will be introduced by a talk on Mr. Edison, probably by Mr. Silverstone, and at the conclusion of this a handsome portrait in colors of Mr. Edison will be unveiled. Mr. Edison and other officials of the company have been invited to be present, and it is expected that some word from Mr. Edison will be read. There are plans for the Edison diamond disc owners to be specially honored on this occasion by the presentation of badges. All admissions to the theatre will be on invitation and by ticket. The day of the recital will be observed at the Silverstone warerooms by special recitals all day in the concert hall and souvenirs for visitors. The strictly business end of the demonstration will concern the dealers who buy through the Silverstone Music Co. jobbing department. All will be invited to be in the city that day and evening, and following the recital there will be a banquet at the Majestic Hotel, at which C. W. Burgess, territorial supervisor for the Edison Co.; Arthur Gabler, chief of the demonstration crew working in this territory, and Mark Silverstone will be the principal speakers. They will talk on different phases of the talking machine and the merchandising of it. All of the dealers are expected to be present at this banquet and to hear the speakers. It also is hoped that the dealers will give to each other business tips that will be of value to each other.

Mr. Burgess arrived here October 1, just in time to get into the thick of the planning for this demonstration, and he entered heartily into the spirit of the enterprise.

ROY FORBES NOW MANAGER.

Roy Forbes has been appointed manager of the Victor talking machine department of James McCreery & Co., on West Thirty-fourth street, which is under the direction of the Musical Instrument Sales Co.

LINDSTRÖM MOTORS
"The Motor of Quality"

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.
110 WORTH STREET **NEW YORK**

A Square Deal

Loads of Dealers NEED loads of Victor goods this year.

A SQUARE DEAL is all you can expect—YOU are entitled to that.

The next few months will be the SUPREME TEST!

We have more orders on hand for machines than we have stock on hand to fill them—but THIS is sure—Each Dealer is going to get HIS PROPER share.

The BIGGEST record stock in America is right here—we will fill your record order 98% complete.

The Talking Machine Company

12 N. Michigan Avenue **Chicago, Ill.**

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., Oct. 11.—The talking machine business, as far as the Middle West goes, continues to display all of the activities which have been so sorely lacking in so many other industries during the past year.

Wholesale distributers say that, in spite of increased output facilities on the part of almost all of the factories, the supply is yet far unequal to the demand, and while the supplies of to-day would have been fairly sufficient for this time last year, the demand has increased proportionately, so that the low condition of machine and record stocks continues to be the all-absorbing problem for the dealer. Distributers are making frantic efforts to supply their trade with machines, and they report that the factories are apparently doing all they can to satisfy conditions. Record stocks are also low, but at the present time are in better condition than are supplies of machines. The local retail trade has been, generally speaking, very good, but does not show the increase over last year that the wholesale houses report.

Accessories are also in good demand and the various makers are meeting with generous calls right along.

Perfects New Attachment.

H. T. Schiff, president of the Vitanola Talking Machine Co., has at last perfected, after many days and nights of hard work, a remarkably ingenious attachment, whereby the owner of a Vitanola machine may play a "hill and dale" cut record with remarkably successful results. This is arrived at by simply turning the sound box from the vertical position used when playing lateral cut records to a horizontal position. Contact with the record is then arrived at by a jewel point set in the regular needle shank. Other applications of this principle have been worked out before, but none has been more successful than this. The tone that is secured is in every sense full and round. It correctly catches and interprets every varying degree of sound.

New Sonora Agencies.

The following agencies have been appointed by the Sonora Phonograph Co. in Chicago and contiguous territory: The Gamble Furniture Co., 2542 West North avenue; L. L. Smeridge, 1140 Wilson avenue; A. F. Forsen, 4810 West Chicago avenue; A. J. Dundore, 1914 Irving Park boulevard; H. Reichardt Piano Co., 6421 South Halsted street; Oscar J. Kloer, 6316 Harvard avenue; F. C. Aylesworth, 1210 East Forty-seventh street; J. F. Flynn, 6618 Sheridan street; Horner Piano Co., 549 North avenue; S. M. Laberteaux, 7112 South Halsted street; Leo Knack, Forest Park, Ill.; and the Leonard Bros. Co., Rantoul, Ill.

The work of taking care of all these new agencies has devolved upon William R. Everett, manager of the agency department. Mr. Everett joined the Sonora forces only about three weeks ago, and while he has had no extensive training in the past in the talking machine industry, his own experience in advertising and manufacturing is standing him in good stead.

Finds Michigan Cities Prosperous.

William C. Griffith, who after an experience of a year as floor salesman for the Talking Machine Co. was last month transferred to the traveling forces with Michigan as his territory, is making good as a road salesman and is enthusiastic regarding the prosperity of many of the cities he covers and with the prospects for fall trade in the Wolverine State. On a trip from which he has just returned Mr. Griffith said that he found the manufacturing towns which he visited were generally in prosperous condition and especially those in which automobile manufacturing figures large. The city of Flint in which the Buick factory is located and which distributes $500,000 in wages every month, is suffering a veritable lack in housing facilities. The Chamber of Commerce has taken the matter in hand and largely through the enterprise of its members is able to promise that 1,100 homes will be ready for rental or sale by January 1. In Lansing the Reo factory is working night and day and is way behind on its orders as a result of the big war order for trucks. Mr. Griffith says that he found Victor dealers everywhere doing excellent business and the only com-

Wm. Chennoweth Griffith.

(*Continued on page* 51.)

The "Wado Triplets"

WADOLATUM—WADO-POL—WADO-OIL

Bring Business To YOU!

Here's How They Do It—

They will keep your patrons' talking machines well greased, oiled and polished.

As long as their talking machines are in perfect condition, they will continue to buy records.

The Wado Triplets make it easy for them to keep their instruments in the "pink of condition."

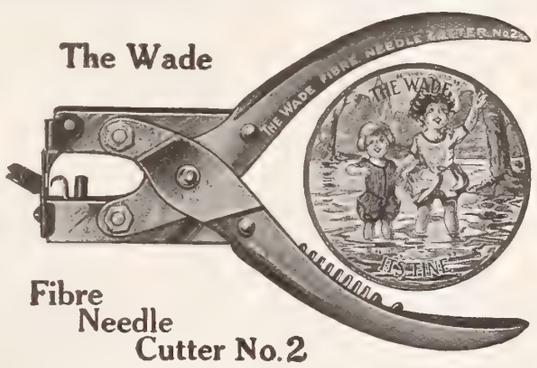
Notice the Patent Dropper.

Wade and Wade

3807 Lake Park Avenue

CHICAGO - ILLINOIS

The Wade



Fibre Needle Cutter No. 2

If It's the "Wade," "It's Fine"

Outdoor sports and amusements are almost over, and it's time for the folks to Oil, Grease and Polish up their machines, and get ready for their indoor entertainments.

Get your order in at once to your jobber so you can supply the demand.

You know what it means to have the GOODS on the shelf.

Our GUARANTEE on the QUALITY is the same as on the WADE FIBRE NEEDLE CUTTERS.

SEND IN YOUR APPLICATIONS NOW

FOR

LYON & HEALY'S NEW

24 SHEET VICTROLA POSTER

FOUR COLORS

A striking poster with a new and effective sales talk

Photograph and Prices upon request
This great poster ought to help
you to do a wonderful
Christmas business

Lyon & Healy

Victrola Distributors

Chicago

INCREASE YOUR VICTROLA RECORD SALES

DEALERS USING THIS SUPPLEMENT COVER DEVICE CLAIM IT THE "BEST EVER" AS A SALES BOOSTER

No. 1. The cover is sent to you in this manner. No. 2. Crease cover in center of gum strip. No. 3. Draw the back edge of supplement over moist sponge. No. 4. Insesupplement in gum strip. No. 5. Fold in the return post card first. No. 6. Fasten with clip. No. 7. Ready for mailing, goes out for one cent.

Carries four pages of advertising matter for your own store, the name of your store appearing in five different places.

You attach the cover as shown in illustration above. The cover becomes a part of the supplement and keeps your name constantly before the reader.

The cover is different each month, carries attractive illustrations and strong copy pertaining to service and suggestions for new records appropriate for the month.

The attached post card makes it possible for the recipient to mark the records desired while reading the supplement.

You cannot afford to lose this opportunity of obtaining this service that is all yours and that appears each month on your supplement as your "Ad" and idea, including illustrations and copy that would cost you at least $100 to procure thru ordinary channels.

We sell but one dealer in each city. Your territory on this efficient and economical service may be open. Let us hear from you today.

These covers reach you monthly, prior to the arrival of your supplements. You have time to address them before supplements arrive.

Write today for Sample Cover and Price List

HATCHER & YOUNG, Inc.

Successors to ABBOTT-YOUNG-ADAIR CO.

508 South Dearborn Street, Chicago, Illinois

Our new cut sheet for piano and Victrola advertising just completed. Send for it.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 49).

plaint they had to make was because of the shortage of goods.

"I noticed a general tendency to increase the space devoted to talking machine departments and the installation of new equipment," said Mr. Griffith. "For instance, at Ann Arbor Schaeberle & Son are putting in three handsome new booths to take care of their increasing business. Amato and Schumann-Heink are to give a recital there this month and they are expecting a large sale of the records of these artists. Fischer's Music House at Kalamazoo is also making extensive improvements and adding new demonstration booths. Charles E. Root, a piano and talking machine dealer of Battle Creek, has just leased an adjoining store which he will fit up handsomely for his talking machine department. And so it goes all along the line. Everywhere you go dealers are preparing to take advantage of the big holiday trade they feel sure they will have."

To Supply Latin American Trade.

The Tusko Manufacturing Co., of this city, maker of the Tusko needles, has received many requests for samples from the leading centers of South America, and so great has been the interest expressed in the needle that President R. H. Jones is now preparing packages and literature bearing Spanish text. A large number of South American distributers have signified their intention of taking hold of the Tusko needle and pushing it vigorously.

Columbia News Items.

The Chicago office of the Columbia Graphophone Co. had another record-breaking month, according to Manager Charles F. Baer. It showed a large increase over August and made a remarkable record, showing an increase of nearly 200 per cent. over September of last year. News of the settlement of the three weeks' strike at the Columbia factory was received with relief, although surprisingly little interference with business occurred. The company was able to ship units to its various cabinet plants and have them installed and was fortunate in having enough stock on hand ready for assembling to keep up not far from its normal basis. Just before the strike an extensive increase in output had been provided for, and these facilities are now available. Evidence of the fact that things are rapidly getting back to normal was witnessed by a carload of records being received this week.

"The phenomenal manner in which the demand keeps up," said Mr. Baer, "is witnessed by the fact that some of our dealers who ordered and received goods in July and August, which they thought would supply their holiday demands, are already reordering liberally."

Among the new Columbia dealers who have been signed up the past month are the Hartman Furniture & Carpet Co., Chicago, Peoria, Ill., and Omaha, Neb.; Charles C. Adams, Peoria, Ill.; Cable-Nelson Piano Co., Kalamazoo, Mich.; A. Livingston & Sons, Bloomington, Ill.; F. W. Schneck Furniture Co., Milwaukee, Wis.; Herman Bros., Calumet, Mich.; Weiler & Wise, Logansport, Ind.; J. E. Sterling, Benton Harbor, Mich., and the Ries Co., South Bend, Ind.

W. C. Fuhri, district superintendent for the Columbia Graphophone Co., is now on a trip to Dallas, New Orleans and other Southern points, and is expected back some time next week.

Frank Dorian, general manager, and N. Milner, sales manager of the Dictaphone department of the Columbia Co., were visitors at the Chicago office last week.

George P. Metzger, of the Hanff-Metzger Co., which directs the advertising campaign of the Columbia Co., was a recent Chicago visitor.

Record September for Lyon & Healy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, states that last month was by far the biggest September they had ever had, both in wholesale and retail. This proves without exception, in Mr. Wiswell's opinion, the wonderful ascendency of the talking machine business, especially in view of the fact that while the productive capacity is infinitely greater than last year the shortage of machines is every bit as pronounced.

"The wisdom of dealers who placed their orders early, and especially those who laid in stock during the summer, is very apparent," said Mr. Wiswell. "While the shortage is particularly apparent on the Victrola X, XIV and XVI, it covers the entire line. There is a better supply of the $15 and $25 models, but the demand here is also quite heavy."

Biggest September for Talking Machine Co.

At the Talking Machine Co. R. J. Keith said that last month was not only the biggest September in the history of the house but it has only been surpassed by two other months, those of November and December of last year.

"While we are still way behind on machines, our distribution is such that our dealers are all receiving the squarest possible deal. Our record stock is in splendid shape, and while it may seem almost incredible it is a fact that we recently filled one order from a Chicago dealer for 5,400 records without a single 'out.'"

S. O. Wade's Successful Trip.

S. O. Wade, of Wade & Wade, returned recently from a general trip of the coast and intermediate territory, which resulted in the further extension of the excellent business on the Wade fibre needle cutters and the other Wade specialties. Mr. and Mrs. Wade left Chicago with the delegates to the National Talking Machine Jobbers' Association convention and made the complete itinerary with them to San Francisco. After a week in 'Frisco

(*Continued on page 52.*)

No. 150.—Dimensions: 48½ inches high, 23 inches deep, 21½ inches wide.
12-inch Turntable, Double Spring Worm Gear Motor (can be wound while playing), Speed Indicator and Regulator, Tone Modifier. All parts highly nickel plated. Mahogany or Oak. Regular equipment inludes Jewel Point to play Edison Records.

A Machine That Will Sell Big

During the coming holiday season is this Style 150 Vitanola. It will play without change of attachment Edison records as good as on that machine itself. Victor and Columbia the same way.

It offers, with the many other Vitanola models, a chance for the live-wire dealer to make some big profits during the big season now here. Get our catalog and proposition. Write to-day.

VITANOLA

TALKING MACHINE COMPANY

17 N. Wabash Ave. CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 51).

they took the ocean route to the north coast, spent a week in Portland, ascended the Columbia River to the Dells, visited various points in Oregon and Washington and returned, making various stops, via the Twin Cities. "It was a matter of keen gratification to me to find out by personal contact with jobbers and dealers the esteem in which our products are held," said Mr. Wade. "This was my first visit to the far Western trade, and while we have done a very good business out there in the past I made arrangements by which not only the Wade fibre needle cutter, but our trio—Wadolatum, Wado-Oil and Wado-Pol, respectively designed for the lubrication, oiling and polishing of talking machines—will be given the very thorough distribution in that territory that they have received in other sections. I was greatly impressed with the two expositions, and there is no question but that their influence will be felt in the increased prosperity of the country by the attraction of a vast amount of additional capital in the further development of the resources of the Pacific Coast."

A Timely Window Display.

Arthur T. Boland, manager of the Grafonola Shop at 12 North Michigan avenue, took advantage of the opportunity offered by the engagement of the Boston Opera Company at the Auditorium by arranging a timely and effective window display. On a large shield in the center of the window were photographs of the artists appearing during the week who make records exclusively for the Columbia Co. They were grouped around the photo of Pavlowa, whose dancing was a feature of each performance and whose indorsement of the Grafonola-Columbia instruments and dance record was reproduced. Ribbons from the photographs of the singers connected with their records displayed on the base of the window. The artists thus exploited were: Felice Lyne, Rosa Olitzka, George Baklanoff, Maggie Teyte, Luisa Villani, Maria Gay, Giovanni Zenatello and Jose Mardones. The color scheme of the shield harmonized with a Grafonola Grand and Nonpareil, both in walnut, standing on either side.

The Grafonola Shop will have an extensive exhibit at the Home Exposition at the Coliseum October 20-30.

Harry D. Schoenwald, a former member of the sales staff of the Grafonola Shop, has returned to the service of the company and is piling up new sales records.

Catalog of Cabinets and Accessories.

Lyon & Healy have now on the press a new catalog of cabinets and accessories. The record showing is a decidedly impressive one, embodying a number of new styles not shown in previous catalogs.

Lyon & Healy are bringing out another new poster which, as usual, will not only be used on their local billboard space, but will also be syndicated to jobbers and dealers. It is a twenty-four sheet poster, the largest they have ever issued, and shows the complete line of Victrolas.

Inaugurate Teachers' Day.

Saturday has been made "Teachers' Day" in the talking machine department of Lyon & Healy. The house has been a leader in the work of interesting the city schools in the Victrola as an educational medium and has in the last few years placed Victrolas in no less than 178 of the 310 school buildings in Chicago. As reported last month the engagement of William H. Nolan, who formerly traveled for the Victrola educational department as manager of the record department, gives an opportunity to care for the school business as they have not been able to do heretofore. Invitations have been sent to every teacher in the city to come in any Saturday and post themselves regarding the use of Victrolas in schools, and also avail themselves of Mr. Nolan's experience in mapping out courses and in the selection of records suitable to the practical needs of their pupils. Last Saturday a number of teachers took advantage of the opportunity offered.

In anticipation of the holiday trade nine additions have been made to Lyon & Healy's corps of young women record clerks.

Supplies Repair Parts.

Charles Bryan, of 25 West Lake street, Chicago, is prepared at all times to furnish springs and repair parts for any machine on the market. Mr. Bryan has made a specialty of this business for some years past and has a large trade among Western dealers. The value of a central source for such supplies is apparent, and no matter how old the machine may be, or even of a discontinued type, Mr. Bryan may be depended upon to supply the needed parts. He also has the facilities afforded by one of the largest and best equipped repair shops in the West for doing expert repair work for the trade, and so great is his reputation for excellent work and promptness of service that he has a number of dealers outside of Chicago who intrust the larger amount of their business to him.

Will Furnish Models.

The Chicago Hinged Cover Support & Balance Co. reports a very wide interest among manufacturers of talking machines in its top support and balance. Expressions of approval are being received by the company in every mail, and the probability is that within a very short time several well-known machines will be equipped with it. A number of large dealers are already equipping machines in stock and in the homes of customers. The company is now prepared to ship to manufacturers wishing to acquaint themselves with the device a model of the section of a machine top and cover equipped with the support and balance. As previously announced, with the use of this device only a touch of the finger is required to raise the top or close it, and it can be raised to any desired height, where it maintains itself. J. T. Abbott, of the company, expects to leave the middle of this month on a trip through the Middle West.

New Traveler Appointed.

H. Elthorn has been appointed the new Wurlitzer traveler for the State of Illinois. Following the company's usual custom, Mr. Elthorn was selected from within the institution, where he has been connected with the wholesale talking machine department for the past three years.

Fred A. Siemon, manager of the talking machine department, reports that the past thirty days have shown an increase in the wholesale department of about 25 per cent. over the same period of last year. The retail department did not make quite as good a showing, but did display an increase over last year.

New Pathé Agencies.

H. K. O'Neill, of the Pathé Pathephone Co., exclusive Pathé jobber in Chicago, reports a number of new agencies that have been licensed during the past month.

Philip G. Johnson, formerly superintendent of the King Piano Co. factory at Bluffton, Ind., and before that identified with the Steger piano factories, has opened a well-equipped Pathé shop at Blue Island, Ill. This has been Mr. Johnson's home for a number of years, and he starts out with the advantage of a wide acquaintance.

Herman Bros. Co., of Calumet, Mich., is adding a large Pathephone department to its establishment.

The retail store of the E. P. Johnson Piano Co., at Ottawa, Ill., has opened a Pathephone department, to be run in connection with its present establishment. The E. P. Johnson Co., which operates a large piano factory at Ottawa, is also opening a large retail store in Joliet, Ill., where it will handle a large stock of pianos and talking machines, including the Pathephone.

Joseph Kuss is another Ottawa merchant to add the Pathephone to his lines.

A. J. O'Neill has had much to do with the appointment of these various agencies and has done considerable traveling in behalf of the Pathephone Co.

To Make Columbia Supplement Covers.

Hatcher & Young, Inc., advertising specialists and publicists, are now working upon the issuance of a supplement cover for use with Columbia monthly supplements. The decision followed the recent announcement of the Columbia Co. concerning the new style and size of its monthly lists, and inasmuch as Hatcher & Young have met with much success in supplying supplement covers to Victor people, it was decided to extend the service further. Numerous Columbia dealers have approached Hatcher & Young regarding the furnishing of such a cover, but previous to this time conditions have been unfavorable. These covers

We Are Exclusive

PATHÉ

Jobbers in

CHICAGO

For information regarding the Pathephone and our jobbing service, write the . . .

PATHÉ-PATHEPHONE SHOP, Inc.

17 No. Wabash Avenue, Chicago

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to

CHARLES BRYAN

25 W. LAKE STREET : CHICAGO

EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 52).

have met with remarkable success, and at a recent meeting of Victor dealers in New York City one of the delegates who has been using the service right along called the attention of his fellows to the success he had enjoyed through their use, and recommended them to other members of the association. In addition to furnishing this monthly supplement service the Hatcher & Young Co. is now furnishing a monthly newspaper cut, which is furnished gratis to the company's clients.

Fine Edison Business.

C. E. Goodwin, manager of the Phonograph Co., stated in response to an inquiry that its business in September was so far ahead of the corresponding month of last year that he hesitated to give the figures for fear the trade would think he was wandering from the straight and narrow path of verity. The supply of machines is coming along splendidly so far as shipments from the factory are concerned, and the ratio of increase is constantly growing, but the demand is so great that the supply is inadequate to meet it.

A number of improvements are being made to the company's building. The offices on the third floor are being extended and a comfortable private office for Mr. Goodwin is being constructed. Six new record rooms are being erected on the second floor, and on the top floor a suite of new salesrooms are being provided to take care of the holiday rush. Mr. Goodwin returned last week from New York, where he went to attend a meeting of the executive committee of the Edison Disc Jobbers' Association. While there he attended a recital in the Astor Gallery at the Waldorf by Mlle. Alice Verlet, who sang with a number of her own records.

Files Notice of Appeal.

District Judge Geiger on October 7 permitted Hamilton Moses, counsel for the defendant in the suit of the American Graphophone Co. et al. vs. the Boston Store, to file an appeal to the Circuit Court of Appeals, and approved the defendant's bonds. An assignment of errors has been filed and a record of appeal will also be placed on file before November 5. It will be urged that the case be heard as soon as possible, and in all probability there will be a preliminary oral hearing by Judges Baker, Kohlsaat and Alschuler before the first of the year.

To Job Pathephones in Cincinnati.

Harry C. Meek, formerly in charge of the retail talking machine department of Marshall Field & Co., and who just recently opened a Pathephone shop on the north side of Chicago, has made arrangements whereby he has secured Pathé jobbing privileges at Cincinnati, and will open a wholesale house there. Mr. Meek has the project already well under way.

Visitors and Personals.

E. K. Andrews, Jr., manager of the talking machine department of the J. L. Hudson department store of Detroit, spent a couple of days in Chicago last week, accompanied by Mrs. Hudson.

P. H. Shiverich, manager of the Victor department of Scruggs, Vandervoort & Barney, St. Louis, was a recent Chicago visitor.

A. M. Lockridge, who travels for the Talking Machine Co. in Wisconsin, has been laid up with an attack of neuritis and is taking the baths at Mudlavia, Ind.

Mr. Cook, who has charge of the talking machine department of the Boston Store, is on a two weeks' vacation in St. Louis.

Edward Darville has returned to the talking machine department of Bissell-Weisert & Co. after a three months' absence in the South.

Miss Reeves, formerly in charge of the record department at Rothschild & Co., has taken a similar position with the Hartman Furniture Co., at Thirty-ninth and Wentworth.

Mr. Flint, who is in charge of the Hobart M. Cable store at Clinton, Ia., was in Chicago recently on his way to the factory at La Porte, Ind. The company has a prosperous Victor department

E. A. Vaughn, of Princeton, and John E. Moyer, Dixon, were recent visiting Illinois dealers.

Among the talking machine dealers visiting Chicago the past month were F. Miller, of J. W. Miller & Sons, Dixon, Ill.; E. D. Allington, Freeport, Ill.; F. Lehman, of Lehman's Music House, East St. Louis, Ill.; A. G. Kunde, Milwaukee, Wis., and W. A. Bryan, Monticello, Ind.

J. M. Witcomb, of Albany, Wis., was a visiting music dealer this week.

A. W. Cobb a Visitor.

A. W. Cobb, vice-president of the Udell Works, was in Chicago for a few days this week visiting John H. Steinmetz, local wholesale distributer of the Udell Works. Mr. Cobb was much pleased with the progress of the Udell business in Chicago, upon which Mr. Steinmetz had been working very hard. A brand new catalog showing eighteen different styles of Udell record cabinets is now being distributed. It has been made up in such form that the dealer can unfold the catalog before him, which thus ranges the illustrations out in a long display and gives one an opportunity to better judge the different styles.

Rob Talking Machine Dealer.

Burglars entered the store of J. J. Stasulanis, music and talking machine dealer at 3231 South Halsted street, the night of September 28 and secured $325 worth of talking machine records and $150 in cash. No clue has yet been discovered.

Enterprising Manager.

D. C. Preston, who formerly traveled for the Talking Machine Co. of Chicago, but is now manager of the talking machine department of the big department store of L. S. Donaldson, of Minneapolis, is evidently making good in his new position. One hears frequently of good stunts which he puts over with a view to bringing his department further before the public. For two weeks he had E. K. Rose, well known Hawaiian singer, singing with his own records in the store restaurant during the noon hour and afterwards in the adjoining recital hall. Not only were large quanties of Hawaiian records sold, but the entire department benefited by the exploitation.

The Chicago Hinged Cover Support and Balance

is a remarkably ingenious application of the principle of the lever by which the heaviness of the talking machine top is exactly counterbalanced. Absolutely no weights are used.

With it the cover cannot slam and damage the machine. It eliminates the noise and prevents injury to careless fingers.

With it the top maintains itself at any height placed without fastening it. A slight touch of the finger furnishes enough impetus to either raise or close top.

Models will be sent to interested manufacturers who wish to inspect it. We also furnish explicit instructions to dealers who wish to equip machines in stock or in homes of owners.

Chicago Hinged Cover Support & Balance Co.
(Not Inc.)
144 South Wabash Avenue **CHICAGO**

KEITH'S 200 MILE CANOE TRIP.

(Special to The Talking Machine World.)

CHICAGO, ILL., Oct. 10.—Roy J. Keith, of the Talking Machine Co., who has been in the habit in recent years of invading the Canadian vastnesses with rod and gun, this year spent his fortnight's vacation in the Maine wilderness. At the foot of Moosehead Lake he met his friend Graham Taylor, Jr., of New York, the editor of the Survey magazine and the son of the famous head of the Chicago Commons Social Settlement. There they outfitted, secured their guide and canoe, laid in an ample stock of provisions and started on a 200-mile canoe journey which led them up Moosehead Lake to the "N. E. Carry." From there they took the west branch of the Penobscot, which took them through Chesuncook, Carabou, Ragged and Ripogenus lakes and finally through Lake Pamedomcook to the town of Norcros. This is one of the most famous canoe trips in Maine and was full of pleasurable and exciting incidents. The weather was delightful and the travelers disregarded their tent and slept out of doors every night. They bagged quantities of partridge and duck and saw plenty of deer, but as it was the closed season were compelled to stifle their sporting fervor in this respect. One of the most delightful of the side trips was to York's Camp at the base of Mount Ktaadn, the highest mountain in Maine and which rises 5,648 feet above sea level. They climbed to the summit and hunted and fished in the vicinity for three days. At

Loaded for Portage.

A Trout a Minute.

Slaughter Lake Mr. Keith made his record trout catch, bagging fifteen half-pound beauties in fifteen minutes by the clock. Mr. Keith returned to Chicago with great enthusiasm regarding the glories of Maine as a Nimrod's paradise and advises his friends to follow his example next year.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs
Can all be played with the
"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.
LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., October 9.—There is to be told the same old story—the Philadelphia talking machine business in September was limited only to the ability of the factories to supply goods. Every effort was made to meet all demands, but the end of the month found both machines and records well oversold, and there is a likelihood that this condition will prevail during the next three months of the year. October has opened with the usual rush, and the dealers do not know just which way to turn. Their files contain orders from all directions, and but a part will be able to be filled, the percentage depending on the preparations at the factory and their ability to meet the demand. Thomas A. Edison, Inc., seems to be the only company that is able to keep its representatives going and to be looking for new fields.

A new Edison dealer in Philadelphia during September was the Ludwig Piano Co. This firm has arranged to give the line a good representation. A number of booths have been installed, and this week six large phonographs are in the display window, as well as a number of smaller ones. The company will handle a full line of records. This leaves every piano store in Philadelphia with a talking machine of some description, with the exception of the Lester Co. and Henry F. Miller Co., and the latter concern is thinking some of entering the business with the Pathé machine, which is beginning to take a hold here.

C. J. Heppe & Sons have found their Victor business growing so rapidly that they have given up considerable of their 1119 Chestnut street piano floor space to the erection of four more hearing booths. These booths have been made removable, so that in case they have a special piano sale they can be easily taken down and re-erected again. They report a very heavy business both in their wholesale and retail departments.

The Penn Phonograph Co. reports that its business has been fine in September, and the only regret is that they have comparatively few machines on hand. They are, however, having new stock come through as rapidly as possible. L. B. Brown and Ralph Clarke, for the company, are calling on their trade through this State, New Jersey and Delaware, and everywhere they report great talking machine enthusiasm. The past week, among callers were Fred Kramer, of Allentown, and Mr. Cross, of Chester, both of whom are highly enthusiastic and came here to see what could be done to relieve the scarcity of machines condition. The firm has rented twice as much space as it previously had on the fourth floor of Eighth and Chestnut streets as storage space for machines awaiting display at its warerooms.

The Louis Buehn Co. has again changed its offices and has enlarged and rearranged them. It has had the biggest September business ever enjoyed, reporting an increase of more than 65 per cent. The company says further that October has started off with a rush and it expects to have a proportionate increase over the same month last year.

Mr. Buehn says: "Indications are for a record-breaking business this fall, and there is no question in my mind that our business will be limited only by the amount of goods we can get from the factory. It will be as large as the Victor Co. will permit it to become. Shipments have been liberal, but not large enough."

The firm has also enjoyed a very heavy Edison dictating machine business, and among its leading installations are: The Employers Liability Insurance Co., of London; N. Z. Graves & Co.; the Sunday School Times, 1031 Walnut street; Christopher Schramm; the Speakman Supply Co., of Wilmington. The Atlas Powder Co. has added a number of new machines, as have other large powder concerns. The Transophone, the electric back-spacing machine, is being used entirely.

Archie Moore, factory representative of the Edison dictating machine, was here last week.

The Hendricks Hardware Co., of Seventeenth and Venango streets, has remodeled the second floor of its large building for a talking machine department and has put in a number of booths and a reception room, which has been nicely furnished. It will handle the Victor exclusively. Mr. Cook is in charge.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., says: "It is the same old story. Business in September was as good as the factory allowed us to make it. We were able to keep up the 100-per-cent.-more-than-last-year pace, but we could have done much more had we received the goods."

This company has created a number of new agencies, chief among which was the Herald Furniture Co., of Reading, Pa., which opened up a big department on Monday of this week with a full line of Columbia machines and records. The department has been entirely refurnished and redecorated, and it looks most attractive, especially in the new arrangement of the display window. Manager Eckhardt the coming week will get a new Cleveland touring car, the most expensive machine on the market, and report says that it will be the finest, or at least one of the finest, in this city.

The Baltimore business of the Pennsylvania Co. has had in September more than 200 per cent. increase over last year. The firm's entire territory in that section is most promising and most encouraging. The Baltimore manager has increased his booth capacity 40 per cent.

Mr. Eckhardt says that the new double record of the quartet from "Rigoletto" and the sextet from "Lucia" has met with hearty approval, and he believes it will be the biggest seller they have had.

In the Pennsylvania Dictaphone department the report is: "We are so busy we do not know which way to turn." The manager says: "It is a serious question in my mind whether we won't have to duplicate our sales force. Three hundred per cent. is what is expected of us this month, and we have not the slightest doubt we will reach it. The executive office has just notified us that we had gotten our quota, and feel quite chesty about it. Our Baltimore Dictaphone representative, W. P. Sibbet, is also feeling very buoyant through his having also received his quota."

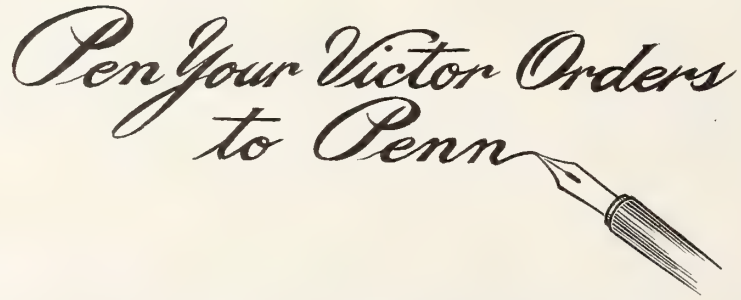
Leading among the many Dictaphone sales the past month were: The Bellber Trunk & Bag Co., which installed an entire system in its office; the Westinghouse Electric Co., the Moore Push Pin Co., John Manelly, the Travelers' Insurance Co., the Chandler Auto Agency, the Board of Health, G. Whitefield Richards and Samuel B. Scott, while large additions were made by the H. K. Mulford Co., William Wharton, Jr., the Underwriters' Association. The Harrisburg representative, M. Lee Goldsmith, has secured some very fine orders in that city. He has already placed upward of fifty machines in the State Capitol, which are being worked every minute of the session. W. W. Pryor, distributer for Trenton, has a fine line of prospects for this month and says things are looking fine, and the Regal Umbrella Co., of York, Pa., which handles the Dictaphone in that city, reports that its department expects to establish a new record for October.

Blake & Burkart report that their business in September was great, simply wonderful, and beyond all expectations. It was the biggest month they had since they started to handle the Edison machine, with the exception of last December. They have been much gratified with the way the machines came through, and they got all they needed, with the exception of one of the newer models. They have been so busy that they have decided not to give any concerts this fall and will not begin until after the holidays.

The firm note that among the new records their best sellers are the Anna Case records, those made by Alice Verlet, and the duet from "Tales of Hoffmann," made by Verlet and Margaret Matzenauer. A number of the recent humorous records, they report, are so plain and distinct that they are a revelation in the talker field and are ready sellers.

In its plan of specializing upon record service, the Louis Buehn Co., 825 Arch street, Philadelphia, Pa., has prepared statistics compiled from its own records and with the help of the Victor Co., under the direction of Charles W. Miller, to show exactly what records sell and what records do not sell. If the dealer will consult the record department of the Buehn Co. he will be able to order the proper number of records, so that no sales will be lost. The record department of the business is very important, and since it has created this service the Buehn Co.'s record volume has greatly increased.

Pen Your Victor Orders to Penn



You are now approaching the busiest season of the year and you ought to secure every machine and record necessary for you to do the greatest volume of business.

So dig hard for business and rely upon us to help you make more profits.

Look over your stock today and "pen your Victor orders to Penn" and become acquainted with our fast service.

Penn Phonograph Company

17 South 9th Street ***Philadelphia***

PAUL REVERE rendered good service, when he rode from Boston to Lexington. It was prompt and complete. Today the same service would be far from efficient. Why? And the answer applies to the talking machine field as the years go by, with greater emphasis.

Buehn Victor Service was always good service, but with the abolition of our retail interests, it is the most highly perfected service yet created, for it is exclusively wholesale and every record or machine goes to a dealer to help his profits. We do this one thing WELL.

Only recently a concern sent in an order for several thousand records. We had never transacted any business with this house before. The entire number of records went to the customer on the afternoon of the day received:—100% complete.

Another new account placed an order (with a side bet) that the order wouldn't be filled more than 50%. It went to him *complete* with the exception of one record—a cut-out. We won the bet, incidentally, and made another brand new account.

Our shipments have been so complete, during the past month, that we have changed the accompanying panel, from "90%" to "98%," and if there are a few records you want, send the list to us and we'll fill the order complete. Remember our work is confined to YOUR interests.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE Victor Distributors

On record orders we fill from stock over 98% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

Bert Williams once more!—This famous comedian's records in the Columbia November list gives the Columbia dealer something to look forward to in the way of profitable business.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

PROGRESS THE ORDER OF THE DAY IN CLEVELAND

The Demand for Talking Machines and Records During the Past Month Greater Than Anticipated—Installing More Booths and Enlarging Quarters for Winter Trade—Edison Disc Phonograph Demonstrated—Recent Visitors—High Priced Products in Demand.

(Special to The Talking Machine World.)

CLEVELAND, O., Oct. 8.—The demand for talking machines in this city during the past month has been greater by far than many dealers anticipated. Some of the jobbers are worried about getting their share of goods from the factories, and every dealer interviewed expressed himself as pleased with the fall outlook. According to statistics, there are less people, proportionately, out of employment in this city than in any other city in the country.

The Euclid Music Co., prominent East End Victor dealer, is building more booths to take care of its increasing business. James Card, president of the company, just returned from a trip to the factory. He was surprised at the enormous business the Victor factory is taking care of. A. W. Witter, sales manager of the company, thought that business this fall would surpass that of previous years. F. K. Dolbeer, of the Victor factory, was a visitor at the Euclid Music Co. and expressed his pleasure at seeing such a beautiful and luxuriously equipped Victrola store.

The Victrola department of the W. F. Frederick Piano Co., under Earle Poling's managership, has shown a decided increase during the past month. Recent window displays featured Caruso's most famous selections, and Nora Bayes, who was the star at the largest theatre in the city, during the month. The department anticipates a heavy fall and winter business.

Mr. Morton, manager of the Grafonola department of the G. M. Ott Piano Manufacturing Co., states that the results for the month have exceeded his expectations and the demand seems to be chiefly for high price product.

The W. H. Buescher & Sons' Co., Victrola dealer, is optimistic concerning business conditions, and the company has just completed six new demonstration rooms, thereby bringing the total number to ten. E. F. Buescher, formerly with the Allen Filter Co., is now actively affiliated with this house.

On September 22 a demonstration of the Edison disc phonograph was given in the auditorium of the Engineers' building of this city, under the auspices of the Phonograph Co., Edison jobber, and was a thorough success from every standpoint. Over 500 people were turned away, and among the attendants were some of the most prominent people in the city, including the Rockefeller family. Miss Christine Miller, one of the Edison artists, sang several duets with her own voice, and many people attested to the naturalness of the reproduction by their enthusiasm. The aria, "O, Rest in the Lord," from "Elijah," appealed most strongly to the audience. Sol Marcosson, violinist of this city, who has an international reputation, also played duets with several violin recordings. V. E. B. Fuller, the general superintendent of the Thomas A. Edison Co., was in charge. As a direct result of this recital the Phonograph Co. and its dealers report a big increase in business. The company now has seven local dealers and 110 out-of-town dealers. Leonard T. Schaefer, formerly with the W. H. Buescher & Sons' Co., is now manager of the retail department.

The Columbia Phonograph Co. has been very active during the past month and G. Madson, its energetic manager, reports a large increase over the same month's business a year ago. The Grafonola has been used on the "See America First Tours," and in the seven trips thus far made has given delight to many people. The Grafonola will be used on the remaining trips to the Panama-Pacific Exposition.

Recent visitors were W. F. Frederick, president of the W. F. Frederick Piano Co., Pittsburgh; F. Nestor, in charge of the wholesale end of Frederick Co.'s talking machine business in Altoona; W. F. Smith, East Liverpool; W. H. Watkins, of the Watkins Music Co., Youngstown; F. W. Trory, Kent, O.; J. E. Leightner, Painesville; E. C. Burgess, Oberlin; C. H. Womeldorff, Toledo; Miss Golden Heath, Muncie, Ind.; George Dales, Akron; Phil Doran, Detroit; Mr. Wolf, Mr. Carnahan, of Ravenna; M. D. Kimmel, Medina.

Miss Elsie Baer, in charge of the Victrola department of the O'Neill Co., Akron, was in the city and reported present business and outlook as excellent.

Leslie C. Wiswell, of Lyon & Healy, Chicago, stopped in Cleveland on his way from the Victor factory to Chicago to pay his respects to C. K. Bennett, of the Eclipse Musical Co.

Maurice Fitzpatrick, formerly with the Penn Phonograph Co., of Philadelphia, and now with the Eclipse Musical Co., of this city, is to be the company's traveling representative.

E. B. Lyons, of the Eclipse Musical Co., made a trip through southern Ohio and found all the dealers stocking up in preparation for a big fall business.

H. Freiberg, Victor dealer, reports considerable activity among his customers in the last few weeks, and closed a number of very good sales. The same may be said of trade with A. Smerda, the prominent East End Victrola dealer.

The Victrola department of the William Taylor & Sons' Co. has been enlarged. In all there are now eleven booths in the department, and with the added facilities the firm looks forward to its

LINDSTRÖM MOTORS
"The Motor of Quality"

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE
NEEDLES

best Victrola season. Mortimer Williams is a new man in the department and is to assist in the record end.

The Fischer Piano Co., jobber of the Pathé line of talking machines, reports that trade conditions are excellent, and with the new dealers it now has a total of eighty-five dealers.

W. G. Bowie, manager of the Grafonola department of the B. Dreher & Sons' Piano Co., says that business is good with the Vocalion and Grafonola. The informal recitals of the department helped materially to increase the month's sales.

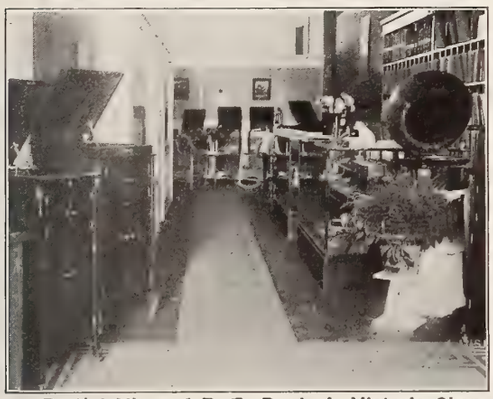
Mr. Schirring, manager of the Caldwell Piano Co.'s Victrola department, is optimistic concerning the prospects of big business this winter.

THE NEW VICTROLA SHOP

Recently Opened by Ralph P. Dunlap in Poughkeepsie, N. Y., Is Proving a Popular Place for Purchasers in that Progressive Section.

(Special to The Talking Machine World.)

POUGHKEEPSIE, N. Y., October 6.—Local music lovers have evinced keen interest and pleasure in visiting the new Victrola Shop recently opened by Ralph P. Dunlap at 29 Market street. Mr. Dunlap is handling the Victor line exclusively, and as may be seen by the accompanying photograph



Partial View of R. P. Dunlap's Victrola Shop.

has succeeded in making his establishment thoroughly representative of the most up-to-date ideas in store decoration and furnishing.

Mr. Dunlap is no new comer to the talking machine industry, having been associated with his brother in the conduct of his Far Rockaway establishment for a number of years. He is acquainted with every phase of the retail end of the business and is in a position to offer his patrons adequate service in every respect.

Among the first visitors to Mr. Dunlap's new Victrola Shop were J. N. Blackman and F. P. Oliver, president and vice-president, respectively, of the Blackman Talking Machine Co., New York, Victor distributer. Both of the callers expressed their great pleasure with the dignity and homelike atmosphere which characterizes the new store, and assured Mr. Dunlap of their co-operation in any plans he might inaugurate for trade development.

Grade "B" $4 each
Cotton interlining

Grade "A" $5.75
Felt interlining

When delivering your talking machines use the

LANSING KHAKI MOVING COVER

Heavily Padded and Quilted

(Made in two grades)

No more bruised or scratched cabinets; no more excess polishing charges to reduce profits—Lansing covers pay for themselves the first month.

MADE FOR ALL SIZES OF PHONOGRAPHS

Write for booklet

E. H. LANSING

611 Washington St., Boston, Mass.

CELEBRATE 43D ANNIVERSARY.

Attractive Display Made in the Victor Department in Connection with the Recent Celebration at the Bloomingdale Bros. Store.

Bloomingdale Bros., Fifty-ninth street and Third avenue, New York, the well-known department store, recently held an anniversary celebration to mark its forty-third year in business. The store was handsomely decorated from roof to sub-basement, each department striving to outdo its neighbor in the preparation of original and striking displays.

The talking machine department at Bloomingdale's was an important factor in this contest, an impressive Victor display being one of the features of the store's decorations. This Victor exhibit attracted the attention of all visitors to the store and left a lasting impression of material benefit.

As may be seen by the photograph shown herewith, practically every machine in the Victor line was included in the display, including the new Victrola XVIII. and the Auxetophone. The most striking section of the display was the exhibition of the first tinfoil sound-reproducing machine, together with the first model of a Victor machine. Alongside of these pioneers of the industry was the beautiful Victrola XVIII. a comparison of these models emphasizing the remarkable development of the Victor machine.

C. J. Iannell, manager of the Bloomingdale talking machine department, who is standing at the extreme left of the picture, prepared this attractive

Bloomingdale Bros.' "Talker" Department.

exhibit, the New York Talking Machine Co., Victor distributer, assisting Mr. Iannell in several details and loaning him some of the old-time machines. Mr. Iannell is well known in the talking machine field, having held several important posts in the retail trade, and is making an excellent record at Bloomingdale's.

Doehler Die-Cast means a more perfect and more economical production of talking machine parts than when machine-finished

Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When delivered they have all holes, slots, threads, etc., accurately located, and a smooth, beautiful surface well adapted to buffing, polishing, plating or enameling.

Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.

Court and Ninth Sts.

BROOKLYN, N. Y.

WESTERN PLANT: E. WOODRUFF AND N. 12th STREETS, TOLEDO, OHIO

Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys

Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

PLENTY OF MONEY IN DETROIT FOR TALKING MACHINES.

Optimism Prevails Based Upon Splendid Business Showing—Holiday Business Will be Enormous—Wallace Brown in Enlarged Quarters—J. L. Hudson Co. Celebrates—Henry Shea to Have Charge of Pathephone Store—Exhibitors at Michigan State Fair.

(Special to The Talking Machine World.)

DETROIT, MICH., October 8.—The talking machine business in Detroit for the month of September received more than its usual allotment. Based on what the dealers report, the month was far ahead of any previous September, and there was more than the usual amount of cash buying. While all of the stores encourage "payments to suit" as well as purchases on the instalment plan, getting all of the cash on delivery of the machines seemed to be quite an ordinary thing during the past thirty days. The only reason for this, according to dealers, is the prosperity of the city—the fact that everybody is working and optimistic.

As for optimism, there never was a time when that spirit prevailed more generally than at present. Making the rounds of the retailers, both large and small, The World correspondent failed to run across one single report that was inclined to be pessimistic. The first nine months of this year have certainly been good for business, and the next three months will be better than any of the previous ones. October has already started out very actively, and, based on past experience, November and December will be the best months of the year.

There isn't one possible reason why holiday business this year on talking machines should not be record-breaking. Detroit is certainly prosperous; it is a fact that the city was never more prosperous. Everybody is busy; all of the factories are up to their capacities; real estate is active; building permits are increasing; bank deposits were never greater, and people are inclined to spend money. A number of retailers told The World that already they have had orders for machines for holiday trade, which is a trifle earlier than last year. While everybody selling talking machines and records will get their share of the orders placed, the firms that advertise and go after business are bound to get more than the firm that "sits tight" and says, "We don't have to advertise."

Wallace Brown, of 31 East Grand River avenue, is now doing business in his enlarged quarters. As mentioned last issue, Mr. Brown leased the adjoining store, which doubled his own quarters. He has been able to increase his facilities in every respect, and his service to the trade is now better than ever. Mr. Brown has started a very active publicity and advertising campaign, and is calling attention to the fact that he is the "only exclusive retail distributer of Edison diamond disc" phonographs in Detroit. Once before we stated that Mr. Brown wrote his own advertisements. They are so good that they have been liberally copied. Recently, however, Mr. Brown started to copyright his best advertisements. As for business conditions, Mr. Brown reports that they are entirely satisfactory. The best evidence that business must be good is the fact that he has increased his facilities.

The J. L. Hudson Co. held the greatest event in its history from September 16 to 21. It was the occasion of the thirty-fourth anniversary of the Hudson store. Special merchandise was placed on sale and thousands of dollars were spent in advertising. The first day of the sale showed a total business of over $133,000. There were bargains in practically every department, even in the piano. But in the talking machine department E. K. Andrew, the manager, was "up against it," so to speak. Nevertheless, he seemed to benefit as the result of the thousands who came to the Hudson store, and his business during the five days of the sale was exceedingly good, particularly on records.

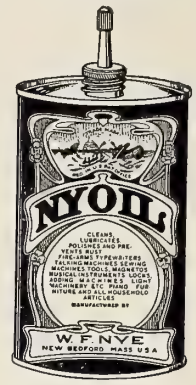
A plan is on foot to perfect in Detroit an association of salesmen to be affiliated with the International Salesmen's Association. Several meetings have been held at the Detroit Board of Commerce to perfect such an organization. Applications for membership are being received from every man who is interested in selling, regardless of the nature of his position or employment. Quite a number of talking machine salesmen of Grinnell Bros., the J. L. Hudson Co., Max Strasburg Shop and others have attended all of the meetings held thus far.

The Rex Talking Machine Co. has engaged in business with an authorized capital stock of $25,000, of which amount $12,500 has been subscribed and $5,000 paid in in cash. Stockholders: Moses Aronson, George H. Prentis and Benj. F. Mulford.

The J. L. Hudson Co. for the first week in October advertised a "Victrola Exhibition," displaying more than 100 Victrolas in mahogany, Circassian walnut and six different finishes of quartered oak.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

Phonograph Cabinets for the Trade

Design No. 150
Made in Mahogany and Circassian Walnut

¶ We manufacture a complete line of cabinets in designs suitable for instruments retailing from **$15.00 to $250.00.**

¶ We have had a large experience in building phonograph cabinets and we are equipped to install motor sets furnished to us and test and ship the Phonographs ready for use.

¶ We can also furnish complete phonographs with our customer's trade name, attaching labels furnished to us.

Century Cabinet Company
25 West 45th Street **New York City**

Max Strasburg, of the Max Strasburg Shops, has been receiving newspaper publicity lately in connection with the fall tournament of the Detroit Golf Club, of which he is a member. Max is one of the players in the club and took an important part in the finals. You'll find him at the golf links whenever the opportunity permits.

Harry Shea, general manager of the Pathéphone store in Detroit, and who has been spending most of his time on the road, will hereafter have full charge of the Detroit store, in addition to looking after the entire State. He has purchased the interest of C. F. Morrison, the former resident manager. He says that business is picking up every day and that wherever he has placed an agency good sales have followed. He recently closed with the Piano Exchange at 934 Grand River avenue. The Pathéphone has been heavily advertised in Detroit during the past sixty days, and Mr. Shea says he can attribute many sales directly to the advertising.

Frank Bayley, the Witherell street piano and talking machine dealer, returned some time ago from a trip to the exposition at San Francisco. He reports that talking machine business has been holding very well and that for the next three months he anticipates unusually good business. "We are working up a dandy record business on Edison goods," he said.

A. L. Henry has been appointed traveling representative of the Pathéphone Co., which has headquarters in Detroit.

The Starr talking machine being made by the Starr Piano Co., of Richmond, Ind., was shown for the first time in Detroit during the Michigan State Fair, September 6 to 15. Manager W. H. Huttie, of the Detroit store, says he has already made a number of sales.

At the Michigan State Fair the following concerns exhibited talking machines: Grinnell Bros., Victrolas; the J. L. Hudson Co., Victrolas, and the Detroit Music Co., Columbias. All did a good business.

Outside of Detroit, talking machine dealers are having a very brisk trade. In the city of Flint there are not enough homes for the people. Some time ago statistics showed that 1,000 more homes were needed, and a number of companies have since been formed to erect sufficient homes to take care of the people. The prosperity of Flint is due to its automobile factories, which are enjoying the greatest business in their history. In fact, Flint is now experiencing the greatest boom in its history. Another busy Michigan town is Lansing, where there is also a scarcity of homes. Ann Arbor, the home of the University of Michigan, is now very busy. It is estimated that at least 7,500 students will be enrolled. Ann Arbor is a splendid town for the talking machine business. The students rent machines during the school term, while all of the fraternity houses either buy or rent them.

F. A. Denison, manager of the Columbia Graphophone branch in this city, says business continues to keep up remarkably well. Each month shows a big increase. Business for the first nine months of this year was more than 50 per cent. ahead of the same period last year. The Columbia branch is not taking on any more accounts for the present. "We will have our hands full taking care of the customers we already have," he said.

DISPLAYS AT TORONTO EXPOSITION.

Exhibit of the Musical Supply Co. Showing Columbia Line of Grafonolas and Unico Demonstrating Booths, Attracts Attention.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—One of the most attractive exhibits at the Toronto Exhibition, the largest annual exhibition in the world, which was held recently, was that of the Music Supply Co. This concern handles the products of the Columbia Graphophone Co. as exclusive Ontario distributer, and its exhibit attracted the attention of all visitors. A full line of Columbia machines, from the Meteor, which sells at $20 in Canada, to the Grand ($650 in Canada), was displayed, one of the most popular being the Patricia model. This machine was named after the Duke of Connaught's daughter.

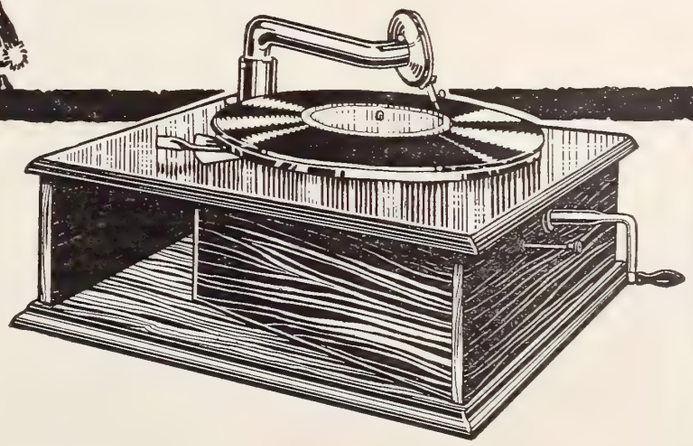
At the Toronto Exhibition similar exhibits to those shown at the Panama-Pacific Exposition by the Columbia Co. were included in the display These caused considerable comment, especially the exhibit of "How a Columbia Record Is Made." Over 900,000 people visited the exhibition, and the accompanying photograph of the Music Supply Co.'s booth will give a fair idea of its attractiveness. A Unico demonstrating room added to the artistic success of the display.

The Music Supply Co.'s business with the Columbia line is increasing very rapidly, the sales totals for the current year running from 25 per cent. to 300 per cent. ahead of last year. This firm recently ran a full page ad. in the Globe, which has nearly 100,000 daily circulation. The names of sixteen leading Toronto dealers appeared at the bottom of the advertisement, emphasizing the fact that the Columbia line is handled by some of the largest piano and furniture houses throughout the Dominion.

Columbia Booth at Toronto Exhibition.

The Nixon Piano Co., 880 Broad street, Newark, N. J., is one of the latest additions to Columbia dealer lists in near-by territory

The MACHINE for EVERYBODY



At $5.00 Up

THE WONDER PHONOGRAPH

places all the advantages of the substantial phonograph within the reach of every purse.

It is graceful and attractive in appearance, furnished in mahogany or oak finishes, simple in operation and accurate in tone reproduction. Five Styles ranging in price from

$5.00 to $20.00

Write for descriptive folder, advertising material, samples and special dealers' proposition

TELEPHONE, GREELEY 6770.

THE WONDER TALKING MACHINE CO., 102-104 West 38th St., New York

It ought to be clear to you right now that the selling rights for Columbia product in your locality are just about ripe enough for somebody to pick. That it can't do any harm to make inquiries at least.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

KANSAS CITY A BUSY TALKING MACHINE TRADE CENTER.

A Tribute to the Alertness, Energy and Ability of the Talking Machine Men—Further Trade Developments on a Large Scale Expected—Dealers Visit Edison Shop—New Columbia Agents—Schmelzer-Arms Co. Activity—Recent Changes in Sales Staff—Month's News.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., October 8.—It's safe to say that no industry contains a higher average of alertness, energy and ability than the talking machine trade—and a Westerner need go no farther than Kansas City to find it out. In Kansas City is a bunch of branch managers, department heads and dealers who are not only up to scratch on the customary and traditional methods of doing business, but who are boldly pushing out on new lines all the time. They are originators—and they get results. It is not surprising then that they all expect to do a great business the coming season and that the talking machine trade in Kansas City territory may show some really wonderful developments in the next few months and years.

There's M. Blackman, for instance, manager of the Edison Shop, distributer for a large territory. Mr. Blackman has instituted the practice of getting dealers into Kansas City, putting them in touch with the Edison sales method, coaching them in demonstration tone recitals and in mechanical adjustment and repolishing. Twenty of the dealers of the territory have visited the Edison Shop at Kansas City the past month for this purpose, remaining from two days to a week, and departing with a much keener appreciation of Edison machines themselves, and with a very greatly enhanced ability for service to Edison customers. Every new Edison dealer is urged to make the visit, and he is quick to see the advantage, and all the older dealers are also invited. What this will mean in sales efficiency when all the dealers are thus working in harmony with the Edison ideals and methods can hardly be estimated.

The talking machine department in the George B. Peck dry goods store is being prepared for an expected heavy trade this fall. The department was opened about a year ago and has helped to destroy some of the traditions of the talking machine trade. For instance, it is a pioneer in Kansas City in an effort to eliminate the sending of machines on trial. No machine is sent on trial unless the applicant is pretty well established as a probable purchaser who can pay for it. Last Easter John F. Ditzell, manager of the department, sent out fifteen machines to persons who responded to a special invitation offering talking machines for use on the holiday—and twelve of the machines remained in the homes, sold! But Mr. Ditzell believes that such special offers are business producers only on holidays. Another tradition-buster—the Peck store sells more oak and special finish than mahogany machines. Each of the five playing rooms is equipped with the various sizes in mahogany finish, but the large reception room, and especially the "comparison" room, has all the finishes. The latter, a room about fifteen by forty feet, has in the busy season one each of the various sizes and finishes, so that a customer, after hearing one size in the small room, may there hear the other varieties of the same machine. The company always has a large display of the oak finish, and this seems to be an important factor, for the purchaser seems often attracted by the finish that may look well in company with furniture in the home.

W. E. Rupe, manager of the Starr Piano Co.'s Kansas City branch, is enthusiastic over the reception given the company's phonograph in this section. It would seem that every Starr piano owner is intensely interested in the new product, and that many people are now getting acquainted with the Starr name through the offering of the talking machine. Mr. Rupe has found himself quickly in sympathy with other phonograph dealers—"not enough machines to supply the demand." He says he has many contracts out now for machines which he cannot deliver.

Harry Bibb, manager of the Victrola department of the Jones Store Co., is planning some heavy work for the coming season and rather extensive advertising effort is in prospect. Mr. Bibb finds that with his line of customers the cheap machines are not as ready sellers as the $150 and $200 machines.

Miss Nellie Williams, formerly with the Schmelzer Arms Co., has been added to the selling force of the Victrola department of the Jones Store Co.

The higher class trade has held up much more strongly than that in the less expensive instruments, according to Harry Wunderlich, of "Wunderlich's." The talking machine business has been very satisfactory in this store the past month.

Blind Boone, who always keeps well up on the latest music, has been spending the past month in assuring himself that he has missed nothing preparatory to starting on his fall tour with his company. He learns his piano pieces from the player, but he is a large purchaser of talking machine records, through which he gets in touch with music suitable for his singers, and through which he learns such music to be able to accompany them. Boone has had an Edison cylinder machine for a great many years, and this machine and the Victrola records are his stand-by in the acquisition of the latest popular music, as well as the more important classical productions and arrangements. Boone is a familiar figure in the rooms of the Schmelzer Arms Co.

The Columbia Co. has got a live dealer in some "real" territory in the Campbell Drug Co., of Pattonsburg, Mo., a town in one of the best parts of northwestern Missouri. This district has not been developed for talking machines and the new dealers probably will have a big opportunity.

H. J. Ivey, who formerly devoted his entire attention to the wholesale trade in Kansas City of the Columbia Co., is now working outside a part of the time.

Two new men have been added to the traveling force of the Edison Shop of Kansas City. They are C. W. Cosgrove, with experience in the retail store at Kansas City, and H. E. Spaan, of Sturgis, Mich., formerly traveler for the Colonial Talking Machine Co.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., made the trip to Sedalia, Mo., with the Kansas City Commercial Club last week to visit the Missouri State Fair. He had plenty to do with the other boosters to fulfill the duties of the trip, but visited the Victor Victrola exhibit and was well pleased with the prominence attained for the display by the Field-Lippman Co. and the effectiveness of the advertising. A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., said: "The prospects for business are really wonderful. We have already had a big increase in September over the same month in 1914 and I hesitate to suggest what the gain for the rest of the year will be."

Mr. Trostler recently returned from Hutchinson, Kan., whither he was called following the Commercial Club trip to close a deal for the transfer of Victrola business there. The Rorabaugh-Wiley Dry Goods Co. has bought the tolerably complete stock of Victor goods of the Wilkinson Music Co., has added fresh lines and is in a position to enter upon a strong campaign. They will get Unico booths and will go at the business energetically and with proper preparation as to outlined plans and methods. Mr. Trostler assisted in establishing the new place.

George F. Sandke, for twelve years a "Columbia" man, has succeeded A. R. Coughlin in charge of the retail floor of the Columbia Co. in this city. Mr. Coughlin goes the second week in October to the St. Louis store in a similar capacity; he is edging back East, having come "originally" from Ohio, and specifically from Cincinnati. Mr. Sandke opened the talking machine department of the Grunewald Music Co. in New Orleans two years ago, when it installed Columbias.

J. F. Shiddell, for the past three years with the Columbia Co. at Kansas City, has gone to Oklahoma City to take charge of the Columbia department of the Rosenfield Jewelry Co. The company will handle Columbias exclusively and the prospects are for a very large business.

W. C. Oberlin, who handled Columbias while in the furniture business in Louisiana, has for the past year been operating a large furniture store at Atchison, Kan., and he has arranged for a Columbia department and the stock has been shipped.

The R. L. Burke Music Co., of Joplin, Mo., is said to be doing a fine business in Columbias, with the town full of investors and real money being produced from the mines—that is, ore that turns quickly into large sums.

John F. Ditzell, manager of the talking machine department of the George P. Peck Dry Goods Co., has proved in the past year that Victor talking machines can be sold with large success by mail order methods.

H. R. Barker is finding his record exchange in the Altman building a popular enterprise.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Introduction of a Tariff on Musical Instruments and Certain Other Products the Great Topic of Discussion—How It Affects the Talking Machine Trade—Some Believe That It Will Help Domestic Trade and Keep Out the Cheap Talking Machine—Reduction in Price of Records—New Catalog of His Master's Voice Records—A Remarkable Volume—Ministering to the Musical Wants of the Army and Navy—Guardsman Records Being Exported—Clara Butt Making Columbia Records—The Beecham Symphony Orchestra Also to Make Columbia Records.

(Special to The Talking Machine World.)

LONDON, E. C., October 1.—That which overshadows all else this month is the introduction of a tariff on certain goods, including musical instruments, imported into England from abroad. It is a measure of supreme importance to the whole British musical instrument trade, and, I may at once state, it is not altogether regarded as an unmixed blessing. The tariff duty is fixed at 33⅓ per cent., and will apply, according to the Government's present intentions, to all foreign countries, and even to British colonies and dependencies. The class of goods specified as dutiable comes under the category of luxuries. Our main imports of musical instruments and parts thereof are derived from France, America and Switzerland. With freight and insurance rates up enormously, a tariff impost ad valorem is likely to seriously affect trade between England and the countries mentioned, the combined extra costs rendering future imports almost impossible. There is, of course, great diversity of opinion on this matter, but official estimates give rise to the strong belief that the Government anticipates its measure will result in forced economy by the people. For the present fiscal year, 1915-16, the import tax is estimated to yield only £20,000 on musical instruments. That in itself is more significant than appears on the surface, for this amount mainly represents the value of parts and accessories necessary to the completion of instruments otherwise of home manufacture. Without these parts a very large portion of our home and export trade must be held up, unless the public is prepared to pay an extravagant price to indulge its musical taste. On the gramophone side we are substantially dependent upon imports of motors, tone-arms, trumpets and soundboxes, while likewise the pianoforte industry cannot get along without reasonably priced actions. Owing to every suitable workshop being engaged on munition work, British manufacturers can neither find the labor nor machinery to utilize for the production of articles of luxury. A few supply factories do exist, it is true, but their output is of a negligible quantity. Of this it would be criminal to complain, yet in view of these circumstances the feeling exists that imports of parts at least from our colonies and allies should not be discouraged by the imposition of such a tax. In foreign markets we cannot hope under such conditions to extend our trade, and thus the benefits, if any, arising from the new import duties are largely offset by the loss of export trade. We heartily welcome the new import duties on complete instruments; there is, however, no apparent advantage in taxing the value of parts imported during the war. When our factories are free to devote their mechanical energy to the development of home and export trade, a general tariff will assist us to export on something like equitable terms with foreign countries. To that end we can but hope that the new policy just introduced is the thin edge of real tariff reform for the future protection of our own markets. Taking a wide and impartial view of the new situation, Louis Sterling, European general manager of the Columbia Co., speaks approvingly of the Government's action, and calculates the trade will benefit by it in the long run. "The cheap machine trade will probably feel the effects of the new duties, more so, comparatively, than the better class instrument business," said Mr. Sterling, "and it will be necessary to raise prices accordingly. For our part, I do not at the moment contemplate any increase in the price of Columbia instruments, because they appeal to a good class public, a community which is feeling the financial stringency of the times more adversely than any other class. It would therefore be injudicious to further restrict trade by raising our prices."

The trade generally, I find, is inclined to the belief that an all-round increase of machine prices must be made within the near future.

Records Further Reduced in Price.

Following upon the announcement in my last published report of the Zonophone record price reduction from half a crown to eighteenpence, there is to be mentioned two more similar changes of policy. The first and most important is the advice that the "His Master's Voice" Co. has introduced a new category of records—double-sided ten-inch at half a crown and twelve-inch at four shillings. Such an epoch-making departure has naturally aroused tremendous enthusiasm among the happy band of "H. M. V." agents, whose field of operations is thereby widened sufficiently to include a large public hitherto excluded, by reason of price,

(*Continued on page* 62.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

REG. TRADE MARK

We will specially record any composition under the Hill & Dale cut, if required, for particular markets.

DOMINANT

GRAMMAVOX

Double Sided
RECORDS of High Repute

SPECIAL POINTS

☞ We offer one of the finest Needle Cut Records on the market.
☞ Guaranteed entirely ENGLISH MANUFACTURE.
☞ Exceptional Quotations for all competitive markets.
☞ Special Labels, if required, reserved to customers.
☞ Guaranteed rapid regular deliveries.

BANKERS: London & South-western Bank, Eng. Cables: Grammavox, London.

Sample parcels assorted, dispatched at *Bulk Rates* on receipt of Currency Draft value £1 Sterling. We solicit correspondence from Wholesale Houses, Shippers, and Factors handling *LARGE PARCELS*. We are prepared to deposit from Wax Masters, or Shells sent in and supply pressings from same at special rates.

Address "Export Dept.," SOUND RECORDING CO., Ltd., Swallow St., Piccadilly, London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued fom Page 61).

from the purchase of these famous records. Subject to certain reservations pertaining to concert and other celebrated artists, the new double discs will carry subjects covering every phase of music by special "H. M. V." talent coinciding with the supreme standard of quality and value upon which the reputation of the Gramophone Co., Ltd., has been built. Dealers holding stocks of records which have either been deleted altogether from the catalog, removed from the single-sided repertory and reissued in double form, or records remaining on the double-sided list at the reduced prices, are offered an equitable exchange scheme by which they may replace such records with the new goods or obtain rebate, as the case may be. Recognizing the full importance of their departure, the company has so planned arrangements that dealers will have not the slightest loophole for complaint. Stocks will naturally increase, as they do under all exchange schemes, but with new records (double-sided) at the reduced figure, I am inclined to think the dealers' main difficulty will be to keep sufficient stock with which adequately to handle the enormously increased sales anticipated. "H. M. V." press advertising of the new goods is in force all over the country. This, in combination with the generous publicity service in the form of posters, window hangers, electros, etc., must result in a big "H. M. V." trade this season.

The other company to fall in line with the eightpenny standard is Pathé Frères, who announce a reduction in the price of their ten-inch double-sided series. In view of the recent tariff imposition of 33⅓ per cent. on imported goods, it would not have been surprising had the company withdrawn its offer. It is anything but a satisfactory position, though there appears to be no question but that the company will maintain its avowed policy. We may be sure it has the matter well in hand and will arrive at a solution consistent with the best interests of all the trade.

Warns Against Copying Music.

The Church Times publishes a warning from the secretary of the Incorporated Society of Authors, Playwrights and Composers, pointing out that copying of musical pieces by church choirs, schools or musical societies to save expense is a legal offense and entails a serious loss on the composers. The paper adds: "It is astonishing to see how many people are completely ignorant of what is meant by copyright. To people in this blissful ignorance it would be perfectly harmless to make copies."

New Embargo on Exports.

The Foreign Office has just issued a proclamation prohibiting the exportation of goods consigned to any persons or bodies of persons in China or Siam other than such as may be notified by order of the Secretary of State for Foreign Affairs of the Board of Trade, to be inserted in the London, Edinburgh and Dublin Gazettes. First lists of approved consignees appeared in a supplement to the London Gazette published September 24. Firms desiring to export goods to the countries in question consigned to traders not yet appearing in these lists should apply to the Foreign Office, which will inquire, if necessary, by telegraph (at the applicant's expense) or by post, of His Majesty's consular officers whether the proposed consignees may be approved as not serving as intermediaries for enemy firms.

News from "His Master's Voice" Company.

An encyclopedic production is to hand from the Graphophone Co. It is a new catalog of its amazing record repertory. My first thought is one of very great sympathy with the gentleman who undertook the responsibility of compiling, revising and proofing it. Some idea of its magnitude may be obtained when I say the book contains close upon 300 pages. The catalog part is so cleverly sectionized and indexed that a child would not fail to promptly locate particulars of any title that one might mention. I will not enter upon statistics, for, if I was to give an estimate of the amount of energy involved, as represented merely by the items listed in one page, it might prove too much of a pill for my readers to swallow. Let it pass that this book of concentrated brains and labor is a stupendous work, illustrating in some measure the ramifications and development of "His Master's Voice" trade.

The company announces that a further series of small ad electros are ready and may be obtained by its dealers for local newspaper advertising free of charge. By this and other means "H. M. V." agents are directed and encouraged along the road of commercial success.

For size and quality the October "H. M. V." list is, in my opinion, the finest issued by the Gramophone Co. for many a day. It is a veritable mine of wonderful music, the crystallized expression of the works of the world's leading composers sung or played, as the case may be, by a score or more of eminent artists. There is itemized, for instance, a fine duet by Caruso and Scotti, the wonderful harmony and blending of whose voices is heard to superb advantage in their rendition of "Dio che well' alma" (God in My Soul), from Verdi's "Don Carlos." Mme. Edna Thornton and Miss Violet Essex keep alive the "Opera in English" section of the supplement with further pleasing contributions of popular operatic numbers, while in "Good Night" we are treated to an exceedingly attractive duet by Dinh Gilly and Mme. Destinn, the former, by the way, in this number making his début on records. Splendid contributions are also listed by a host of other prominent artists—Alma Gluck, Alice Lakin, Hubert Eisdell, Harry Lauder, New Symphony Orchestra, the band of H. M. Coldstream Guards, etc.

A Fine Zonophone List.

As usual, the British Zonophone Co. is up to date in the issue of another grand list of pleasing titles which merit the approval of all its dealers. By the

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 62).

way, the recent price reduction to 18d. has resulted in the company being fairly inundated with orders. Within a few days of the news being known Zonophone record orders totaled well over a million!

Trade Contributes to Toll of War.

Of the many thousands of gallant lives claimed by this terrible war, the gramophone trade can unfortunately count its proportion of victims, almost every company having to record the loss of one or more members of its staff. Having a personal acquaintance with Lieut. Gordon Murdoch, it is with a deep feeling of regret that I have to record his death through shrapnel wounds received during a German bombardment of the trench in which he was located "somewhere in France." The son of George Murdoch (John G. Murdoch & Co., Ltd.), the deceased officer was a well-known figure in trade circles, and by his pleasing personality and ever courteous bearing under all circumstances won for himself a popularity and general respect from all with whom he came in contact. Lieut. Gordon Murdoch has laid down his life for his country's cause—a noble end, surely! The news naturally came as a big shock to his host of trade friends. In common with the many expressions of sympathy which have reached George Murdoch, he will perhaps accept from the writer this respectful note of heartfelt sympathy upon the loss of his brave son, whose splendid work "at the front" has won such a fine tribute from the adjutant of his regiment, the Second South Lancers, of undying fame.

New Guardsman Gramophone Catalog.

A new catalog of Guardsman gramophones, with illustrations and full specifications against each, is to hand from the Invicta Record Co., of New Inn Yard, London, E. C. Three types of instrument are itemized—exterior horn, hornless and cabinet. According to the specification and price, each model typifies very great care in its construction and design, and in these times of short supplies they certainly represent remarkably good value at the prices listed.

At the moment of writing the new Guardsman record list is not ready for review, but I understand it will contain some very fine recordings calculated to invoke general approval. Dealers interested may obtain the list direct from this company, which will also be pleased to forward upon request its new record catalog, inclusive of August repertoire.

Offer to Supply "Hill-and-Dale" Records.

While the needle-cut record predominates in England, there are other parts of the world where the hill-and-dale or phono-cut is most favored. Recognizing this fact, the Sound Recording Co., Ltd., Swallow street, Piccadilly, London, W., which has built up a big reputation as maker of the "Grammavox" series of discs, now announces its willingness to record any phase of music on the phono-cut type of disc. At its disposal this firm counts an exceedingly large and varied repertoire, almost the whole of which is doubtless available to record under the hill-and-dale principle. Large buyers interested may rely upon close attention to their proposals, for the Grammavox people are nothing if not enterprising. They "make good" on quality and price.

Providing Music for the Fighting Men.

Apart from the needs of the home, colonial and foreign markets, an additional field for the development of trade in the direction of ministering to the musical wants of our great army and navy renders necessary the establishment of special departments by some of the gramophone companies. J. E. Hough, Ltd., of Edison Bell fame, has certainly taken the lead in this important work. Be it in harbor or aboard his storm-tossed vessel in the North Sea, Jack is able to enjoy all the best music, topical ditties, etc., by means of records and gramophones supplied by the great British firm mentioned. "Tommy," too, is in an equally favorable position, for here again Messrs. Hough have distributed as free gifts thousands upon thousands of disc records and many gramophones. On top of all this generosity, the daily press recently published a further offer to the effect that the Edison Bell people would give free of charge to hospitals and military encampments 500 boxes, each containing twelve new discs (twenty-four records) and 400 E. B. needles. Since the railway companies refused even to carry these parcels free, Messrs. Hough merely requested applicants to send 1s. for carriage. Within a week practically the whole consignment allotted had been applied for. To read some of the letters, as I was privileged, made one feel that Messrs. Hough's timely thoughtfulness had indeed brought light and joy to many a weary soul "out there," where life and human endeavor is reduced to a mere gamble.

McCormack's "Timbered" Voice.

The American habit of writing such words as "centre" with a final "er" is productive occasionally of curious results, says the Telegraph. For example, in a contemporary John McCormack is described as having "a lovely timbered voice." It is not to be inferred from this, however, that the famous Irish tenor's singing is wooden!

Lieutenant Kennerly Rumford.

For the last eight or nine months Kennerly Rumford has been actively engaged in Red Cross work with our army in France, which services are now officially recognized by his having been gazetted Lieutenant.

Big Increase in Wage Return Figures.

Some explanation of the remarkable boom in gramophones and other musical instruments is found in the official wage return figures just pub-

(*Continued on page 64.*)

J. STEAD & CO., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Springs and Needles
Best Prices—Best Quality
Inquiries Solicited

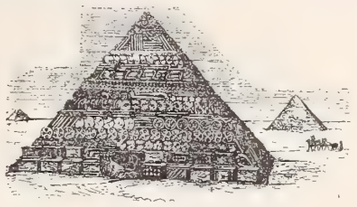
THE HOUSE OF MANY PARTS
WM. COOPER BROS., Ltd.
17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE
COLISEUM RECORDS
(10" and 12" double-sided)
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer together with lists and other interesting pubilicity matter sent free upon receipt of your trade card.

Reno
The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record
Entirely British Made

Wide Selection of Up-to-date Titles
Best and Cheapest Record
on the Market

Safiro Needle
Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day
and
Write for New Illustrated Catalog
W. H. Reynolds (1915), Ltd.
Manufacturers of
Talking Machines, Records, Accessories and Motors
45 City Road, London, E.C., ENGLAND

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.

REGISTERED

TRADE MARK

ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., LTD., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 63).

lished. Wages are up £475,000 per week since the outbreak of the war, and unemployment is now practically non-existent in the large industrial centers of trade activity.

New Special Coliseum Supplement.

From the Coliseum record people I have received a special new supplement which contains particulars of their issues from the various London "Revues." The titles represent all the best successes from this class of musical play, and oversea dealers out to build up a big trade in London "hits" will be advised to write the Coliseum Co. for lists and terms of trading, etc. Of the company's latest program, that for October, I must say it comprises a remarkable aggregation of picked selling titles contributed by well-known vocalists, solo instrumental, band and orchestral combinations. Two good titles are down to the credit of George Crowther (the late Billy Williams' double), and about whom I wrote in my last report. This record, No. 826, is in great demand all over the country. Record 824 is one with a history. It will be rememberd that Billy Whitlock was recently fined (after spending a night in jail) for innocently displaying a swivel light on his motor bike. The record in question parodies his experience, a sort of vocal sketch being delivered thereon by Harry Bluff. Since the composition is the combined work of Messrs. Bluff and Whitlock, it is evident the resultant royalties from the sale of this funny record will more than compensate the latter gentleman for the cost and trouble his court experience involved.

Great Variety in New Winner List.

The latest Winner record list, published in full under the usual column, is replete with good selling issues of a variety appealing to all tastes. Oversea dealers who make a specialty of importing the best of London's musical "hits" will find in the Winner program a very excellent choice, both vocal and instrumental. Fox trots, ragtime, revue successes, ballads, orchestral and band contributions vie with each other for pride of place. And Winner value is not alone confined to up-to-date selections, special praise being due the company for the fine array of artistic talent provided. In point of quality, too, these records represent a tone standard of remarkable fidelity to nature, the recording being throughout as perfect as mechanical art knows. A glance at the list will convey an idea of the Winner value, this program being typical of all others which are comprised in a new catalog, issued recently. The Winner Co. is open to appoint a few more agents abroad. It has a tempting proposition to place before enterprising record houses prepared to handle a big business. Particulars may be obtained from the company, whose address is to be found in its announcement elsewhere in this issue.

"Guardsman" Records for Export.

The Invicta Record Co., Ltd., manufacturer of "Guardsman" records, is, I learn, experiencing a large and growing demand for their goods from all parts of the world. Its sales during the past eight months have been three times as great as even that time last year, and business is still increasing. The Guardsman record is made in one of the oldest record-manufacturing factories in the country. Fortunately it can still keep pace with orders, and the company advises me it is in a position to supply records for the United States and Canada in fair quantities. The company is very busy recording new numbers, and its goodly list of American successes is rapidly expanding. Its own record is needle-cut, but as its recording expert has had a vast experience in phono-cut records I am requested to publish its ability to make records of this description for a strong firm in the United States which can push such a line on competitive price terms. This seems a good chance for a real live house which wishes to run its own record in the States. All inquiries should be addressed to the firm at 1 New Inn Yard, London, E. C.

Military Officers Prove Good Customers.

Apropos the paragraph elsewhere concerning J. E. Hough's large consignments of records to the British army and navy, I learn that their West London depot in Cranbourne street is experiencing a very busy time, it being no uncommon sight to find Manager Percy Willis entertaining a squad of officers at one time. "Record, gramophone and sheet music sales," said Mr. Willis, "are on the upward trend. We have been busy here right throughout the summer, but trade is such to-day that we expect to register record figures this year. By personal attendance and through the post we have built up a very fine sales connection with naval and military officers, from whom we receive daily warm appreciation of the special service placed at their disposal." Excellent!

How Clara Butt Came to Columbia.

The story of how Madame Clara Butt come to head the Columbia Co.'s remarkable recording program for this season is one of the most interesting stories of the day. The famous contralto learned that W. H. Squire, the composer-'cellist, had recently been recording in 'cello solos for Columbia, and asked if she might not be privileged to hear some. Although Mr. Squire's record had not been issued, it was arranged that test prints should be placed at the "divine Clara's" disposal.

Hearing them, Madame Butt expressed considerable surprise at the extraordinary results secured in the recording, and became greatly interested when informed that it was due to the new Columbia recording process. It was suggested that she might like to make tests herself by the Columbia process, and to this proposal she very readily assented. The experimental records proved so satisfying to the singer—exacting though she naturally be—that the natural sequence was a long-term contract to record exclusively for Columbia. This month sees the announcement of the first Clara Butt records on Columbia.

THE EDISON-BELL
VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6

12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

Madame Clara Butt has chosen most representative songs for her debut on Columbia, there being, for example, 10-inch records (4c. 6d.) of "My Treasure" and "The Sweetest Flower That Blows;" 12-inch records (6s. 6d.) of "Abide With Me" (Liddle) and "The Lost Chord," and for grand opera (12s. 6d.) "O Don Fatale," from "Don Carlo."

Miss Rosina Buckman, the famous New Zealand soprano, is to take the leading roles in the new Courtneidge-Beecham opera season at the Shaftesbury Theatre. This artist has two records on the current Columbia list—a 12-inch of Mimi's song from "La Boheme," and "One Fine Day," from "Butterfly," and on the 10-inch list a Maori song, "Waiata Maori."

T. Edens Osborne's Gentle Hint.

From the advertisements of our Belfast friend, Thomas Edens Osborne, I learn that a considerable number of Columbia graphophones have been sent to the British expeditionary force by well-known Belfast citizens. Mr. Osborne takes the opportunity of pointing a moral by implication in the form of a reminder to newspaper readers that Zonophone and "H. M. V." records are reduced in price. The Belfast public will, I guess, not be slow in taking such a nicely veneered hint!

Messrs. Beecham and Squire for Columbia.

In securing the Beecham Symphony Orchestra exclusively the Columbia Co. has scored a decided musical hit, for Thomas Beecham, its leader, is more than a conductor. He is a pioneer, and a daring one. At the age of nineteen he founded an amateur orchestra near Liverpool, and on one occasion successfully deputized for Dr. Richter, who, through indisposition, failed to appear. Six years later he was conducting the Queen's Hall Orchestra, subsequently forming the New Symphony Orchestra, which he organized and led until 1909. Then he founded his own Beecham Symphony Orchestra, which immediately became one of the greatest and most important organizations of its kind, as it is to-day.

In the Columbia records Mr. Beecham takes us through "The Magic Flute" Overture of Mozart, and a more delightful interpretation it would be impossible to conceive. Similarly, in the Russian composer, Borodine's "Prince Igor," we have a different caliber of music, exquisitely delineated.

This new recording result is also strongly shown in the first records by W. H. Squire, the acknowledged leader among English 'cellists, whose first records for Columbia include the Barcarolle from "Tales of Hoffman," Rubinstein's "Melody in F," "Silver Threads Among the Gold" and "La Cinquantaine," all titles whose popularity insures a welcome.

Noel Arnold a Visitor.

Noel Arnold, of the A. H. Mayer Co., New York, was a recent visitor to the London office of this journal. In the course of a very interesting conversation with your representative he drew a comparison between American and British stores which rather suggested we failed to meet his preconceived notions, doubtless in regard to British commercial policy generally. Some other time I will perhaps be in a position to dwell further upon our interview; meantime, the mail must be caught.

ATTENTION—Victrola Dealers

We offer a few specialties to help you sell goods.

The FINEST CABINETS FOR LITTLE MONEY having larger capacity for all kinds of records and albums.

Our mahogany cabinet for style 9 is a wonder, with a lot of talking points all its own. Compartments for all sizes of records, albums, etc.

Our oak cabinet and *cover* for style 6 is not duplicated in the trade. We will send one sample $10 outfit for $6.50 cash encosed (no book accounts at this price, which is less than cost), which when fitted and fastened to your machine will make it look worth double—a fine proposition for you when you are competing with cheap trade.

We have invented, patent pending, The "Silent Prop," which allows covers to be opened and closed without noise or rattle. Same can be adjusted to your machine in a few moments. Retail, 50 cts. Sample, 25 cts., postpaid; $2.00 per doz., with directions.

Descriptive circulars ready, correspondence and a sample order solicited from live wires.

H. A. SAGE

Cabinet Works, 15 Madison Avenue DETROIT, MICH.

(You had better read this over twice.)

TAKES ON THE PATHE LINE.

George Fennell & Co., 2209 Third avenue, New York, one of the most successful furniture houses in the upper section of the city, is a recent addition to the lists of Pathé Frères representatives in local territory. The company carried an attractive advertisement in the Sunday newspapers featuring the $200 Pathephone.

NOW LEASE ENTIRE BUILDING.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., September 20.—The Brown Talking Machine Co., which recently leased the store and basement at 228 Market street, has also rented the three remaining upper floors of the building for the use of its business.

Nine men out of ten believe they are worth more salary than they get. The tenth man *proves* his value—and gets more.

HABIT OF GRANTING COMMISSIONS

Forms the Subject of a Very Timely Letter Sent Out to the Trade Recently by the Manager of the Victor Co.'s Contract Department.

An interesting letter on the "Objectionable habit of granting commissions" was sent out to Victor distributers and dealers recently by L. W. Collings, manager of the Victor Co.'s contract department. This letter discussed the various phases of the commission proposition clearly and concisely, one paragraph reading as follows:

"Discrimination must be made between the representative who is regularly and exclusively employed by you and the ordinary salesman, commission man or agent who sells on commission different lines for other manufacturers or dealers who have other occupations. This latter class prey on the profits of legitimate dealers and do not hesitate to share their commissions with consumers, which demoralizes any well-organized business."

The Sonora Phonograph Corp., 57 Reade street, New York, is sending to the trade an elaborate wareroom hanger and window card which is to be used for display purposes by Sonora dealers. The background of the card is in imitation mahogany figure, while the text is printed in black and gold. This design is both an ornament and a selling force.

A BIG volume of Victor machine sales during the coming three months means that you have excellent prospects for an increased record business for ALL of 1916. Every possible machine should be sold and delivered, and you will require the services of the Silas E. Pearsall Co. to help you secure the MOST business.

Efficiency in machine and record deliveries is the keystone of our service, particularly on "shorts." So, no matter how small your order is, telephone or mail it and you will see in a small way just how you will be handled when you need goods for the PROTECTION of the profits from sales already made.

SILAS E. PEARSALL CO.

18 W. 46th St. (near 5th Avenue), New York, N.Y.

PEARSALL VICTOR SERVICE

All the way from the attractive design on the front cover to the selected Columbia records in the back the November Columbia Double-Disc Record List will be as sure a money-maker as the mint.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

MORE ROOM FOR LABORATORY.

G. C. Jell, General Manager of Columbia Recording Laboratory, Institutes a Number of Important Changes and Improvements —Considerably More Space Now Occupied.

In order to adequately prepare for the exigencies of the coming fall season, which promises to be the most successful and prosperous period in the history of the talking machine trade, G. C. Jell, general manager of the recording laboratory of the Columbia Graphophone Co., inaugurated a few months ago a complete renovation of the recording headquarters at 102 West Thirty-eighth street, New York. From one end of the laboratory to the other Mr. Jell instituted changes and improvements and at the present time this department bears very little resemblance, if any, to the quarters occupied earlier in the year.

For some time the recording laboratory of the Columbia Co. has been sorely pressed for additional space, as the phenomenal growth of Columbia record business since the first of the year had taxed its facilities to the utmost. This lack of room had handicapped the progress of the department and made the changes almost imperative.

The first move launched by Mr. Jell was the acquisition of double the floor space previously occupied by the laboratory, thus giving the recording department the use of three entire floors instead of a little more than a single floor, which it formerly occupied. These three floors were then arranged to give maximum efficiency and convenience in every direction, the plans providing for new furniture and new offices for every single division of the recording laboratory.

Three fully equipped recording rooms were constructed and furnished on the seventh, eighth and ninth floors. It is planned to record the majority of Columbia records on the ninth floor, as in the past, particularly the vocal selections, using orchestra accompaniments. The seventh floor will be used for recording large bands and orchestras, this room being unusually pretentious in size. The recording room on the eighth floor will be given over to personal records, foreign records, trials, etc.

G. C. Jell.

The offices are furnished in oak throughout, Mr. Jell occupying a roomy private office on the ninth floor. The general offices are also located on this floor, with two comfortably furnished reception rooms for the convenience of artists and visitors. Anton Heindl, manager of the foreign record division and Henry D. King, head of the personal record and professional departments, have private offices on the eighth floor, with all necessary facilities at their immediate command.

We have discontinued our sporting goods department and will in the future devote our entire efforts to the distribution of the Victor and Edison (cylinder) goods and all accessories adapted to the Talking Machine industry.

Our specializing will assure you of the best of service.

Give us trial order

W. D. ANDREWS
BUFFALO, N. Y.

ROYALTY PRAISES EDISON DISC.

Duke of Connaught Authorizes Flattering Letter Sent to R. S. Williams & Sons Co., Edison Jobbers in Toronto.

(Special to The Talking Machine World.)

TORONTO, ONT., October 5.—The following is a copy of a letter received by R. S. Williams & Sons Co., Ltd., Edison jobber, from the Government House, Ottawa:

Government House, Ottawa, August 23, 1915.

Dear Sir—In reply to your request, I am commanded by Field Marshal His Royal Highness the Duke of Connaught to inform you that he is very pleased with the Edison diamond disc phonograph which you supplied to Government House. You are entitled to use the words "Patronized by H. R. H. the Duke of Connaught" if you wish to do so. Yours faithfully,

RICHARD NEVILL,
Comptroller of the Household to H. R. H. the Duke of Connaught.

R. S. WILLIAMS & SONS CO., LTD., Toronto.

PURCHASE THE SCHLOSS BUSINESS.

Gardner B. Penniman, trustee for E. Schloss & Co., New York, manufacturers of cabinets and furniture, has announced that the company's entire assets, accounts receivable, merchandise, etc., have been sold to and paid for by the Nanes Art Furniture Co., which latter company will be the successor to E. Schloss & Co. and will continue the business as in the past. M. M. Lindenstein is vice-president of the Nanes Art Furniture Co. and in charge of the sales division.

DEATH OF MISS MILDRED POTTER.

The recording officials of the Columbia Graphophone Co. learned with deep regret last week of the death of Miss Mildred Potter, who passed away on October 1 after an operation for appendicitis. Miss Potter was well known throughout the country as a contralto of exceptional gifts, and her several records in the Columbia catalog have been popular with the company's dealers everywhere.

MAKE AN ASSIGNMENT.

Musical Record Library, Inc., 5 Cortlandt street, made an assignment to Webster J. Oliver on September 21.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., October 6.—SOUND BOX FOR TALKING MACHINES.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,142,883.

This invention relates to a novel construction of a sound box for talking machines, graphophones and other sound recording and reproducing machines, and its object is to improve the construction of the recording and reproducing mechanism, particularly that part known as the sound box and stylus supporting bar, whereby the sound delivered from the diaphragm is greatly improved and a clear and distinct articulation obtained, provision being made for the diaphragm to be yieldingly supported in the box so that it has capacity for vibration adjacent to its perimeter as well as at its center, the sound box and its adjuncts being inexpensive to construct, sensitive in action, easily and quickly repaired and readily accessible for the purpose of inspection or replacement of parts, means being thus provided for a general improvement of the tones, amelioration of the scratchy metallic or grinding sounds common in instruments of this class and for developing the delicate sounds ordinarily difficult to reproduce.

This invention further consists of a novel construction of stylus support embodying broadly the combination of a stylus and a convoluted or resilient support therefor, whereby the requisite freedom of vibration in every direction is imparted to the stylus under all conditions to accommodate or compensate for all inequalities or depressions in the groove of the disc with which the stylus coacts, whereby there is produced a general improvement of the tone reproduced and an elimination of the scratching and metallic harshness heretofore existing.

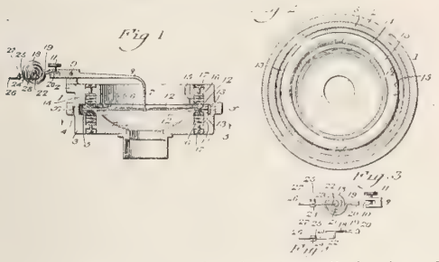
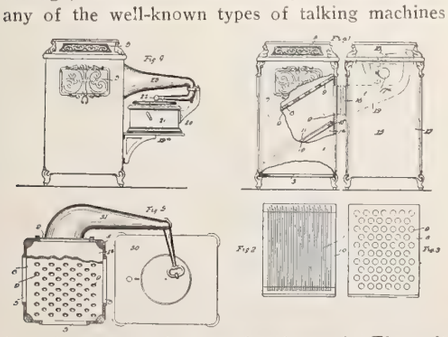


Figure 1 represents a sectional view of a sound box embodying this invention. Fig. 2 represents a section on line *x*—*x*, Fig. 1. Fig. 3 represents a side elevation showing the stylus and its convoluted resilient support in detached position. Fig. 4 represents a front elevation of Fig. 3.

CABINET SOUND-REPRODUCING MACHINE.—Henry C. Miller, Waterford, N. Y., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 1,146,342.

This invention relates to improvements in sound-reproducing machines.

One of the objects of this invention is to provide a supplemental cabinet unit having a sound modifying chamber with a sound passage therethrough, said cabinet unit being associated with any of the well-known types of talking machines in order to vary the reproduced sound. The unit is so constructed that it may be readily associated with a talking machine or removed therefrom to permit said parts to be employed in conjunction with each other or to enable the talking machine to be used alone, according as desired.

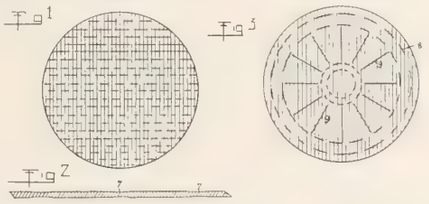


A further object of the invention is to provide a sound chamber having a sound passage therethrough and inclosing a plurality of spaced partition members which subdivide the interior of said chamber and act on the sound waves.

Figure 1 is a side elevation of a cabinet unit partly broken away, and a talking machine of the Victor type associated therewith; Fig. 2 is a plan view of one of the partition members employed in the cabinet unit; Fig. 3 is a similar view of another one of the partition members; Fig. 4 is a view similar to Fig. 1, but illustrating the use of the cabinet unit with a talking machine having an exposed amplifier; Fig. 5 is a plan view of a cabinet unit with still a further style of talking machine, the said unit being shown partially in section.

METALLIC ACOUSTIC DIAPHRAGM AND THE MANUFACTURE THEREOF.—Emanuel Aufiero, Brooklyn, N. Y. Patent No. 1,146,773.

The invention relates to acoustic diaphragms such as are used in telephones, talking machines, and particularly in automobilists' signaling devices and the like.



In the drawings Figure 1 indicates a diaphragm dented by hammer-blows in carrying out the invention; Fig. 2 indicates, in exaggerated manner, a cross-section of a portion of a dented diaphragm, and Fig. 3 is a plan indicating a diaphragm upon which the invention has been carried out by the use of a die.

PHONOGRAPH.—Clinton B. Repp, New York. Patent No. 1,146,519.

This invention relates to phonographs, and more particularly to the means for transmitting sound vibrations from the record to the diaphragm.

The main object of the invention is to provide a phonograph embodying therein a transmitting or vibrator member without a pivotal support intermediate the ends thereof, the ends of said transmitter or vibrator member being respectively adapted to apply pressure to the diaphragm and to support a producer point, the means applying such pressure permitting said member or arm to be projected over a disc record.

A further object is to provide a phonograph wherein the sound vibrations will be transmitted from the record to the diaphragm through a transmitter or vibrator member and pressure will be exerted upon said arm at a single point to simultaneously tension the diaphragm and cause that intimate contact between the reproducer point and the record which is desirable to induce in said transmitter vibrations corresponding with all of the sound waves indicated upon a record.

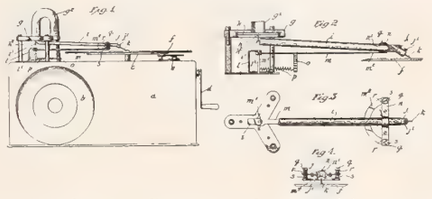
A still further object is to provide in conjunction with an apparatus having the characteristics referred to immediately above means for regulating the pressure exerted by the tensioning member or mechanism.

A still further object is to provide a phonograph of this type wherein the tensioning means will exert a predetermined, proportionate pressure upon the reproducer point and upon the diaphragm.

A still further object is to provide a phonograph of the character described wherein the pressure on the diaphragm may be varied without varying the pressure upon the reproducer point.

A still further object is to provide a phonograph embodying therein a transmitter or vibrator member subjected to pressure acting toward the record and away from the diaphragm, by means of a rigid, swiveling controlling arm, said transmitter being connected to, or supported from, said controlling arm in a manner to avoid any interference with the vibrations passing through said transmitter or vibrator member, or the presence of a fulcrum about which said member oscillates in following the vertical undulations of the record.

A still further object is to provide a phonograph of this character wherein the volume of reproduced sound may be augmented by merely adjusting the stylus or reproducer point. And a still further object is to provide a phonograph embodying therein a transmitter or vibrator member to which pressure is applied by a rigid controlling rod connected therewith in a manner to avoid interference with the free vibrations of said transmitter or vibrator arm or member, said controlling arm being free to have vertical movement with the undulations upon a record and to have lateral movement to permit the stylus or reproducer point to track in the spiral formed by the indicated sound waves of said record.



Referring to the drawings, Figure 1 is a side elevation of a phonograph embodying the invention; Fig. 2 is a detailed view, partly in elevation and partly in section, of the sound transmitter and reproducing mechanism only; Fig. 3 is a plan view of the transmitter or vibrator member and its controlling and supporting arm, one end of said transmitter or vibrator member being broken away to disclose in detail the mechanism thereunder, and Fig. 4 is a front view of the forward end of the transmitter or vibrator member, illustrating the manner of attachment of said member to its controlling arm, and the details of the mount for the stylus or reproducer point.

PHONOGRAPH.—Mzl Fuller, Birmingham, Ala. Patent No. 1,146,418.

This invention relates to improvements in phonographs, or sound recording and reproducing apparatus, and its object is to simplify, lighten and condense the apparatus so that it may be embodied in a small, compact and portable structure which can be conveniently carried in the pocket.

This present invention is especially adapted for use in connection with other inventions of Mr. Fuller the object of all of which is to make it possible to conveniently and cheaply produce small, light records and reproduce from the same so that such records may be transmitted through the mails and interchanged to form a part of business and personal correspondence.

With such an end in view, one important thing is to so simplify and cheapen the means of making and reproducing the records that they can be made generally accessible, and that is the object primarily in view in the present invention, which involves novel features in the construction of the casing or container for the recording apparatus; the tone arm and manner of mounting the same and attaching the sound box thereto; the arrangement and construction of the sound amplifying means; the manner in which the operating mechanism is detachably mounted in the container, and the provision for carrying a number of record discs in the phonograph casing.

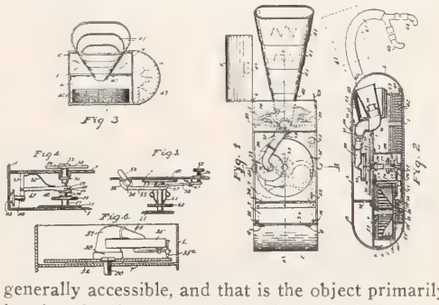


Figure 1 is a top plan view of the phonograph mechanism, with the end and top doors open and

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 67).

the amplifying horn extended and the sound box in its extreme inner position with its recording needle or stylus near the center of the turntable; Fig. 2 is a longitudinal cross-sectional view along the line A—A of Fig. 1, with the end door closed and the horn collapsed; Fig. 3 is a front elevation of Fig. 1; Fig. 4 is a detail view of the mechanism for stopping the record platform; Fig. 5 is a detail view of the mechanism for regulating and stopping the motor; Fig. 6 is a detail view taken on the line B—B of Fig. 1, showing the sound box in starting position.

Manually-Controlled Phonograph Mechanism.—Peter Hesselius, Chicago, Ill., assignor of one-half to Anders G. Dahlquist, same place. Patent No. 1,132,092.

This invention relates to musical instruments incorporating phonographic mechanism and has for its object certain new improvements to be presently set forth, and may be applied to pianos or organs either manually played or mechanically played.

The underlying idea of the invention may readily be explained in connection with a pipe organ. Such an organ is provided with one or more manual key-boards in which the several keys denote the several tones and intervals of the diatonic musical scale. The organ is provided also with a number of stops, the operation of any one of which will connect its own set of reeds or pipes with the key-board, so that the manipulation of the keys will control the supply of air to the pipes or rees of the organ which may be connected with the keys by means of the stops.

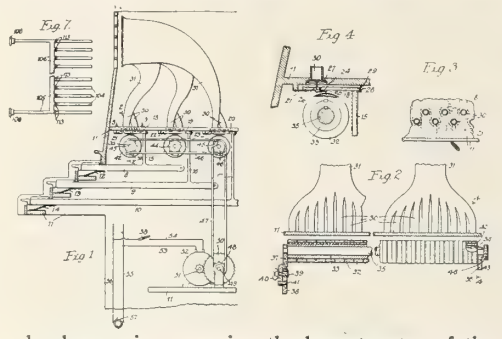
There are certain limitations as to the variety of tones or tone qualities which can be secured from the reeds, pipes, bells, etc., with which an organ may be equipped, and consequently there are limitations upon the tone quality which it is possible to secure in a pipe organ. While, for example, it may be an easy matter to construct a set of reeds to simulate the tone quality of a clarinet or flute, it is difficult if not impossible to construct a set of reeds or pipes which will closely simulate the tone quality of a violin or cornet. The inventor says:

"In accordance with my invention, I may equip an organ with phonographic apparatus for reproducing any desired note of any desired tone quality. The organ is equipped with phonographic apparatus which may be placed under the control of the manual key which represents middle C, whereby the depression of the key will cause the phonographic apparatus to produce a tone having the pitch of middle C, the phonographic apparatus acting to produce the requisite tone as long as the key may be depressed. The organ is equipped with another phonographic record which when reproduced will sound a tone having the pitch of the musical note D. Other phonographic apparatus will produce the other tones of a complete diatonic scale, the phonographic reproduction of each note being under the control of the manual key assigned to each such tone or pitch.

"If one set of phonographic records is made by recording the notes of the diatonic scale, as produced upon a violin, then the phonographic mechanism may be made to sound notes or tones having the violin quality, but under the control of the manual keys of the organ. By means of this arrangement it is possible for an organist to play a piece of music in the usual way by manipulation of the organ keys, the music being produced with the tone quality of a violin, the succession and duration of notes being controlled at will by the organist in accordance with his manipulation of the organ keys.

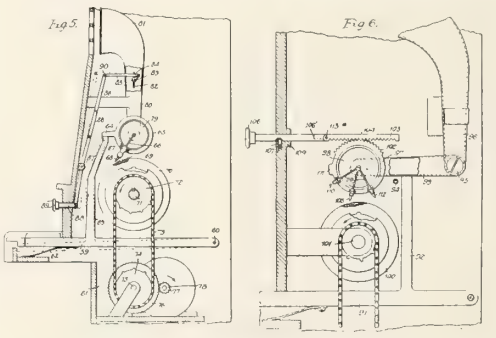
"The organ may be equipped not only with phonographic apparatus containing records of the different notes as produced upon a violin, but it may be equipped also with a diatonic scale of phonographic tones, as produced by a cornet, a bassoon, a trumpet, etc. The phonographic reproductions of the tones recorded upon the phonographic records simulate very closely the tone qualities of the original sounds used in making the phonographic records. As a result, therefore, it is possible to equip an organ with phonographic records which will enable an organist, by manipulating the stops which control the connection between the keys and the several sets of phonographic records, to reproduce orchestral music with surprising fidelity.

"The tone quality of the sounds recorded upon the phonographic records is not limited to the tone qualities of the usual orchestral instruments. For example, the organ may be equipped with a set of phonographic apparatus in which the phonographic record of each note is produced by a human voice or by human voices. Thus a soprano voice can sing a continuous vowel sound, for example 'ah,' with the pitch of each of the notes of the diatonic scale within the range of the soprano voice. An alto or contralto voice may sing the notes of the diatonic scale next lower in register, a tenor voice may sing the next lower notes



and a bass voice may sing the lowest notes of the set. There may be produced in this way a phonographic voice record of each of the notes of a diatonic scale, each of the notes or tones having the quality of the voice or voices when singing the vowel sound 'ah.' When this set of phonographic records, together with the appropriate reproducers, is put under the control of the manual keys, by means of a suitable stop, then the manipulation of the organ keys will cause the organ to 'sing' in conformity with the organist's manipulation of the keys. The music thus produced in the operation of the phonographic reproducing apparatus may be used alone or in conjunction with music produced by the ordinary pipes and reeds of organs heretofore constructed.

"My invention may be embodied in pianos as well as in organs, and the tone producing mecha-



nism whether incorporated in a piano or in an organ, or in a wholly distinct and separate musical instrument of a new class, may be operated by perforated music rolls and pneumatic or electrical actuating mechanism, which may be substantially identical with that with which pianos and organs of the prior art have been automatically 'played.'"

Figure 1 is a view showing more or less diagrammatically one arrangement of the phonographic reproducing mechanism, in which I have employed three sets of keys in conjunction with a like number of cylinders, which co-operate with reproducing needles which produce sounds or notes of different tone qualities. Fig. 2 is a cross-sectional view taken on line 2—2 of Fig. 1, some of the parts being removed for the sake of clearness; this view showing particularly the arrangement of the phonographic record cylinders upon which the tones of the diatonic scale are recorded, and also the device through which the sounds are conveyed to the horns. Fig. 3 is a cross-sectional view taken on line 3—3 of Fig. 1. Fig. 4 is an enlarged cross-sectional view taken on line 4—4 of Fig. 2. Fig. 5 is a view of a modified arrangement wherein a different set of sound boxes is employed in connection with a rotating cylinder upon which the musical tones or notes have been recorded. Fig. 6 is another modification, illustrating more or less diagrammatically an arrangement whereby three different volumes or tone qualities are secured by means of three different needles on each sound box. Fig. 7 is a top view of the mechanism for adjusting the sound boxes employed in the modification illustrated in Fig. 6.

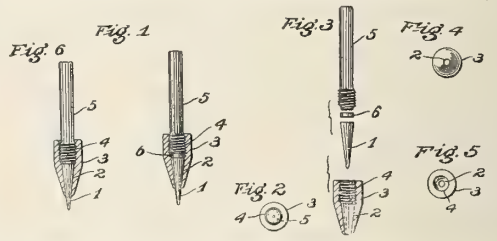
Stylus for Needle for Sound Reproducing Machines. George H. Hiles, Los Angeles, Cal. Patent No. 1,149,514.

An object of this invention is to minimize the wear on the record while reproducing therefrom and at the same time produce a clear, mellow tone from the record.

Another object is to minimize the scraping sound vibrations that the needle ordinarily transmits to the sound box due to the friction between the needle and the record.

A further object is to provide practically a permanent needle point of agate or other hard stone, so mounted as to minimize the liability of breakage and to be easily removable from the mounting in case it becomes desirable to replace the point.

In music vibrations range from forty per second to a little over 4,000 per second, which is a fair example of the number of vibrations undergone by



the stylus of a sound reproducing machine. It is therefore evident that to properly transmit musical vibrations the stylus point and its mounting will have to be joined together in such manner that the stylus will withstand as many as 40,000 vibrations per second and will also withstand a jump within a thousandth part of a second from 4,000 to 40,000 vibrations per second.

An object of this invention is to provide an efficient manner for the transmission to the diaphragm of sound waves registered on a record plate, and for this purpose is provided a needle point fitting along the greater part of its length a taper seat in a socket of hard rubber and projecting but slightly below the socket, and there is also provided a stem of bone.

Figure 1 is an enlarged side elevation of a stylus made in accordance with this invention. The socket is shown in vertical mid-section. Fig. 2 is a plan view of Fig. 1. Fig. 3 is a view of the parts shown in Fig. 1 disassembled. Figs. 4 and 5 are bottom and top end views, respectively, of the socket shown in the preceding figures. Fig. 6 is a view analogous to Fig. 1 of the invention embodied in a different form.

C. L. Pierce & Co., New Britain, Conn., have placed a Victor IV in the Stanley Works in that city, where it is used as a medium of entertainment for the packing girls. It is giving splendid satisfaction, and the girls are delighted with it.

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RECORD BULLETINS FOR NOVEMBER, 1915.

VICTOR TALKING MACHINE CO.

DANCE RECORDS FOR NOVEMBER.

No. Size.

17850 Flirting Whistler—One-step (Le Siffleur Coquet) (M. L. Lake) (Patrick Conway, Director).... Conway's Band 10

Ragging the Scale—Fox Trot (Edw. Claypoole) (Patrick Conway, Director)....Conway's Band 10

17851 Bon Ton One-step (C. Luckeyth Roberts) (Patrick Conway, Director).....Conway's Band 10

Made in America—Fox Trot (M. L. Lake) (Patrick Conway, Director).....Conway's Band 10

35481 Rosalie Waltz (Frank W. McKee)..... McKee's Orchestra 12

Perdita Waltz (Frank W. McKee)..... McKee's Orchestra 12

TWO NEW HAWAIIAN RECORDS.

17803 Aloha Oe! (Farewell to Thee) (Hawaiian Guitars).....Pale K. Lua and David Kaili, of the Irene West Royal Hawaiians 10

The Rosary (Nevin) (Hawaiian Guitar)..... Pale K. Lua of Irene West Royal Hawaiians 10

67418 Lanihuli (My Home in Lanihuli) (Hawaiian Sextet with Native Instruments)..... Toots Paka Hawaiian Troupe 10

Halona (Beautiful Mountain) (J. Elia-Arr. by Sonny Cunha) (Hawaiian Sextette with Native Instruments). Toots Paka Hawaiian Troupe 10

17858 Teach me to Smile, from "The Girl Who Smiles" (Paulton-Philipp-Briquet) ..... Alice Green-Edward Hamilton 10

Auf Wiedersehn, from "The Blue Paradise" (Herbert Reynolds-Sigmund Romberg)..... Alice Green-Harry Macdonough 10

17852 The Sweetest Girl in Monterey (Alfred Bryan-Herman Paley)....James Reed-J. F. Harrison 10

My Sweet Adair (L. Wolfe Gilbert-Anatol Friedland) .....James Reed-J. F. Harrison 10

17853 Put Me to Sleep with an Old-Fashioned Melody (Wake Me Up with a Rag) (Lewis-Howard-Jentes) .....Irving Kaufman 10

Honeymoon Bells (Jean C. Havez-George Botsford) .....American Quartet 10

17855 I Love to Stay at Home (Irving Berlin)..... Billy Murray 10

There Must Be Little Cupids in the Briny (Jack Foley) ..... Billy Murray 10

17857 Dearie Girl (Do You Miss Me) (Margaret Whitney) .....Harvey Hindermeyer 10

That's the Song of Songs for Me (Goodwin-Osborne) .....Harvey Hindermeyer 10

17856 Dancing the Jelly Roll (Nat. Vincent-Herman Paley) .....Collins and Harlan 10

Listen to that Dixie Band (Jack Yellen-Geo. L. Cobb) .....Collins and Harlan 10

A NEW SAXOPHONE-BANJO COMBINATION.

17834 Down Home Rag (Wilber C. S. Sweatman) (Saxophone Sextet) .....Six Brown Brothers 10

Dance of the Bugs—March (Will H. Dixon) (Banjo Solo).....Fred Van Eps 10

TWO APPEALING INSTRUMENTAL GEMS.

17843 Fifth Nocturne (J. Leybach, Op. 52) (Violin, Flute, 'Cello and Harp)....Florentine Quartet 10

The Shepherd Boy (G. D. Wilson) (Violin, 'Cello and Harp) .....Venetian Trio 10

TWO ROLLICKING REELS BY KIMMEL.

17849 Irish Reels—Medley No. 3 (Accordeon Solo) "Cuckoo's Nest," "Mason's Apron,"..... J. J. Kimmel 10

Irish Reels—Medley No. 4 (Accordeon Solo) "Salamango," "Off Key".....John J. Kimmel 10

TWO AMUSING RURAL SPECIALTIES.

17854 The Village Gossips (Rural Specialty)..... Cal Stewart-Byron G. Harlan 10

Uncle Josh Buys an Automobile (Rural Comedy) Cal Stewart 10

TWO OVERTURES BY PIETRO.

35488 Il Guarany Selection, from the Famous Opera by Gomez (Accordeon Solo).....Pietro Deiro 12

Tranquillo Overture (Pietro) (Accordeon Solo) Pietro Deiro 12

FINAL MOVEMENTS OF THE MOZART SYMPHONY.

35489 Symphony in G Minor—Menuetto (3d Movement) (Mozart) ....Victor Concert Orchestra 12

Symphony in G Minor—Allegro assai (4th Movement—Finale) (Mozart)..... Victor Concert Orchestra 12

TWO MORE OF RALPH BINGHAM'S GOOD STORIES.

35490 The Boy in the Bleachers (Comic Monologue).. Ralph Bingham 12

My Possum Hunt (Darkey Story).Ralph Bingham 12

SELECTIONS FROM TWO FAVORITE OPERETTAS.

35491 Gems from "The Lady in Red," introducing Chorus, "Lulu Lavinia"; Solo, "The Waltz of My Heart's Desire"; Solo, "Where's the Girl for Me"; Quartet, "Beautiful Lady in Red"; Finale, "Mister Love Will Catch You Yet".....Victor Light Opera Company 12

They Didn't Believe Me, from "The Girl from Utah" (Reynolds-Kern) ..... Alice Green-Harry Macdonough 12

TWO MORE "SONGS OF THE PAST" MEDLEYS.

35492 Songs of the Past—No. 5 introducing "My Coal Black Lady" (W. T. Jefferson); "My Creole Sue" (Gussie L. Davis); "Little Alabama Coon" (Hattie Starr); "I Guess I'll Have to Telegraph My Baby" (Geo. M. Cohan); "All Coons Look Alike to Me" (Ernest Hogan); "Hello, Ma Baby!" (Max Dreyfus)..... Victor Mixed Chorus 12

Songs of the Past—No. 6, introducing "The Blue and the Gray" (Paul Dresser); "Just as the Sun Went Down" (L. Udall); "Good-Bye, Little Girl, Good-Bye" (Cobb-Edwards); "Break the News to Mother" (C. K. Harris); "Blue Bell" (Morse)..... Victor Mixed Chorus 12

NEW EDUCATIONAL RECORDS.

The Famous Cecil Sharp English Country Dances.

17801 Row Well Ye Mariners, from "Country Dance Tunes," Set 6 (Arr. by Cecil J. Sharp) (English Country Dance) .....Victor Band 10

Jamaica, from "Country Dance Tunes," Set 4 (Arr. by Cecil J. Sharp) (English Country Dance) .....Victor Band 10

17845 The Butterfly, from "Country Dance Tunes," Set 1 (Arr. by Cecil J. Sharp) (English Country Dance) .....Victor Band 10

Three Meet (The Pleasures of the Town) from "Country Dance Tunes," Set 2 (Arr. by Cecil J. Sharp) (English Country Dance)..... Victor Band 10

17846 Goddesses, from "Country Dance Tunes," Set 4 (Arr. by Cecil J. Sharp) (English Country Dance) .....Victor Band 10

Tideswell Professional Morris, from "Morris Dance Tunes," Set 2 (Arr. by Sharp-Macilwaine) (English Morris Dance) ..Victor Band 10

17847 Kirkby Malzeard Sword Dance (The Girl I Left Behind Me), from "Sword Dances of Northern England," Book 1 (Arr. by Cecil J. Sharp) (English Sword Dance) .....Victor Band 10

Flamborough Sword Dance (Three Jolly Sheepskins) from "Sword Dances of Northern England," Book 2 (Arr. by Cecil J. Sharp) (English Sword Dance) .....Victor Band 10

BLUE LABEL RECORDS.

TWO FINE OPERATIC DUETS.

55058 Aida—"Fuggiam gli ardori" (Ah, Fly with Me,") (Nile Scene, Act III) (Verdi) (In Italian).... Lucy Marsh-Paul Althouse 12

Madame Butterfly—"O quanti occhi fisi" (Oh Kindly Heavens) (Love Duet from Finale, Act I) (Puccini) (In Italian)..... Olive Kline-Paul Althouse 12

NEW RED SEAL RECORDS.

64432 Mary of Argyle (Old Scotch Ballad) (Charles Jefferys-Sidney Nelson). Tenor Solo in English.....John McCormack 10

64448 Widmung (Dedication) (Rückert—Schumann) Contralto Solo in German, pianoforte by A. Arndt .....Margarete Ober 10

64482 El Celoso ("The Jealous One) (Danza Habanera) (F. M. Alvarez) Baritone Solo in Spanish.... Emilio de Gogorza 10

64489 Ave Maria (Schubert) Contralto Solo in German. Julia Culp 10

74391 Carmen—Air de la fleur (Flower Song) (Act 2) (Bizet). Tenor Solo in French..... Giovanni Martinelli 12

74433 I Want to See the Old Home (with Male Chorus) (Frank Dumont-James E. Stewart) Baritone Solo in English....Clarence Whitehill 12

74443 Alabama (Spalding) Violin Solo; pianoforte by Sam Chotzinoff.....Efrem Zimbalist 12

74447 Entr'acte from "Rosamunde" (Franz Schubert) Violin Solo; pianoforte by George Falkenstein. Maud Powell 12

74453 The Lost Chord (Proctor-Sullivan) Tenor Solo in English.....Evan Williams 12

87217 Clavelitos (Carnations) (Valverde). Soprano Solo in Spanish, with orch. and mandolin.....L. Bori 10

87222 Faust—Serenade Mephistopheles (Act IV) (Gounod) Baritone Solo in Italian. Titta Ruffo 10

87230 Serenata (English words by Nathan H. Dole) (Moszkowski) Tenor Solo with violin accompanist, in English..... John McCormack-Fritz Kreisler 10

88518 Pique Dame—Arie der Lisa, "Es geht auf Mitternacht" (Queen of Spades—It's Near to Midnight)) (Act III) (Tschaikowsky). Soprano Solo in German.....Emmy Destinn 12

88539 Fiddle and I (Arthur Goodeve) Soprano Solo in English, with violin accompanist; pianoforte by Rosario Bourdon..... Alma Gluck-Efrem Zimbalist 12

88542 Im Herbst (In Autumn) Op. 17, No. 6 (R. Franz) Soprano Solo in German; pianoforte by Rosario Bourdon. .....Johanna Gadski 12

88543 Ma Curley-Headed Babby (Plantation Song) (G. H. Clutsam). Soprano Solo in English..... Frieda Hempel 12

COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS.

Popular Hits for November.

A1825 Floating Down the Old Green River (Kalmar) Tenor Solo, orch. accomp.....Sam Ash 10

The 'Mancipation Handicap (Möhr) Baritone and Tenor Duet, orch. accomp..... Arthur Collins and Byron G. Harlan 10

A1827 Piney Ridge (Möhr). Tenor Duet, orch. accomp. .....Henry Burr and Albert Campbell 10

In the Gloaming of Wyoming (Grant and Young). Tenor Duet, orch. accomp..... Henry Burr and Albert Campbell 10

A1826 You'll Always be the Same Sweet Girl (H. Von Tilzer). Tenor and Baritone Duet, orch. accomp.....James Reed and James Harrison 10

The Wedding of the Sunshine and the Rose (Gumble). Soprano and Baritone Duet, orch. accomp. .....Edith Chapman-Edgar Stoddard 10

A1828 In Alabama, Dear, With You (Orr and De Costa). Orch. accomp.....Peerless Quartet 10

To Lou (Lange.) Orch. accomp..... Peerless Quartet 10

A1831 That's the Song of Songs for Me (Osborne). Tenor and Baritone, Duet, orch. accomp..... Billy Burton and Herbert Stuart 10

My Sweet Adair (Gilbert and Friedland). Tenor and Baritone Duet, orch. accomp..... James Reed and James F. Harrison 10

A1830 Araby (Berlin). Orchestra accomp..... Columbia Mixed Quartet 10

I Love to Stay at Home (Berlin). Baritone Solo, orch. accomp. .....Arthur Fields 10

A1829 Sooner or Later (Olman). Baritone Solo, orch. accomp.....James F. Harrison 10

Eileen, from Old Killarney (Spurr). Tenor Solo, orch. accomp.....Henry Burr 10

NOVEMBER DANCE RECORDS.

A5715 Araby (Berlin)—Fox Trot.....Prince's Band 12

Hello Frisco (Hirsch).—Fox Trot..Prince's Band 12

A5723 Valse a la Mode (MacClure)—Waltz..... Prince's Orchestra 12

A Little Bit of Heaven (Ball)—Waltz. Medley, introducing "Irish Eyes of Love."..... Prince's Orchestra 12

A5724 It's Tulip Time in Holland (Whiting)—One-step. Medley introducing "Everybody Rag with Me".....Prince's Band 12

Haarry Von Tilzer Medley (Von Tilzer).—One-step. Introducing "Sleepy Moon," "Under the American Flag," "If You Feel That Way" Prince's Band 12

Two Fantastic Orchestral Scorings.

A1805 The Lady Picking Mulberries (Kelley)..... Prince's Orchestra 10

Spring Morning Serenade (P. Lacombe)..... Prince's Orchestra 10

Recordings of the Royal Marimba Band.

A1832 Poet and Peasant (von Suppé)—Overture..... Royal Marimba Band 10

Pique Dame (von Suppé)—Overture..... Royal Marimba Band 10

A1822 The Mascot of the Troop (Herbert). Drum Solo, band accomp.....Howard Kopp 10

The Ragtime Drummer (Kuebler)—Drum Solo, band accomp.....Howard Kopp 10

A1823 El Seducion (Nociti). Accordeon Solo..... Guido Deiro 10

Les Patineurs Waltz (Waldteufel). Accordeon Solo .....Guido Deiro 10

A1821 Lost Arrow (Keithley and Thompson). An Indian Romance. Banjo Solo, orch. accomp..... Fred Van Eps 10

Manana One-step (De Lynemon). Banjo Solo, orch. accomp.....Fred Van Eps 10

A1834 My Pretty Lena (Barton). Yodler Solo, orch. accomp. .....Ward Barton 10

I'm Dreaming of You (Barton). Yodler Solo, orch. accomp. .....Ward Barton 10

A1824 The Thunderer March (J. P. Sousa)..... Prince's Band 10

The Last Stand March (Myddleton)..... Prince's Band 10

A5714 Naila Ballet Intermezzo (Delibes)..... Prince's Orchestra 10

The Voice of the Chimes (Luigini)..... Prince's Orchestra 10

A5716 Bouquet of Familiar Melodies. Prince's Orchestra 12

Medley of Indian Songs.....Prince's Band 12

BLUE-LABEL DOUBLE DISC RECORDS.

A1833 Hearts and Flowers (Theo. Moses-Tobani). Tenor Solo, orch. accomp.....Frank Pollock 10

Violets (Wright). Soprano Solo, orch. accomp. Grace Kerns 10

A1818 I'm a Pilgrim, I'm a Stranger (G. W. Marston). Baritone Solo, orch. accomp..... Charles W. Clark 10

That Sweet Story of Old (John A. West). Baritone Solo, orch. accomp.....Charles W. Clark 10

A1813 Canzonetta (D'Ambrosio). Flute Solo, accomp by Barrere Ensemble.....George Barrere 10

The Gondoliers (Nevin). Flute Solo, accomp. by Barrere Ensemble.....George Barrere 10

A1817 I'm Neutral (Williams). Comedian Sketch, orch. accomp.....Bert Williams 10

Indoor Sports (Firth). Comedian Sketch, orch. accomp.....Bert Williams 10

A1815 I Hear You Calling Me (Marshall). Instrumental Trio—Violin, 'cello and piano..... Stehl, Taylor and Bergs 10

The Rosary (Nevin). Instrumental Trio—'Cello, violin and piano.....Revillon Trio 10

A1819 The Blue Paradise (Romberg). "Auf Wiedersehn." Soprano and Tenor Duet, orch. accomp. ....Grace Kerns and Hardy Williamson 10

The Girl from Utah (Pether) "Molly, Dear, It's You I'm After." Soprano Solo with Quartet, orch. accomp.....Edith Chapman 10

A1820 Carry Me Back to Old Virginia (Bland). Unaccompanied. .....Columbia Stellar Quartet 10

Old Oaken Bucket (Geibel). Unaccompanied... Columbia Stellar Quartet 10

A1816 The Owl and the Pussy Cat (De Koven). Unaccompanied. .....Columbia Stellar Quartet 10

The Musical Trust (Hadley). Unaccompanied. Columbia Male Octet 10

A1811 Medley of Old Time Songs, introducing "Annie Rooney," "In the Gloaming," "There's a Tavern in the Town," "Jingle Bells." With orch. accomp. .....Columbia Mixed Quartet 10

Medley of Harrigan-Braham Songs, introducing "I Never Drink Behind the Bar," "Get Up Jack, John Sit Down," "Sweetest Love," "Love Put On Your Bridal Veil," "Never Take the Horseshoe from the Door," "Major Gilfeather," "Hello, Babby." "Babies Living on Our Block," "Twinkling Stars are Laughing," and "Knights of the Mystic Star," Orch. accomp. .....Columbia Stellar Quartet 10

A1814 My Old Kentucky Home (Foster). Guitar Duet.....Helen Louise and Frank Ferera 10

Medley of Hawaiian Waltzes. Guitar Duet..... Helen Louise and Frank Ferera 10

A5713 Regina Coeli (Queen of Heaven) (Lambillotte). In Latin, with orch...Columbia Mixed Quartet 12

Tantum Ergo in F (So Great Therefore) (Goeb). In Latin with orchestra..... Columbia Mixed Quartet 12

A5712 The Redemption (Gounod). "Unfold Ye Portals." Orch. accomp..Columbia Mixed Chorus 12

Gallia (Gounod). Finale. Orch. accomp..... Columbia Mixed Chorus 12

SYMPHONY DOUBLE DISC RECORDS.

Fontana Sings Favorite Operatic Arias.

A5721 Othello (Verdi). "Morte d'Otello." Tenor Solo in Italian with orch...Edoardo Ferrari-Fontana 12

Carmen (Bizet). "Flower Song." Tenor Solo, in French, with orch..... Edoardo Ferrari-Fontana 12

First Recordings of the Eminent Contralto Julia Claussen.

A5719 Good-bye, Sweet Day (Kate Vannah). Mezzo-Soprano Solo, orch. accomp....Julia Claussen 12

Ach, Wie Ist Möglich. (German Folk Song.) Mezzo-Soprano Solo in German, with orch. accomp. ...../.....Julia Claussen 12

Exquisite Singing by Alice Nielsen.

A5717 The Day is Done (Spross). Soprano Solo, orch. accomp. .....Alice Nielsen 12

A Spirit Flower (Campbell-Tipton). Soprano Solo, orch. accomp.....Alice Nielsen 12

Oscar Seagle Glorifies Old Time Melodies.

A5718 The Bloom Is on the Rye (Bishop). Balance Solo, orch. accomp.....Oscar Seagle 12

I'll Take You Home Again, Kathleen (Westendorf). Baritone Solo, orch. accomp..... Oscar Seagle 12

Ancient Hebrew Music Played by Pablo Casals.

A5722 Kol Nidrei (Bruch). Part I. 'Cello Solo, orch. accomp.....Pablo Casals 12

Kol Nidrei (Bruch). Part II. 'Cello Solo, orch. accomp. .....Pablo Casals 12

Delicate Airs Sung by Corinne Rider-Kelsey.

A5720 The Lass with the Delicate Air (Arne). Soprano Solo, in English, with orch. ..... Corinne Rider-Kelsey 12

Flow Gently, Sweet Afton (Spilman). Soprano Solo, in English, with orch. ..... Corinne Rider-Kelsey 12

LATEST EDISON RECORD LIST.

CONCERT LIST.

28215 Elegie (J. Massenet) Soprano Solo, orch. accomp. Helen Stanley

28216 Toreador Song—Carmen (Georges Bizet) Baritone Solo, with chorus, orch. accomp..... Thomas Chalmers

REGULAR LIST.

2701 Aloha Oe Waltz Medley. Hawaiian Guitars..... William Smith and Walter K. Kolomoku

2710 Asleep in the Deep (H. W. Petrie). Bass Solo. with Male Chorus, orch. accomp....William Meyer

2715 Birds and the Brook (R. M. Stultz)..... American Symphony Orchestra

2718 Carmena—Vocal Waltz (Wilson-Richards). Mixed Voices, orch. accomp.....Metropolitan Quartet

2716 Circus Day in Dixie (Albert Gumble) Male Voices, orch. accomp. .....Premier Quartet

2714 Climbing Up De Golden Stairs (F. Heiser) Tenor Solo with Chorus, orch. accomp..... Walter Van Brunt

2719 Daisies Won't Tell (Anita Owen) Contralto and Baritone Duet, orch accomp..... Helen Clark and Jos. A. Phillips

2712 Dance of the Skeletons (Thos. S. Allen).... Sodero's Band

2704 Destiny Waltz (Sydney Baynes) For dancing... Judas' Society Orchestra

(*Continued on page 70.*)

RECORD BULLETINS FOR NOVEMBER—Continued from page 69).

2702 Fairy Tales Overture (Carl Kerssen).....
Edison Concert Band
2708 Gladiator March (J. P. Sousa)..N. Y. Military Band
2707 It's Tulip Time in Holland (Richard A. Whiting)
Tenor Solo, with Chorus, orch. accomp.....
Arthur C. Lichty
2722 Little Pep'—One-step (Ted S. Barron.) For dancing .....Jaudas' Society Orchestra
2700 My Little Girl (Albert Von Tilzer) Tenor Solo with Chorus, orch. accomp.....Arthur C. Lichty
2711 Open the Gates of the Temple (Mrs. Joseph F. Knapp). Tenor Solo, orch. accomp.....
Hardy Williamson
2709 Over the Hills to Mary (Jack Wells). Tenor Solo, with Male Chorus, orch. accomp..Walter Van Brunt
2713 Roberts' Globe-Trot—Fox Trot (Charles J. Roberts). For dancing. ..Jaudas' Society Orchestra
2705 Sailing on the Good Ship Sunshine (David Reed) Tenor Solo, with Male Chorus, orch. accomp...
Irving Kaufman
2706 Spring's Awakening—Waltz Song (Wilfrid Sanderson). Soprano Solo, orch. accomp..Mary Carson
2717 There's a Little White Church in the Valley (Arthur Lange). Tenor Solo with Chorus, orch. accomp. .....Irving Kaufman
2721 Wee Little House That You Live In (It's the Best Place of All) (Mellor, Gifford and Godfrey). Orchestra accompaniment.....Glen Ellison
2703 Welcome to California (Armand Putz). Baritone Solo with Chorus, orch. accomp...O. J. McCormack
2720 Which Switch is the Switch, Miss, for Ipswich: David, Barnett and Darewski). Tenor Solo, orch. accomp. .....Billy Murray

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DOUBLE DISC RECORDS.

2867 The Army of To-day's All Right (Leigh & Lyle).
Yorke and Cove 10
There'll be Nothing but Boys in Khaki by the Seaside (Godfrey, Penso & Wright).....
Yorke and Cove 10
2868 The Yeomen of England (Hood and German).....
Lieut. Herbert Heyner 10
The Old Soldier (Ambient and Bevan).....
Lieut. Herbert Heyner 10
2869 When You Come Home (Weatherley and Squire)
Ivor Foster 10
A Perfect Day (C. Jacobs Bond).....Ivor Foster 10
2870 Megan (Weatherley and Novello)...Ivor Walters 10
All That I Ask (Bailey and Coleman).....
Ivor Walters 10
2871 Hors d'œuvre—Fox Trot (Comer). With accomp. by Bohemian Band.....
Murray's Ragtime Banjo Quartet 10
Beets and Turnips (Hess and Ahler). With accomp. by Bohemian Band .....
Murray's Ragtime Banjo Quartet 10
2872 Pretty Pauline (Laurendeau).....
Band of H. M. Irish Guards 10
San Su Wa.....Royal Court Orchestra 10
2873 There's a Long, Long Trail (King and Elliott)
William Newton 10
There's Someone Wants You (Goldburn and Dent)
William Newton 10
2874 The River of Years (Beverley and Marzials)....
Miss Mabel Mann 10
Softly Awakes My Heart (Samson and Delilah) (Saint-Saëns).....Miss Mabel Mann 10
2875 It's a Long Way to Tipperary.....Jack Judge 10
It's Time They'd Finished It Now....Jack Judge 10
2876 The Aba Daba Honeymoon—Ragtime (Fields and Donovan).....The Two Bobs 10
He's a Rag Picker—Ragtime. (Irving Berlin)
The Two Bobs 10
2877 Dear Old Saturday Night, from "Push and Go"
Doreen Herbert and Ted Yorke 10
Be My Pal from "Push and Go."....
Doreen Herbert and Ted Yorke 10
2878 Just We Two and the Moon (Arthurs and Hirsch)
Cove and Thompson 10
Same Sort of Girl (Smith and Kern).....
Cove and Thompson 10

NEW DEPARTMENT IN KANSAS CITY.

Jones Store Co. Opens Handsome Showrooms for Victor Line, with Harry B. Bibb in Charge—Have Excellent Trade Prospects.

(Special to The Talking Machine World.)

KANSAS CITY, MO., September 27.—The Jones Store Co. has put in a talking machine department, featuring the Victor line, which is proving very successful. The parlors are on the third floor, the same floor with the lunch room, the hair dressing department and the ladies' parlors. This gives everyone a chance to hear the music from the department, whether they have "talkers" on their minds or not. And, of course, hearing the music soon puts it on their minds.

Harry B. Bibb, formerly of Dallas, Tex., has charge of the department, and is very enthusiastic over the prospects. Mr. Bibb has been in the business for fifteen years, first with the Conway people in St. Louis, then with Columbia and Edison branch stores; later with the Schmelzer Arms Co., of this city, which position he left three years go to accept a place with the Field-Lippman Stores in Dallas, Tex.

"And in all my experience," said Mr. Bibb, "I never had charge of a department with better prospects than we have right here in the Victor department of the Jones Store."

VICTOR-MACY CASE REOPENED..

The case of the Victor Talking Machine Co. vs. R. H. Macy & Co., which was dismissed by Judge Hand last March, was taken to the Circuit Court of Appeals, which affirmed the dismissal. The Circuit Court, however, granted the Victor Co. leave to file an amended complaint, and on September 15 the case was again dismissed by Judge Hough, of the District Court at New York. The case has again been appealed to the Circuit Court, and is still open.

BUSINESS IS EXCELLENT,

Says W. H. Meyer, Sales Manager of A. F. Meisselbach & Bro., Who Is Visiting the Trade and Booking Many Orders.

W. H. Meyer, sales manager of A. F. Meisselbach & Bro., Newark, N. J., who is touring the country in the interest of Balance Sound Boxes and Meisselbach motors, is planning to return home about the first of November.

Mr. Meyer reports that business is excellent and that the outlook is most optimistic. "One thing that I noticed particularly," said Mr. Meyer to The World representative, "is the demand for high-class products of all kinds. Included in this naturally is the growing business on Balance Sound Boxes, which are sold by Edison jobbers and dealers.

"We first started with Balance Sound Box No. 1, and then brought out No. 2, and recently we introduced box No. 3, for concert work and dance music. All of these three styles are built in the usual Meisselbach quality and are acknowledged as examples of a high type of manufacture."

TO HANDLE THE PATHEPHONE.

The French-American Phonograph Co. has leased the store at 487 Fifth avenue, New York, between Forty-first and Forty-second streets, where it will open an exclusive Pathephone shop, handling the products of the Pathé Frères Phonograph Co. exclusively. According to present plans, the store will open on October 15, and elaborate furnishings and decorations are now being installed. An extensive advertising campaign will be introduced, and new ideas to attract the attention of the public to the store are in course of preparation.

VICTOR HELPS TO DEALERS.

Monthly Batch of Literature Just Sent Out Should Aid in the Development of Fall Business—Why Records Should Be Placed in Hand Early to Benefit by Fall Demands.

The Victor Talking Machine Co. sent to its dealers this week its usual monthly batch of literature to aid in the development of fall business. October literature was particularly timely and effective, two very attractive window streamers announcing the arrival of the new records being unusually striking in their color scheme. Other publicity helps contained in this monthly envelope were as follows: October supplement, two October hangers, newspaper review of October records, sheet of ready-made advertising electrotypes, copy of October magazine and educational advertising, copy of October farm paper advertising, sheet of foreign and domestic numerical pasters and supplements of new Arabian, French, German, Hebrew, Hungarian, Italian, Russian and Swedish records.

Referring to the advisability of placing record orders as far in advance as possible, a letter accompanying this literature said in part:

"As for your stock of goods—there is no time to lose! You may have heard that before, you may hear it again, but that doesn't alter the fact that it is absolutely true to-day. Don't make any mistake, there's going to be an enormous business done this year—more than ever before; but no dealer can furnish what he hasn't got, and worse still, he probably won't get a second opportunity. Get in the biggest order you have ever placed and earlier than you ever placed one. The customers you make this fall will stick to you for years. The customers you lose will stick to someone else."

NEW QUARTERS IN CEDAR RAPIDS, IA.

(Special to The Talking Machine World.)

CEDAR RAPIDS, IA., October 1.—The handsome new store of the Grafonola Co. at 220 Third avenue, this city, was formally opened recently and the effect indicated that the several weeks spent in preparing the new quarters had not been in vain. The Grafonola Co., of which Charles J. Gramling is manager, handles both wholesale and retail business in the Columbia line. W. C. Fuhri, district manager for the Columbia Graphophone Co., with headquarters in Chicago, and F. F. Dawson, secretary-treasurer of the Grafonola Co., attended the opening.

OUTING OF JEWEL DEPARTMENT.

The first annual outing of the staff of the jewel department of the phonograph works of Thomas A. Edison, Inc., was held at Muhsgung's Grove, Springfield, N. J., last month, with about forty employes of the company and their friends present. The party rode to the grove in motor trucks, and after participating in a series of games enjoyed an elaborate chicken dinner.

P. C. Sweeney, of the sales staff of the Edison Shop, 473 Fifth avenue, New York, has resigned to accept a similar position with the Phonograph Corp. of Detroit, Edison distributer.

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READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

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¶ Cabinets beautifully designed and constructed and finished on all four sides.

¶ An Automatic Stop *that works* perfectly—as well as a Motor Meter and Spring Control.

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PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, November 15, 1915

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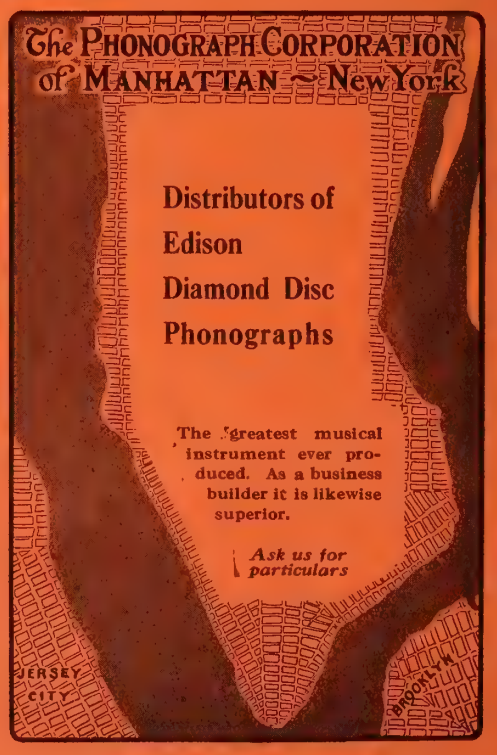


The Talking Machine World

Vol. 11. No. 11. New York, November 15, 1915. Price Ten Cents

THE STEVENS BILL SHOULD WIN HEARTY TRADE SUPPORT.

Members of Talking Machine Trade Are Working Hard for Passage of This Measure at Next Session of Congress—Interesting Remarks of Dr. Lee Galloway—Text of the Bill.

The members of the talking machine trade, both manufacturers, jobbers and dealers, are in the heartiest sympathy with the purposes and objects of the Stevens Price Maintenance Bill, to be introduced again in the next Congress. The members of the national and local associations, as well as prominent merchants throughout the country, are getting in close touch with Members of Congress and presenting arguments and important data whereby the passage of this bill, so much desired by the trade, may be made possible.

It is interesting to note that at a recent meeting called by the Conference of the Independent Retailers of the Metropolitan District, Inc., of New York, there was an interesting discussion regarding the Stevens bill, the principal address being made by Dr. Lee Galloway, professor of commerce and industry of New York University, who spoke in most commendatory terms of the Stevens bill. He said there was no reason why a manufacturer should not have the right to place certain restrictions around the sale of his merchandise, instancing in this connection the restrictions which frequently are embodied in real estate contracts.

"The basic principle of the Stevens bill," said Dr. Galloway, "is that it would give the manufacturer the right to make a contract in selling his goods such as he formerly possessed, but which has since been denied him by the courts. Under the proposed law, the manufacturer through such contract would be able to insist that his goods be resold at a certain price and would be able to impose certain penalties if the contract were violated."

He denied that the bill was contrary in any way to public policy and declared that 90 to 100 per cent. of the retailers of this country are in favor of price maintenance.

Dr. Galloway said that one of the effects of the Stevens bill would be to eliminate the greatest weapon of monopoly, price-cutting. "The retailer," said he, "is serving his own interests when he supports the measure. It will save the merchant the trouble of going to bed fearing that the next morning he will see in his competitor's window a sign offering goods at a price at which he cannot make a profit. As to the manufacturer, the bill has resolved itself into a guarantee that the manufacturer may retain his property in a trade-marked name."

At the request of many members of the trade, we print herewith the full text of the Stevens bill, the passage of which is so much desired by the members of the talking machine industry:

Full Text of Measure Known as the Stevens Bill.

A Bill to prevent discrimination in prices and to provide for publicity of prices to dealers and to the public.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer, or owner thereof, under trade-mark or special brand, hereinafter referred to as the "vendor," it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any Territory of the United States, or in the District of Columbia, or between any such Territory and another, or between any such Territory or Territories and any States or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, That the following conditions are complied with:

(A) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract of sale; nor shall such vendor be a party to any agreement, combination, or understanding with any competitor in the production, manufacture or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or to the public.

(B) Such vendor shall affix a notice to each article of commerce or to each carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such article to the public, and the name and address of such vendor, and bearing the said trade-mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages or other receptacles inclosing the same.

(C) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to dealers at retail from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other device whatsoever.

(D) Any article of commerce or any carton, package, or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (C): First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt, or a receiver of the business of such dealer shall have been appointed, provided that such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, or, second, if such article of commerce or contents of such carton, package, or other receptacle shall have become damaged, deteriorated, or soiled: Provided, That such damaged, deteriorated, or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated, or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated, or soiled, and that the price thereof is reduced because of such damage.

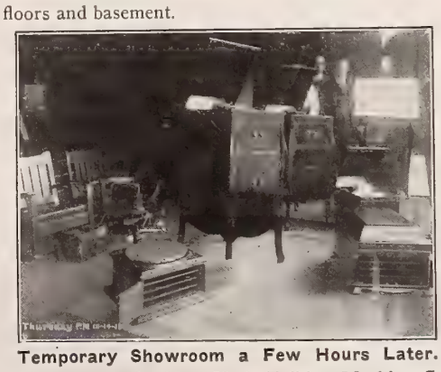
FIRE NO HANDICAP TO SUCCESS.

How Harrison & Dalley, of Nyack, N. Y., Triumphed Over Disaster, Thanks to the Efforts of the New York Talking Machine Co.

The accompanying photographs will give a fair idea of the enterprise and aggressiveness of the New York Talking Machine Co., New York, Victor distributer, and its desire to extend its dealers every possible service and co-operation, regardless of the handicaps it may be obliged to surmount.

These pictures were taken shortly after a disastrous fire had totally destroyed the department store of Harrison & Dalley, Nyack, N. Y., which had maintained a good-sized and successful Victor department. The store was an absolute loss, not one article being saved throughout the building, which had been a modern one, consisting of two floors and basement.

Photographed After the Fire.



Temporary Showroom a Few Hours Later.

As soon as the New York Talking Machine Co. was advised of the fire it arranged for J. J Davin, of the company's staff of traveling representatives, to make a hurried trip to Nyack, N. Y., and stay there until the store's Victor department had found suitable temporary quarters.

Mr. Davin followed his instructions to the letter, and, as the footnotes on the photographs indicate, had succeeded in arranging a Victor showroom the day after the fire occurred. The two pictures, showing the scene on the morning of the fire and the display of Victor products that same afternoon, speak volumes for Mr. Davin's untiring energy.

W. H. Fisher, manager of Harrison & Dalley's Victor department, who may be seen in the photograph with Mr. Davin, is a live-wire Victor enthusiast, and although his department is now a mass of ruins expects to close quite some business in the temporary store near by the old building. Incidentally, the store's Victor department was the first department to locate quarters and open for business after the fire.

NEW STORE IN PROVIDENCE.

J. W. McCabe to Handle Large Line of Crescent Machines and Records.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 9.—J. M. McCabe, for years identified with the Providence piano trade, will open a new piano and phonograph store on Empire street. He has purchased a big array of the Crescent line and will open up all ready for a big talking machine business, which his position on the new street should bring him.

INVOLUNTARY PETITION FILED

Against the Houston Phongraph Co.—Alleged Concern Committed an Act of Bankruptcy.

(Special to The Talking Machine World.)

HOUSTON, TEX., November 5.—An involuntary petition in bankruptcy has been filed against the Houston Phonograph Co., of this city. The petitioning creditors are the St. Louis Bank, K. H. Easter and J. A. Forsythe. It is alleged that the concern committed an act in bankruptcy by transferring all of its assets to a committee of trustees for the benefit of its creditors. In addition to talking machines the Houston Phonograph Co. also handled automatic pianos and musical merchandise.

The Parkinson Piano House, Providence, R. I., is the latest entrant into the talking machine field in that city, handling the Crescent talking machines. Manager Avery, of the new department, is planning a strong local campaign.

A certificate of corporate amendment has been filed under the laws of Delaware to increase the capital stock of the Pathé Frères Phonograph Co., of New York, from $750,000 to $900,000.

"EDISON WEEK" A BIG EVENT IN SAN FRANCISCO.

Visit of Great Inventor to Exposition Centered Special Interest in This Occasion in Which Many Dealers Participated—Delay in Shipments Owing to Panama Canal Slide—Victor Co. Presents "I Pagliacci" in Pantomime—New Sonora Agents—News of Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., November 2.—The temporary closing of the Panama Canal to traffic inconvenienced the local talking machine distributers to a considerable extent. Several large shipments were held up at the canal and immediate measures had to be taken by local firms to prevent a serious shortage in stock. In some instances duplicate orders were wired at once to come by rail, and the situation is now being relieved by the arrival of these goods. Other lots have been rerouted to come through the Straits of Magellan. Such shipments are due here about November 20, in ample time for the holiday trade, so no further serious difficulties are anticipated.

Celebration of Edison Week.

While Edison Week was celebrated generally throughout the United States, it probably meant more in San Francisco than in any other city of the entire country on account of the presence of the great inventor. He and his party arrived on Monday, October 18, and remained until the 26th. They spent much of their time at the exposition, and numerous social events and special programs were arranged in their honor. Greater interest has not been shown in anyone's presence at the exposition during the entire period than in Edison's The crowning event was the observance of "Edison Day" on the 21st. If any proof of his popularity were needed it would have been found on that occasion, when thousands of exposition visitors gathered at Festival Hall, where the formal exercises were held. Before the exercises Mr. Edison was President Moore's guest of honor at a luncheon in the Administration Building. A feature of the afternoon program was the presentation of an exposition commemorative medal to Mr. Edison by President Moore. Samuel Insull, of Chicago, lifelong friend of the inventor, delivered the oration of the day, following a vocal solo by Miss Christine Miller, a young artist who assists Mr. Edison in his tone testing experiments. After the ceremonies she gave a free recital with a phonograph, reproducing her voice to demonstrate the accuracy of the records made in the Edison laboratory. A special exhibit of Edison's inventions in the Palace of Transportation was crowded all day. The day's festivities were brought to a fitting close by a great illuminative display, including an "Edison Salute" of rockets which consumed a half-ton of explosives; an exhibition drill by the fireboats, and an illuminated aeroplane flight.

T. A. Edison Visits Downtown Shops.

While in San Francisco Mr. Edison visited the downtown talking machine establishments, at all of which handling Edison products special window displays were featured. Mr. Edison spoke enthusiastically regarding the outlook for holiday trade. He said he thought there would be ample Edison records, but he was afraid the machine supply would hardly be sufficient for all requirements. In speaking of his future plans, he said: "We are going to have scientific music next. I am going to produce all the symphonies of Beethoven by phonograph, so that one can hear them as perfectly as if listening to a big philharmonic orchestra. I am constructing a huge concrete bowl, forty-two feet in diameter, arranged with wires which will catch all the sound waves. I will place all the musicians underneath this bowl, and not a single sound wave will escape reproduction. As it is now, many sound waves get away."

Another feature of Edison Week was a private hearing on Friday evening of Miss Christine Miller in a number of her favorite songs at the Scottish Rite Auditorium. On that occasion Miss Miller consented that Edison's recent laboratory recreation of her voice be heard in comparison.

Chas. K. Haddon a Visitor.

Charles K. Haddon, vice-president of the Victor Talking Machine Co., was a recent visitor to San Francisco and the exposition, and word has been received that President Johnson and Mrs. Johnson will visit the Pacific Coast shortly, probably arriving here the latter part of November.

Getting Victor Goods by Rail.

Andrew G. McCarthy, of Sherman, Clay & Co., says that they had quite a bit of Victor goods held up at the Panama Canal when the slide came, but that they are getting shipments through by rail, so they can handle orders quite promptly again. He looks for a record holiday business. He enjoyed a duck hunt recently with Leon F. Douglas, of the Victor Co., who makes his home in San Rafael, Cal.

Give "I Pagliacci" in Pantomime.

The Victor Talking Machine Co., in co-operation with the Panama-Pacific Exposition, presented Mlle. Louise Le Gai and company in the pantomimic form of Leoncavallo's masterpiece, "I Pagliacci," and, for divertissement, "La Tzigane," in Festival Hall, on the exposition grounds, Wednesday evening, October 27. Lovers of the beautiful in ballet there enjoyed an evening of music and dance unique in its beauty, superb in its perfection of detail, and exceeding in elegance even the high standards previously established by Victor productions arranged under the supervision of Manager Everett Worthington, of the Victor Temple. The production attracted so much attention that it was repeated the following evening with even greater success than on the opening night.

W. S. Gray Back from the East.

W. S. Gray, Pacific Coast manager of the Columbia Graphophone Co., is back from an extended Eastern trip, and he says he found Columbia stores busy in every city he visited.

F. R. Anglemeir, manager of the local branch of the Columbia Co., says the November list of records is meeting with popularity here, especially the Marimba record, which was made at the exposition in this city by the famous Marimba Band that has been attracting large crowds to the Guatemala Building.

Hale Bros. Enlarge Department.

The Victor department, on the third floor of the Hale Bros.' department store, has been greatly enlarged and improved. It is under the management of Miss Mae Springer, and she is arranging many special events to stimulate interest in this part of the business during the winter months, the first being Wednesday afternoon concerts in the Pompeian Court on the sixth floor.

H. C. Capwell Co. Opens Edison Department.

A new Edison department is being added by the H. C. Capwell Co., which conducts one of the leading department stores in Oakland, Cal. It will be under the supervision of O. S. Grove, and is being nicely fitted up.

Clarence Anrys, son of the general manager of the Wiley B. Allen Co., who has been connected with the talking machine department at the San Francisco store for some time, is now in charge of that part of the business at the Oakland store.

New Sonora Agents.

F. B. Travers, manager of the Sonora Phonograph Co., says the holding up of shipments at the Panama Canal inconvenienced his firm for a short time, but that rail shipments are now coming through so orders can be handled quite promptly again. He made a trip down the San Joaquin Valley recently, during which he arranged for several new agencies in that section. He was gone ten days, and in that short time placed the line in eight different towns. About the same time a deal was consummated whereby the Bush & Lane Co. secured the exclusive wholesale agency for Sonora Phonographs in the States of Washington and Oregon. The addition of the new agencies will care for a greatly increased demand for Sonora goods on the Pacific Coast, and Mr. Travers says business at the local store is going ahead very satisfactorily.

Very Sorry, We Haven't That Record In Stock

One of our dealers writes us that by reason of being obliged to say the above to their customers repeatedly last year, their till "missed approximately $500.00." And to guard against a repetition this year they placed with us a stock order for 666 Victor Records of 299 selections which by experience they felt would be difficult to get promptly during the rush season. Upon delivery of the order, this dealer writes us as follows:

"WHY WE LIKE EASTERN SERVICE"

"We wish to congratulate your efficient Wholesale Department upon the delivery of our order for 666 Victor Records, selected from 299 title numbers. Every Record we desired was sent us—in other words, the order was filled 100% complete."

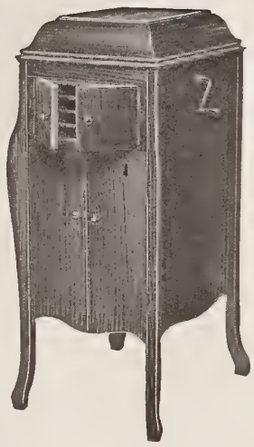
While We Do Not Claim To Be Able To Fill All Orders Complete We Do Claim That Eastern Service Is the Best

Successful New England Dealers Are Using It, Why Not You?

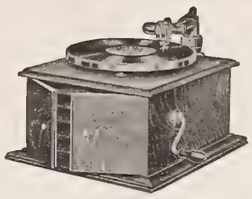
THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East



Victrola X, $75
Mahogany or oak



Victrola IV, $15
Oak

Victrola VIII, $40
Oak

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

This important question is confronting the people of the whole country.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor dealers everywhere.

It will help to make this the biggest holiday season you ever had—even ahead of the phenomenal business of last Christmas.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Gately-Haire Co., Inc.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co. Greenhut Co., Inc.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co. The John Elliott Clark Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

Stewart Talking Machine Co.
Victor Goods Exclusively
Indianapolis

NEW BUEHN HOME IN PITTSBURGH.

The Buehn Phonograph Co. Leases Six-Story Building at 513 Wood Street Which Will Be Occupied Early Next Month—Frederick Enlarges Victrola Department—Edison Week Celebrated—New Talking Machine Dealers—Schroeder's Enlarged Quarters.

(Special to The Talking Machine World.)

PITTSBURGH, PA., November 9.—Business with the Pittsburgh talking machine trade has been highly satisfactory, and the month of November promises to set a fine mark in sales of both instruments and records. A number of concerns have found it necessary to enlarge their space and add to their forces recently in order to care for increasing business. Dealers throughout this territory are sharing in the general prosperity due to the activity in iron and steel industries.

The Buehn Phonograph Co., Inc., 713 Penn avenue, has leased for a long term of years the six-story building at 513 Wood street, formerly occupied by the Kleber & Bro. Piano Co., and will remove to that location as soon as the establishment is remodeled. The Buehn Phonograph Co. is the jobbing agency for the Edison talking machine in the Pittsburgh territory. Founded in 1911, the concern has experienced a rapid growth and now has one of the largest businesses of its kind in the country. Within the past year the expansion in trade has made the present quarters of the company inadequate for its needs. The building just leased is located in the busiest part of the downtown section and is admirably fitted for the requirements of the Buehn Co. The first floor is being fitted up as a salesroom with four unit-construction demonstration booths. The second floor will be used as a recital hall and the rest of the building will be occupied by offices and warerooms. The contract has been let for remodeling the front of the structure, and it is hoped to have the new quarters ready for occupancy early in December.

The Buehn Phonograph Co. reports the following new Edison dealers starting business in western Pennsylvania during the past few weeks: The Scott Furniture Co., Pittsburgh; John Bonner, Juniata, and W. B. Pfleghardt, Charleroi.

The talking machine department of the Schroeder Piano Co. is now comfortably established in its recently enlarged quarters, which are among the finest in the city. The six sound-proof parlors, two of which are new, have been richly carpeted and furnished throughout in a tasteful manner. This concern handles the Columbia lines exclusively and has just added a new stock of the Columbia electric, which is meeting with marked success. Manager George Remensneider, has added to his sales force recently.

The W. F. Frederick Piano Co. is enlarging its Victrola department by the addition of five sound-proof booths, which will be completed within the next few weeks. Through the responsiveness of the public to the charm of the Victrola and Victor records the number is being increased to thirteen. This department of the W. F. Frederick store now occupies the entire main floor for display and demonstration purposes and the third floor for warerooms. Manager George Hards has added a number of experienced salespeople to his force recently.

Edison Week, October 17-23, was observed in a fitting manner by all the local Edison dealers. Lively interest was manifested in the window display contest, and many striking and very artistic exhibits resulted. There were thirty-two contestants in the Pittsburgh district, all of whom made highly creditable showings.

Hamilton's Special Edison Window.

The Talking Machine Shop, Jenkins Arcade Bulding, is doing an excellent volume of business, both in Victrolas and records, and Manager H. N. Rudderow reports a steady increase in trade during the past month. Daily Victrola recitals are attracting many visitors.

Spear & Co., prominent furniture dealers of this city, have recently added a tastefully arranged Victrola department. Miss Stover, formerly with the Boggs & Buhl talking machine section, has assumed the management.

The W. F. Dufford Co., a leading furniture house of New Castle, Pa., near Pittsburgh, has recently established a new talking machine department in its store and carries the Edison, Columbia and Sonora lines as well as records.

Harvey U. Tobias, music dealer of 11 West Main street, Grafton, W. Va., has recently acquired the agency for the Edison phonographs and records.

CONCERTAPHONE CO. INCORPORATED.

The Concertaphone Co. was incorporated last week at Albany with a capital stock of $15,000 for the purpose of making and handling talking machines and appliances. The incorporators are: W. C. Rittenberg, A. Shabshelowitz and H. Goldstein, New York.

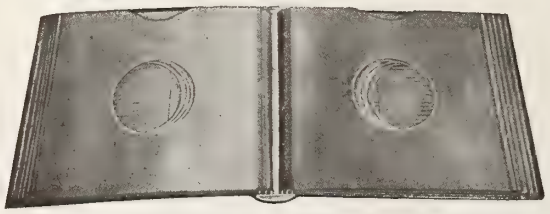
PATHE DISTRIBUTING AGENTS.

The Pathé Frères Phonograph Co., New York, announced last week that the Berkhoel Music Co., Salt Lake City, Utah, becomes distributing agent for the Pathephones and Pathé discs in its territory. This concern is one of the best known piano houses in the West, and is well prepared to handle a large Pathé business.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

NYACCO TRADE MARK

METAL BACK ALBUMS
Give 300% More Service Than Any Other Album


NYACCO ALBUM WITH SOLID METAL BACK

THEY ARE PATENTED

No other Album like it has been or can be manufactured.

Send for Sample

NEW YORK ALBUM & CARD CO., 23 Lispenard St., New York

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

There's a lot in the power of suggestion, and we're using this phrase extensively in our advertising to suggest the Victrola for Christmas.

We get the people thinking "Victrola," and then it is easy for you to get action.

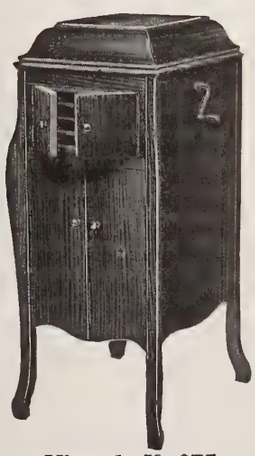
And there's going to be plenty of action this coming holiday season.

With every Victor dealer doing his part, the volume of Christmas business will be unprecedented even for the Victor.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.



Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVIII, $300
Victrola XVIII, electric, [$350]
Mahogany

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Glad. Henderson, C. Chace, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, August J. Timpe, L. M. Robinson.

Boston: John H. Wilson, 324 Washington Street.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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☞ NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, NOVEMBER 15, 1915.

DURING the concert, or musical, season talking machine men would do well to feature their business in such a way that they could take advantage of the publicity which the great artists are receiving.

Window featuring could be made an effective part of the advertising campaign, and it may be truthfully stated that the window display feature is growing steadily in this trade. It shows after all the result of educational work and what steady pounding means.

We have seen more beautifully decorated windows in the talking machine trade in the past six months than any previous six months since the industry has been established. That shows that the talking machine dealers are realizing more than ever the advertising advantages of what the best space in the store means to them.

We say the best space—that is, the window space. Many have attractive window displays of a most original and effective character. It is impossible to enumerate the special windows to which our attention has been drawn, but certainly the dealers are showing resourcefulness in the development of this feature of their business. This is going to tell more than ever during the musical and approaching holiday season.

New plans are going to be developed so that the advertising advantages of the show window will be utilized more effectively than ever before. It is the kind of work which will bring the talking machine into favorable notice before hundreds of thousands of people whose attention might not otherwise be drawn to it. It is the kind of work which should be encouraged in every possible way, and the entire trade, from Maine to California, is now becoming thoroughly aroused to the advantage of an attractive window display as a business building force.

The talking machine affords the introduction of many novel features in a window environment and gives the imagination an opportunity for play which is resultful in creating some decidedly attractive shows.

Here is a feature of the business that cannot be overdone, and ideas in this direction can be translated into good, cold cash.

THE opponents to price maintenance are active and every reader of The Talking Machine World should understand fully that the interests supported by the cut-rate advocates are using strenuous efforts to defeat the Stevens Bill, which will be presented to the next Congress.

Various arguments are being prepared, some of which to the superficial reader seem fair and plausible.

The cut-raters are carrying on an extensive campaign, and every man who believes in price maintenance should realize that he must do something to counteract this systematic work, which is country-wide in its influence, that is being carried on against price maintenance, as typified in the proposed law.

It should be understood that this opposition comes largely from the people who are interested in cut-rate offerings, but unless the talking machine men wake up to the seriousness of the situation, there is no doubt but that the cut-raters are going to make their efforts felt in many quarters.

There is no industry that would be more benefited by price maintenance than that to which The World directly appeals.

Price maintenance means business stability, and it means the upholding of those principles which are of vital interest to the public and are recognized as an incentive in the promotion of business efficiency among merchants.

Without price maintenance talking machine men will find a depreciation in their present stock values. Depend upon it, the cut-raters, if they can, will place this industry in such a position that every man whose investments to-day are buttressed around with every element of protection in the talking machine trade, will be seriously weakened.

THERE is no question of greater importance which confronts the trade than the one of price maintenance.

Not only is the manufacturer injured by the destruction of fixed prices, but the jobber and the dealer likewise, and straight through to the public, because the public will lack that protection which it receives to-day through standardized articles which are maintained, the manufacture of which is conducted on the highest lines, insuring the public a quality standard which it cannot secure in bargain counter purchases.

No manufacturer can maintain the excellence of his product in the face of cut prices. Price maintenance means protection all the way through, and price cutting means the destruction of conditions which make for business stability, and we may add all of the incentive to increased excellence.

In this connection we might quote from the opinion of the Supreme Court of Washington in the Fischer Flouring Mills case:

The court said: "The true competition is between rival articles, a competition in excellence, which can never be maintained if, through the perfidy of the retailer who cuts prices for his own ulterior purposes, the manufacturer is forced to compete in prices with goods of his own production, while the retailer recoups his losses on the cut prices by the sale of other articles, at, or above, their reasonable price. It is a fallacy to assume that the price cutters pocket the loss. The public makes it up on other purchases. The manufacturer alone is injured, except as the public is also injured through the manufacturer's inability, in the face of cut prices, to maintain the excellence of his product. Fixing the price on all brands of high-grade flour is a very different thing from fixing the price on one brand of high-grade flour. The one means destruction of all competition and of all incentive to increased excellence. The other means heightened competition and intensified incentive to increased excellence."

A GOOD many talking machine men like to cherish the belief that somebody is going to save them without exertion on their part. That is a most selfish position, and one which if followed broadly would mean victory for the price cutters.

Every man whose interests are involved should see to it that he relies upon no one else save himself to impress the men who represent him in Congress regarding his views concerning the Stevens Bill.

It is not a question to ignore, because it is most vital, and every man who reads The Talking Machine World should call upon his Congressman personally if he can. If not, wire him his opinions why the Stevens Bill should be supported. It is a question of self-protection to himself and to the public, and one which should not be ignored and passed along to someone else.

We do not care whether a man is located in a small town or a large one—whether in the densely populated East or on the great plains of the West—the principle is the same everywhere, and the

interests of talking machine men are alike involved in price maintenance.

Take all subjects which have come up for consideration in this trade for years, and there is not a single one which has such deep bearing upon the future of the industry as has price maintenance. Then see to it that your influence is thrown the right way, and do not unwisely postpone action.

Act now!

THAT great American, Thomas Alva Edison, has received distinguished honors on the Pacific Coast and other points which he has visited during the past month.

The personality of Edison is always of interest to the American people. He is one of them—plain, democratic, intensely human, always a worker. He has won a warm place in the hearts of Americans. He has won it fairly and honorably by years of toil, by inventive genius and by marvelous skill in varied lines. A representative of a great daily newspaper said recently: "The source of news supply most closely watched, next to the White House, is the Edison laboratory."

"Edison Week" has been celebrated in all parts of America. Representatives have profited in a business way by the tremendous publicity which "Edison Week" has received all over this continent. This we have seen in various ways in the different forms of publicity adopted.

"Edison Day," in which the great inventor was honored by the officials of the Panama-Pacific Exposition, was one of the most remarkable days in the entire history of the exposition. One of the events of this day, as reported elsewhere in this paper, was Mr. Edison's conversation over the telephone wires with his friends at his laboratory in Orange, N. J. Greetings were sent across the wires to him in San Francisco, and he had the pleasure of listening to a record sent on from his laboratory, and then the great inventor gave a return record from California.

There is no personality more interesting or possessing greater charm for the people than Thomas A. Edison, and if he should contribute nothing further to the talking machine industry in the way of inventive ideas, his name would still be an asset of incomparable value. The name of Edison possesses a drawing power that is beyond power of estimate.

Edison jobbers and dealers should fully appreciate their position and what their association with this distinguished American means in a business building sense.

OCTOBER was a record-breaking month in talking machine circles. Reports from the distributing forces for the month show an unprecedented expansion. Jobbers and dealers are enjoying a season of activity which annihilates all previous records.

Certainly the talking machine business is a live one from every viewpoint. It is moving constantly ahead and the indications point to a vastly increased output through the enlargement of the physical properties of the various companies.

The influence of newcomers is also beginning to be felt, so that the production during the next twelve months is going to be of a magnitude which will be paralyzing when viewed from the standpoint of a few years ago.

Verily, the talking machine trade is moving on at a pace that is creating new standards all the while.

IT will be seen that a number of articles appear in The World relating to salesmanship. Salesmanship requires special training and ability, and, yet, steady and systematic training seem absolutely lacking in some salesmen.

It is difficult to understand how men who have the intelligence necessary to close sales should not improve their knowledge in the profession of salesmanship so that their earning capacity would be materially increased.

The science and art of selling is an interesting one. It consists of first knowing how, then actually making the sale.

Salesmanship is the art of successful selling and it means the disposal of wares at a profit to the owner.

In this particular trade, where fixed prices prevail, salesmanship is easier than in some other trades where cut-rate methods exist, but even when surrounded by fixed prices there are always possibilities for advance in the selling art which should be heeded by every man who is interested in selling talking machines. There is the musical side; the psychological side; the educational side, and so on without limit almost, so that salesmanship in the talking machine field affords the application of intellectual concentration which will reward every man who devotes his individual powers in this particular direction.

IT is estimated by William Woodhead, of the Advertising Clubs of the World, that over $600,000,000 was invested in advertising of various kinds in this country last year. This is absolute and final proof, not only of its marvelous growth, but of the wonderful results achieved.

Gerald Stanley Lee, author of that very remarkable and worthwhile book, "Crowds," says: "Success in business in the last analysis turns upon touching the imagination of crowds. The reason why preachers in this present generation are less successful in getting people to want goodness than business men are in getting them to want motor cars, hats and Pianolas, is that business men as a class are closer and more desperate students of human nature, and have bowed down harder to the art of touching the imagination of crowds." That is what advertising does—it touches the imagination of crowds, and that is why successful advertising is dependent on a knowledge of human nature.

THE SILAS E. PEARSALL CO. has established record service whereby every dealer will secure every record desired. Any Victor catalog of records is representative of the Pearsall stock, and we are offering individualized attention for quick action on small orders.

You cannot have too many numbers of the more popular selections, for records are becoming more and more fashionable as holiday gifts.

PEARSALL VICTOR SERVICE

THE SILAS E. PEARSALL CO.
18 W. 46th St. (near Fifth Ave.) New York, N. Y.

TRADE NEWS FROM TORONTO.

A. G. Farquharson with Western Gramaphone Co.—Competing with Mail Order Houses—J. P. Bradt a Visitor—I. Montagnes & Co. Become Sonora Distributors.

(Special to The Talking Machine World.)

TORONTO, ONT., November 5.—The resignation of A. G. Farquharson as manager of the Columbia Graphophone Co.'s business in Canada came as a great surprise to Columbia retailers and distributers. Since coming to Toronto in 1912 he has made many warm personal friends in and out of the trade, who will regret his removal from this city. Mr. Farquharson has accepted the management of the Western Gramophone Co., Winnipeg, distributer of the Victor lines in western Canada, and after familiarizing himself with the lines and factory policy will remove his family to that city. Mr. Farquharson came to Canada from Los Angeles, succeeding James P. Bradt, now the company's general sales manager, with headquarters in New York. He is an Englishman, and spent a number of years in the States. As mentioned before in these columns, he is a member of a British military family. One brother, Lieut. Charlie Farquharson, of the London Scottish, was killed in action in France last November. His oldest brother, Col. D. H. Farquharson, served as liaison to the French and British staffs at the Dardanelles and was present at the landing at Gallipoli. He was rewarded with the French Military Cross and recommended for the Legion of Honor. Two other brothers are in France, one a staff officer, the other a captain in the trenches, while still one other is serving with the India Army. A sister is nursing in the British Military Hospital.

H. G. Stanton, vice-president and general manager of the R. S. Williams & Sons Co., Ltd., recently visited the Edison factories at Orange, N. J. He was struck with the enthusiastic activity and general optimism in all branches of the Edison corporation's interests. There were also evidences of considerable enterprise in getting the Edison diamond disc class to the public. Various plans are in effect to co-operate with the dealers in getting the attention and patronage of the householder. These plans also apply to Canada, and already there have been splendid results accruing from the Edison system of demonstrating to back up its advertising. The enlarged factory facilities indicated that the Edison management anticipated great returns from its campaign for fall and winter business, and its enterprise in this direction has already been more than justified. As a result of Mr. Stanton's visit his firm will be still better equipped to take care of the interests of Edison dealers in Canada.

There is every indication of the mail order system of doing business in Canada, already well established, growing at a rapid rate. Rural delivery and the parcel post are a couple of the interests at work to advance the schooling that has already been done in this respect. There is no getting away from the fact that the large department houses have been immense factors in building up a liking for and a faith in mail order buying. Their policy of money back if dissatisfied and their reputation for giving the customer more than promised, rather than less, makes the parcel post fit quite naturally. The rural telephone is another influence that makes fewer trips to town necessary, even though the automobile may make these trips more easily accomplished. But in spite of the automobile, or perhaps partly because of it, the smaller town merchants complain of fewer visits by the farmers. They accept the departmental merchant as a competitor that they cannot meet, even though the rural mail carrier also delivers parcels. Whether the talking machine merchant likes it or not, he is face to face with more serious competition from mail order houses. The talking machine lends itself to the mail order business, and the records, too, for they can be sent by parcel post. It is for the retailer to get in ahead of it and educate the people in his territory to do business with him by mail or telephone, delivering the goods to their homes as the distant merchant does.

James P. Bradt, general sales manager of the Columbia Graphophone Co., with headquarters in New York City, visited the Canadian branch at Toronto to see the new Canadian manager, Ralph Cabanas, installed in succession to Mr. Farquharson, resigned. Having been manager of this same branch and traveled several times from coast to coast, Mr. Bradt takes a personal interest in the development of his firm's business in this country. He has also many warm friends in and out of the trade who are always glad to learn of his progress. "The continued increase in demand for Columbia products in the United States and Canada is highly gratifying," said Mr. Bradt, "and is taxing to the utmost our manufacturing resources, although these are being constantly increased. A forecast of jobbers' demands indicates that a phenomenal Christmas trade is being anticipated." Mr. Bradt spent a couple of days with his firm's local branch and the Ontario distributers, Sabine & Leake, proprietors of the Music Supply Co., before returning to New York.

The Music Supply Co., Columbia distributer in Toronto, is preparing for an extraordinary Cohen demand, one Toronto dealer figuring on a special sale to account for 1,000 records.

I. Montagnes, of I. Montagnes & Co., Toronto, Ont., importers of special musical merchandise, recently returned from New York, where he went to arrange for the Canadian distributing rights of the Sonora phonograph. Mr. Montagnes is very much impressed with the musical merit of the Sonora, which machine plays any record, whether steel needle, diamond or sapphire. The Sonora phonograph is well known in the United States, where it has been vigorously featured for several years, but hitherto no serious attempt has been made to market it in Canada. Montagnes & Co. have also arranged for the distribution of the Sonora needle. Samples of the Sonora can be seen at the headquarters of the Montagnes Co., Ryrie Building, Yonge and Shuter streets.

The Columbia Graphophone Co.'s local house is receiving many compliments on the issuance of its very artistic new monthly record supplement. It is distinctly along new lines.

GATELY-HAIRE VICTOR SERVICE

MORE records are sold during the next month than in the previous two months. This means twice the record business and three times the record profits. Now you ought to spend a day on your record stock; look over the record sales for last year, and then send us your record order.

Have the order read "Rush" and we will take pride in seeing to it that you get these goods promptly.

Albany is convenient for wiring, telephoning, writing or shipping. It is the logical centre for good eastern shipments.

"We have it" is our slogan. "You can have it," so write us.

GATELY-HAIRE COMPANY

John L. Gately, President **James N. Haire, Treasurer**

Albany, N. Y.

Albany—for CAPITAL Service

UNICO DEMONSTRATING ROOMS

Sound-Proof *Elastic* *Dust-Proof*

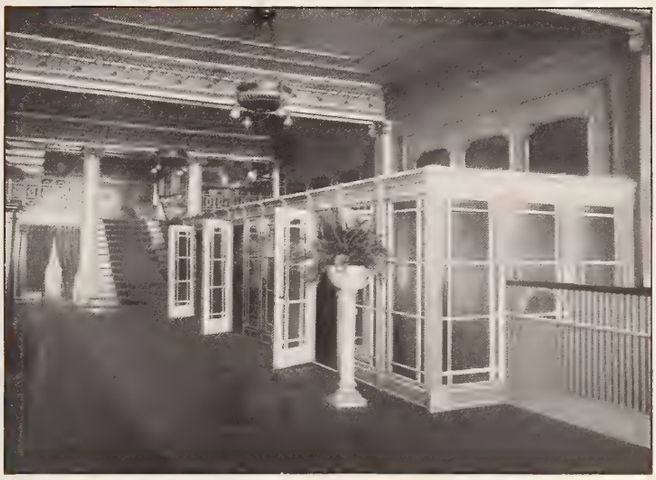
COMPLETELY FINISHED, GLAZED AND FITTED BEFORE SHIPMENT

NO NAILS PATENT SECTIONAL UNIT CONSTRUCTION NO SCREWS

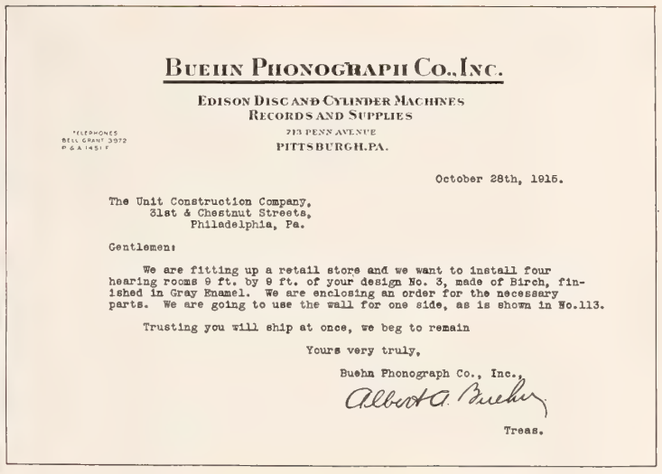
NO EXPERT LABOR NECESSARY FOR QUICK INSTALLATION

IMMEDIATE SHIPMENTS FROM STOCK

YOU CAN ORDER BY MAIL—BUT WRITE TODAY



Design No. 3—$184.50 upwards



BUEHN PHONOGRAPH CO., INC.

EDISON DISC AND CYLINDER MACHINES
RECORDS AND SUPPLIES
713 PENN AVENUE
PITTSBURGH, PA.

TELEPHONES
BELL GRANT 3972
P & A 1451 F

October 28th, 1915.

The Unit Construction Company,
31st & Chestnut Streets,
Philadelphia, Pa.

Gentlemen:

We are fitting up a retail store and we want to install four hearing rooms 9 ft. by 9 ft. of your design No. 3, made of Birch, finished in Gray Enamel. We are enclosing an order for the necessary parts. We are going to use the wall for one side, as is shown in No.113.

Trusting you will ship at once, we beg to remain

Yours very truly,

Buehn Phonograph Co., Inc.,

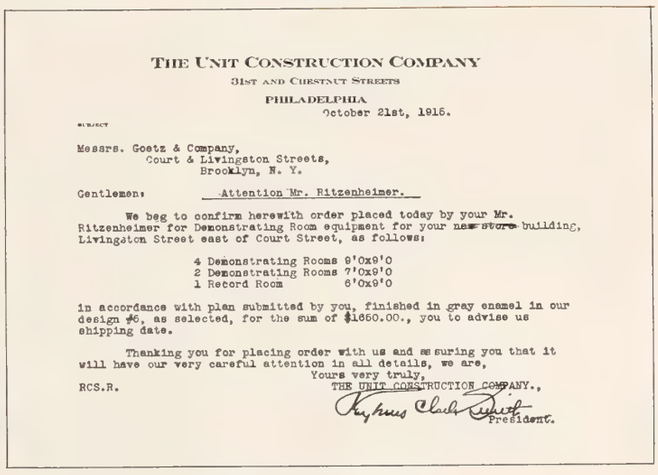
Albert A. Buehn

Treas.

THIS DEALER WROTE

CALL AND INSPECT THE UNICO MODEL SHOP—BUT DO IT TODAY

Design No. 5—$142.00 upwards



THE UNIT CONSTRUCTION COMPANY
31ST AND CHESTNUT STREETS
PHILADELPHIA

October 21st, 1915.

SUBJECT

Messrs. Goetz & Company,
Court & Livingston Streets,
Brooklyn, N. Y.

Gentlemen: Attention Mr. Ritzenheimer.

We beg to confirm herewith order placed today by your Mr. Ritzenheimer for Demonstrating Room equipment for your ~~new store~~ building, Livingston Street east of Court Street, as follows:

4 Demonstrating Rooms 9'0x9'0
2 Demonstrating Rooms 7'0x9'0
1 Record Room 6'0x9'0

in accordance with plan submitted by you, finished in gray enamel in our design #5, as selected, for the sum of $1650.00., you to advise us shipping date.

Thanking you for placing order with us and assuring you that it will have our very careful attention in all details, we are,

Yours very truly,

RCS.R. THE UNIT CONSTRUCTION COMPANY.,

Raymond Clark Smith

President.

THIS DEALER CALLED

Wire or Write Nearest Distributor TODAY for Folder Giving 216 Plan and Price Combinations

UNICO DISTRIBUTORS

AUSTIN, TEX.
The Talking Machine Co., of Texas.

BALTIMORE, MD.
E. F. Droop & Sons Co.

BANGOR, ME.
Andrews Music House Co.

BOSTON, MASS.
Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.

BROOKLYN, N. Y.
G. T. Williams Co.

BUFFALO, N. Y.
Neal, Clark & Neal.

BUTTE, MONT.
Orton Bros. Music House.

CHICAGO, ILL.
Lyon & Healy.
The Talking Machine Co.

CINCINNATI, O.
Rudolph Wurlitzer Co.

CLEVELAND, O.
Eclipse Musical Co.
W. H. Buescher & Sons Co.

COLUMBUS, O.
Perry B. Whitsit Co.

DALLAS, TEX.
Sanger Bros.

DENVER, COLO.
Knight-Campbell Music Co.

DES MOINES, IA.
Chase & West Talking Machine Co.

DETROIT, MICH.
Grinnell Bros.

INDIANAPOLIS, IND.
Stewart Talking Machine Co.

KANSAS CITY, MO.
The Phonograph Co.
Schmelzer Arms Co.

MILWAUKEE, WIS.
Badger Talking Machine Co.

MINNEAPOLIS, MINN.
Beckwith, O'Neill Co.

NEW HAVEN CONN.
Henry Horton.

NEW ORLEANS, LA.
Philip Werlein, Ltd.

NEW YORK, N. Y.
Blackman Talking Machine Co.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
New York Talking Machine Co.
Silas E. Pearsall Co.

NASHVILLE, TENN.
O. K. Houck Piano Co.

OMAHA, NEB.
A. Hospe Co.
Nebraska Cycle Co.

PEORIA, ILL.
Putnam, Page Co., Inc.

PHILADELPHIA, PA.
Louis Buehn Co.
H. A. Weymann & Son, Inc.
Penn Phonograph Co.

PITTSBURGH, PA.
Frederick Piano Co.
Standard Talking Machine Co.

PORTLAND, ME.
Cressey & Allen, Inc.

PROVIDENCE, R. I.
J. Samuels & Bro., Inc.

ST. PAUL, MINN.
W. J. Dyer & Bro.

SALT LAKE CITY, UTAH.
Consolidated Music Co.

CANADA.
Music Supply Co., Toronto, Ont.

The Unit Construction Co.

121-131 South 31st Street, Philadelphia, U. S. A.

UNICO DEMONSTRATING ROOMS

You Order Today — **We Ship Tomorrow** — **You Install Without Delay**

The dealer with Unico Equipment will secure the holiday trade

YOU CAN ORDER BY WIRE—BUT WIRE TODAY

Design No. 4— **$75.80** upwards

Form 1.-34

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION TELEGRAM

NEWCOMB CARLTON PRESIDENT

GEORGE W E ATKINS, VICE PRESIDENT — BELVIDERE BROOKS, VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Day Message	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a day message. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT RE 3042 CHESTNUT ST., PHONE PRESTON 56

27P WEC 12 1 EXTRA

ST LOUIS MO 1 PM.OCT 28 15

THE UNIT CONSTRUCTION CO

PHILA

SHIP FOUR BOOTHS DESIGN 4 NINE BY TWELVE MAHOGANY

LETTER FOLLOWS

FAMOUS AND BARR CO

237PM.

THIS DEALER WIRED

YOU CAN ORDER BY PHONE—BUT PHONE TODAY

Design No. 1— **$124.50** upwards

All NEW YORK Orders Under 65 lbs., Have Securely Packed and Send to NATIONAL PACKING & SHIPPING Co., 120 West 20th St. Before 5:30 P. M., And They Will Be Forwarded The Same Day.

Form 350

No 25 — 276 Book No. B 246

Baltimore, 10/28 1914

To Messrs. Unit Construction Co.

Address 131 S. 31st St. Phila, Pa.

Time of Delivery Soon as possible

The Hub
Baltimore Street At Charles
Baltimore, Md.

For Dept. ____

Ship Via Ericsson Line

Terms 5% 10 days Net 30 days

Dating ____

When Goods are for More Than One Department Render Separate Bills.

RULES FOR SHIPPERS.

All Invoices must be numbered to correspond with this Confirmation of Order.

Mark Department Letters on all Cases of Packages

All goods sent in excess, or different from Samples on which this order was placed, will be returned at the expense of the shipper

All goods not sent with the first shipment are to be prepaid

GOODS SHIPPED CONTRARY TO TIME OF DELIVERY STATED, OR TO THE ABOVE RULES, WILL NOT BE ACCEPTED, AND WILL BE RETURNED AT SHIPPERS' EXPENSE.

NO ORDER VALID UNLESS CONFIRMED BY A MEMBER OF THE FIRM OR GENERAL MANAGER

Three Unico Demonstrating Rooms - one 9x9 - two 6x9

Design #1, diagrams 111 and 71 Ivory Enamel.

681.75

This is a confirmation of telephone order placed by our Mr. Farrell

M. S. HECHT.

Per ____

THIS DEALER PHONED

Wire or Write Nearest Distributor TODAY for Folder Giving 216 Plan and Price Combinations

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CINCINNATI O.
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W. H. Buescher & Sons Co.

COLUMBUS, O.
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Silas E. Persall Co.

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O. K. Houck Piano Co.

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A. Hospe Co.
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PITTSBURGH, PA.
Frederick Piano Co.
Standard Talking Machine Co.

PORTLAND, ME.
Cressey & Allen, Inc.

PROVIDENCE, R. I.
J. Samuels & Bro., Inc.

ST. PAUL, MINN.
W. J. Dyer & Bro.

SALT LAKE CITY, UTAH.
Consolidated Music Co.

CANADA.
Music Supply Co., Toronto, Ont.

The Unit Construction Co.

121-131 South 31st Street, Philadelphia, U. S. A.

The three electric Columbia Grafonolas at $150, $200 and $250 are dependable in every respect, and appeal to a wide market all their own. Ask for the circular describing them.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW TALKING MACHINE MAKES DEBUT IN CINCINNATI

The Crystola Being Manufactured by the Knabe Bros. Co. Will be Ready for the Market Next Month—W. O. Black Has Charge of Selling End—Burial of Mrs. F. J. Empson—Open Offices for the Handling of Pathé Frères Line—Columbia Activity.

(Special to The Talking Machine World.)

CINCINNATI, O., November 4.—Talking machines are to be manufactured in Cincinnati, thereby creating a new industry in this market. The Knabe Bros. Co. last Saturday signed an agreement which results in it being the producer and having charge of the sale end of the Crystola, controlled by the National Talking Machine Co., recently incorporated under the laws of Ohio with a capitalization of $100,000.

The Crystola is a new phonograph, the invention of Dr. A. J. Swing, of this city, and contains some interesting features. One of the most unique is the one from which the machine derives its name, is that the tone arm and tone chamber are molded out of crystal glass, on the theory that smooth polished and rigid surfaces will reflect the sound and give to the listener an exact reproduction of the original sound quality as transmitted to the disc. The inventor says: "In the usual method of constructing phonographs, a sounding board is used to augment and bring the tone out into the air in a manner similar to the sounding board in violins and pianos. In these latter instruments, however, the sounding board wall is put into vibration by the string which has great power, and in this way brings the tone into the air. In the phonograph the sound is already in the air, and if a sounding board is used, a certain amount of the vitality of the sound wave is exhausted in bringing the sounding board into vibration as happens in all the other phonographs, as now generally constructed." There are also departures in a number of details from the conventional phonographs, all of which will be fully covered in a booklet about to be distributed in favor of the Knabe-Crystola. By using a glass rigid surface, like the crystal glass tone chamber in the Crystola, the tone waves are reflected and given to the listener in almost their original quality. Another feature in this machine is that the sound box is in a horizontal position and carries in addition to the needle a diamond or sapphire point, so that by simply turning the sound box one-quarter of a turn either hill and dale or lateral cut records can be used. Another vital point is that the needle arm is mounted in ball bearings, and although rigidly held, it will freely revolve in the direction assumed by the tone waves as recorded on the record, and will therefore gathers up many of the thousands of over tones and partial tones."

It is understood that Crystola instruments are now so well advanced in the factory that shortly after the middle of the month large shipments will be ready to meet the retail demand.

W. O. Black, who was general manager of the piano department of the Rudolph Wurlitzer Co., has resigned in order to take charge of the selling end of the Knabe Crystola. The first 100-lot order was secured from the Norwood Music Store Co., which this week opened in the Commercial Savings Bank Building on Montgomery road.

The Starr Piano Co., a recent entrant in the talking machine field, is now turning out fifteen machines a day and is gradually increasing the capacity. It is also at work on a record department, according to information drifting this way from Richmond.

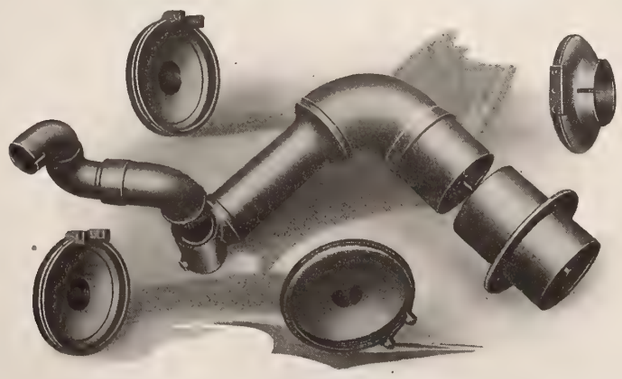
R. J. Whelen, local manager of the Columbia Graphophone Co., when asked about conditions in Cincinnati, said that October had established a record that was hard to beat for record business, and machines sales were a close second. He further said: "While competition in our business is very keen in this city, the Columbia is more than holding its own, and all indications point to a larger winter business than the company has ever known. The dealers, if we can judge by the way they are ordering, are doing a good business throughout the Cincinnati territory, and we are piling up orders for future delivery."

Although among strangers and in a strange land, there was a complete funeral service in connection with the burial of the wife of Fred J. Empson, inventor of the Graduola, one of the important constructional features of the Aeolian-Vocalion, in Spring Grove Cemetery, this city, last Thursday. Mrs. Empson met an untimely death through the upsetting of an automobile near Ogburn, Neb., and word of his loss was immediately sent by Mr. Empson to a man bearing the same family name, although not related, living at Longmont, Col., who is a former Cincinnatian. The latter immediately offered the use of his family burial plot in this city and accompanied the remains to Cincinnati. Relatives of the Cincinnati Empson, under instructions, provided for all the funeral details, among the pall-bearers being Manager De Vine, of the Aeolian Co. The two Empsons met in Australia, the home of the inventor of the Graduola and there sprang up a friendship which was based on a firm foundation. It was to the American Empson that Fred J. Empson first turned in his hour of need for consolation.

The Pathé Frères line is now a part of the talking machine offerings of the local market. It made its advent in the local field less than two weeks ago, the principal managers being Louis W. Spoerlein, of New York City, and Harry C. Meek, a former Cincinnatian. They have opened offices at 426 Elm street under the name of the Southern Pathé Phonograph Co.

Record business experienced a real revival during the past month, due to the coming of seasonable indoor weather. The dealers also found a fairly good demand for the machines, and indications point to a tremendous volume along this line for the holiday business.

Doehler Die-Cast means a more perfect and more economical production of talking machine parts than when machine-finished



Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all holes, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling.

Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.
Court and Ninth Sts.
BROOKLYN, N. Y.
WESTERN PLANT: TOLEDO, OHIO
Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

New Edison Dealers Are Chosen Carefully

It is hard for you to become an Edison Dealer, and by the same token it is desirable to be one.

The new Edison is in a class by itself. Distinguish actual re-creation of music from the mere mechanical and only approximate reproduction, and you have the distinction.

This distinction is not something to argue about. It is something that has already been proved to the most *critical* musical *critics*. It will be proved to the entire public.

Suppose You Were One

If you are an Edison Dealer—a good and loyal Edison Dealer—what does your Edison dealership mean? It means that you are given room to develop; you are not crowded. To be an Edison dealer also means you are free from unfair competition.

If you have any idea of becoming an Edison Dealer, prepare for a rigid investigation. If you are the right man, this investigation is your protection against unfair or unethical competition.

Write for Particulars.

THOMAS A. EDISON, Inc.

279 Lakeside Ave., Orange, N. J.

Mr. Talking Machin
Buy for

Model B 450 Louis XVI
Price $450

Suppose you were not a "talking machine dealer," and you were going to buy the family a "sound reproducing" instrument. Would you buy a "talking machine," or would you buy an Edison Diamond Disc Phonograph?

Model B 375 Louis XV
Price $375

Model B 275 Sheraton-Inlaid
Price $275

Model B 150
Price $150

Dealer: What Would You Christmas?

What Is the Answer?

Figure out what the answer will be in thousands of cultured homes this Christmas—then multiply it several times for next Christmas.

OFFICIAL LABORATORY MODEL
Model B 250 Modern Renaissance
Price $250

Model A 100 Moderne
Price $100

A Complete Range of Styles and Prices

The New Edison Diamond Disc may now be had in a complete range of styles at prices to suit every purse.

Let us supply you with full information regarding our terms of representation in unallotted territories. We will also explain in detail the peculiarities of our efficiency plan of dealer organization.

THOMAS A. EDISON, Inc.
279 Lakeside Avenue, Orange, N. J.

Model C 200 Adam
Price $200

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., November 8.—The local business among the talking machine trade has picked up wonderfully in the past few weeks, and there is not a house that is not working on valuable prospects. There is a wide call for high-priced machines of all the leading makes, and several shops state that the increase in the record business has been surprisingly high. Everybody is on the job early and late and the jobbers are being besieged with callers who are anxious to get their warerooms stocked as fully as possible in anticipation of the holiday trade.

Pardee-Ellenberger Activity.

Frederick H. Silliman, of the local warerooms of the Pardee-Ellenberger Co., of New Haven, says that the Edison diamond disc business throughout New England is of a highly satisfactory character and all the salesmen are as busy as they can be. He says that the new warerooms of the Pardee-Ellenberger Co. at New Haven should be ready for opening some time toward the latter part of the month. These quarters, which were described in The World some time ago, will be among the finest in New England. Several from the Boston headquarters will go down for the opening.

Business Limited Only by Goods.

At the Columbia Graphophone Co.'s headquarters one learns from Manager Arthur Erisman that the house is not signing up any more contracts, as the demand already being made by dealers for goods renders it impossible that any more new houses be taken care of. The October business of the Boston house was limited only by the amount of goods that it was possible to get, and as for November, it is said that if there was enough of supplies to satisfy the demand there would be a 400 per cent. increase over a year ago. Manager Erisman was over in New York lately attending a meeting of the company's managers.

H. A. Yerkes, the wholesale manager of the Columbia Co., was here from New York lately and spent two days with Manager Erisman. Mr. Yerkes was well satisfied over the present business situation.

How Meeting of Sales Force Helps.

In order that the sales force of the Eastern Talking Machine Co. may be expertly proficient in the art of selling goods, they hold frequent meetings during the year and discuss ways and means of pushing sales. Frequently the company is addressed by some competent authority on this fine art of persuading a customer as to what he or she wants, and the fact that everyone is privileged to express his views on this all-important subject and make suggestions accounts in large degree for the success of the large, conveniently-located warerooms at 177 Tremont street. These sales talks have become an important feature of the life of this shop.

Assumes New Post.

William S. Townsend, who has been a retail salesman at the Columbia Co., has been promoted to the post of outside salesman for the foreign record department of the company, while F. E. Mills is in charge of this department on the inside. Both Townsend and Mills are making rapid headway in pushing the sales in foreign records. Henry G. Moeller, who is a good singer and a member of a well-known quartet, has been added to the retail sales force of the Columbia. Daniel F. Welch, another new man with the house, is doing outside work.

Increases His Stock for Holidays.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., has largely added to his stock of Columbia, Victor and Edison lines for the holidays, and from his experience a year ago he will need all the stock he can get hold of. There is every indication that this year's increase is to make a much larger showing than for the previous twelve months.

Making Good on the Ground Floor.

John Maguire, one of the able employes of the Eastern Talking Machine Co., has been transferred from the Victor record department to the machine sales force on the ground floor, where he is "making good" with the many patrons of the establishment.

At the George Lincoln Parker's Edison and Victor warerooms business continues at high speed under the management of John A. Alsen.

Demand for Grand Opera Records.

With the approach of the season of grand opera at the Boston Opera House, when the Boston Grand Opera Company and Mme. Pavlowa and her Russian Ballet Russ are to be seen for four weeks, comes an insistent demand upon the Columbia Co. for records of the famous artists who are to sing. Already in the windows the leading singers and records are being featured and the sale is increasing daily.

Pathephone Finding Many Purchasers.

Unusual activity is to be noted at the Henry F. Miller Co.'s warerooms, where Manager Warren A. Batchelder reports that the Pathephone, which the house took on a couple of months ago, is finding many purchasers among intelligent people, who are quick to recognize the merits of this instrument. In the meantime the sales of Victors with this house are forging ahead satisfactorily.

The windows of the Columbia Graphophone Co. were most attractively decorated for the Hallowe'en season with orange and black streamers and many curious devices embodying ghosts and goblins which are associated with the season, interspersed with various styles of machines.

M. Steinert Co.'s Great October Business.

Manager H. L. Royer, of the Victor department of the M. Steinert Co., is enthusiastic over business prospects and he sees a big holiday trade ahead. The October business of this house was highly satisfactory and November has started off well. All of Mr. Royer's staff are keenly interested in the bowling which is the feature of the season among the talking machine men, and the Steinert bowlers are highly elated at the high standing of their team up to date and are determined that they will carry off honors at the end of the season.

Forty-five Per Cent. Increase.

Manager Wallace L. Currier, of the Victor and Edison departments of Chickering & Sons, says that the October business of his department was 45 per cent. bigger than for the same period last year. He also states there is a shortage of Victrola goods and that the call for Edison machines and records is keeping up at a high speed. A recent caller at Manager Currier's warerooms was Ramon Blanchart, the operatic baritone, who has made many records for talking machines.

Utilize Spalding's Concert.

Considerable enterprise was displayed by Manager Currier, of Chickering & Sons, a few days ago when he took advantage of the wonderful success in this city of Albert Spalding, the famous violinist, by incorporating mention of eight of his numbers in his newspaper advertisement the very next day. Mr. Spalding was willing to second Mr. Currier's publicity efforts by going to the Edison and Victor warerooms a day or two later and allowing himself to be photographed with the Edison machines for a background. Quite a clever advertising stunt this, one must admit.

MORE is heard today regarding "quality" of phonograph music than ever before, and the Edison Diamond Disc Phonograph started this general conversation by reason of its admitted superiority. The Edison phonograph is also taken as the basis of ALL phonograph comparison and its tone is admitted to be best.

Aside from its tonal perfection, the artisticness of the cabinet designs enables the Edison Diamond Disc phonograph to harmonize with the most expensive interior furnishings of any home. We are "Exclusively Edison."

THE PARDEE-ELLENBERGER CO., Inc.
BOSTON, MASS. NEW HAVEN, CONN.

"E. D. D. P."

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 16).

Harvey's Enlarged Warerooms.

The enlarged and handsome C. C. Harvey's Edison and Victor warerooms are generally admitted to be among the hondsomest in the city. The color scheme of vermilion, black and gold is a daring combination, but the way the scheme has been worked out is ample justification for the attempt. The rooms are homelike, comfortable and convenient, and ever since the opening Manager Francis T. White and his able staff of salesmen have been as busy as they can be in attending to the largely increased patronage.

BOSTON TALKING MACHINE MEN FORM ASSOCIATION.

Important Gathering of the Clans This Week When Wm. J. Fitzgerald, of the Eastern Talking Machine Co., Was Elected President—Other Officers and Important Committees Selected.

(Special to The Talking Machine World.)

BOSTON, MASS., November 5.—Nearly sixty enthusiastic members of the Boston talking machine trade gathered at the Quincy House on the evening of Thursday, October 14, for the purpose of forming a permanent organization, something which has been talked over for a long time. The presiding officer pro tem was William J. Fitzgerald, wholesale manager of the Eastern Talking Machine Co., who at the close of the well-served dinner in one of the upper banquet rooms of the hotel called the company to order, making specific mention of what had brought the men together. One of the first things in order was the election of officers, Mr. Fitzgerald announcing that it had been decided that no two men from the same company could hold office, as in that way the officers would be more equitably divided among the trade. Several names were placed in nomination from the floor, this purposely being done in the case of each officer in order that those present might vote in an unprejudiced manner. Of the names put in nomination Mr. Fitzgerald had by far the largest number of votes, and his showing was of such a flattering nature that it was immediately moved to make the election unanimous, which was done amid much enthusiasm. Mr. Fitzgerald well deserves the honor of being the first president of the organization, which it had previously been voted to call the Boston Talking Machine Club, the latter word being used in preference to association, as the members were given to understand that it was to be in every sense a social organization. The other officers elected were the following named: Vice-president, John T. Shaughnessy, of the Columbia Graphophone Co.; treasurer, George Lincoln Parker, and secretary, Wallace L. Currier, of Chickering & Sons.

Wm. J. Fitzgerald.

It was left with the president to make his selections of committee, and he has since made the following appointments: House committee, Vice-president Shaughnessy (chairman), C. A. Hewett, Warren A. Batchelder and R. W. Longfellow; membership, John H. Alsen (chairman), Frank M. Cunningham, Chester J. Sylvester, T. Norman Mason and W. D. Blossfield; grievance, Henry A. Winkelman (chairman), Frederick H. Silliman and H. L. Royer; entertainment, Mark T. Reed (chairman), Charles E. Moody, P. W. Baker, James J. McDonald, Mr. Reid, of the Steinert Co.; E. H. Holmes, R. W. Longfellow, "Ted" Ripley, T. D. Davis and Joseph M. Carlson. It was voted to have a permanent headquarters and the house committee, before the next dinner on Thursday, November 18, will look over the field and report some suitable downtown quarters. The Boston representative of The Talking Machine World was elected an honorary member. Considerable time was given to discussing the creation of bowling teams, of which there are eight, and the bowling committee was named, to consist of Messrs. Moody, Alsen, Hollohan, Mark Reed. Before adjourning the meeting all the men present were urged to interest as many talking machine representatives as possible in the organization and invite them to attend the next dinner.

The full list of the men present and their company affiliations is as follows: William J. Fitzgerald, James A. White, George A. MacDonald, J. J. Spillane, Mark L. Read, Edward A. Welch, F. M. Kern, M. Price, John F. Maguire, Eastern Talking Machine Co.; George Lincoln Parker, John A. Alsen, Loy S. Eyster, George H. Bishop, Charles E. Moody, Byron H. Dudley, W. E. Crary, Warren A. Batchelder, of George Lincoln Parker; P. W. Baker, T. F. White, Walter J. Gillis, Henry F. Miller & Sons Co.; T. Norman Mason, John T. Shaughnessy, George J. Krumscheid, Fred W. Ballou, John J. O'Hara, W. S. Townsend, J. F. Sullivan, F. E. Mills, Roy J. Sylvester, James J. McDonald, Columbia Graphophone Co.; Frank M. Cunningham, John W. Mahoney, G. L. Foote, M. Steinert & Sons Co.; E. H. Holmes, R. A. MacInnes, F. C. Henderson Co.; W. L. Currier, R. W. Longfellow, Edwin J. Hayes, Andrew F. Lyons, Charles M. Urlass, Chickering & Sons; E. B. Compton, Frank S. Boyd, William A. Gibbs, Pardee-Ellenberger Co.; M. H. Clapp, T. D. Davis, Frank Ferdinand, Inc.; Chester J. Sylvester, W. W. Samuels, C. E. Osgood Co.; Joseph M. Carlson, John W. Canavan, Oliver Ditson Co.; F. J. Griffin, W. & A. Bacon Co.; Harry Rosen, Rosen Talking Machine Shops; C. J. Mason, the Gilchrist Co.; H. J. Arbuckle, Shepard-Norwell Co.; W. D. Blossfield, R. H. White Co.; C. A. Hewett, McArthur Co.

C. C. HARVEY CO. GETS PRIZE

For Best Window Display During Edison Week in a New England Store.

(Special to The Talking Machine World.)

BOSTON, MASS., November 6.—The first prize of $100 for the best window display during "Edison Week" in a New England store has gone to the C. C. Harvey Co., of 144 Boylston street, this city, whose window in detail is described in another column of this issue. In winning the prize for New England the Harvey Co. is now in line for competition for the grand prize to be awarded for the best decorated Edison window in the country. For the display and its splendid results the greatest credit is due to Winthrop A. Harvey, the head of the company; Francis T. White, the manager of the Edison and Victor departments of the Harvey Co., and to E. A. Cressey, the store manager, all of whom had a part in working out the idea.

BOSTON BOWLING TEAMS BUSY.

Talking Machine Men of "The Hub" Showing Their Skill in the Ancient Game.

(Special to The Talking Machine World.)

BOSTON, MASS., November 1.—The bowling teams organized among the talking machine men at

(*Continued on page* 18.)

The Need for BAGSHAW Needles

"Things may come and things may go" for playing records, but Bagshaw steel needles go on forever. Steel is the logical connection between record and sound box, and the way Bagshaw needles are made insures obtaining the greatest quality, not only of steel, but of the finished needle.

63,000,000 needles in 10 days "count 'em"

Remember, the advantages of using Bagshaw needles are many; and there are also a number of reasons why you should sell them.

Bagshaw needles—made by the millions for millions of people.

W. H. Bagshaw **Lowell, Mass.**

Oldest and Largest Manufacturer. Established 1870

TRADE IN BOSTON AND NEW ENGLAND

(*Continued from page* 17.)

the first meeting of the Boston Talking Machine Club have started off with the greatest enthusiasm, and on the two nights a week that the teams, of which there are eight, roll at the Boylston Alleys there are so many trade men on hand that they almost monopolize the alleys. The M. Steinert & Co. team just now is in the lead, with that of the Eastern Talking Machine Co. and the Columbia Graphophone Co. close seconds. The highest individual rollers up to this time have been Moody, of George Lincoln Parker's, who totaled 126 a few nights ago; Currier, of Chickering & Sons; Hobbs, of the Eastern, and Bottle, of Henderson & Co., all of whom are averaging more than 95.

The Talking Machine Club is keen over its bowlers, and at the expiration of the twenty-one weeks, which will be the bowling season, there will be several team and individual prizes given, and for these there is eager competition.

NEW QUARTERS IN LAWRENCE.

Knuepfer & Dimmock Making Attractive Its New Home at 254 Essex Street.

(Special to The Talking Machine World.)

LAWRENCE, MASS., November 2.—R. G. Knuepfer, proprietor of Kneupfer & Dimmock, of this city, the largest talking machine distributers in Lawrence, is being congratulated on all sides for the handsome quarters he now has at 254 Essex street, which is a full music house where its large number of patrons are always sure of finding a varied line of Victor and Edison diamond disc outfits. Mr. Knuepfer, who has been in the music business for twenty years, has lately enlarged and improved his quarters, several of the rooms being artistically papered and finished in ivory white, and he had an opening of the renovated quarters which attracted many people. Mr. Knuepfer is preparing to make a large exhibit at the Merchants and Manufacturers' Show to be held soon in the State Armory in this city.

"EDISON WEEK" IN BOSTON.

Dealers Handling the Edison Line Made Special Displays in Their Windows and Throughout Their Departments—Those Participating.

(Special to The Talking Machine World.)

BOSTON, MASS., November 6.—Edison Week in and around Boston was made the occasion of some unique window displays, in accordance with the program carefully mapped out in advance as to how the week should be observed. In this city, as doubtless elsewhere, there are Edison dealers who have no window facilities, but those who have did themselves proud. Quite the most notable and ingenious display was that in the large window of the C. C. Harvey Co., in Boylston street, where the idea of the "diamond disc" was taken as the keynote of the display. A large square shadow box of black velvet was set up at the rear of the window, and the four sides of the box angled so as to show at the extreme rear a largle glass diamond, which, through the medium of a revolving colored disc at the back, scintillates in all the hues of the rainbow. Over and below the shadow box in illuminated letters are the words "Diamond Point Edison." Several Edison disc machines were arranged in the window and a large portrait of the inventor was flanked with handsome palms. It is not surprising that the window was the object of a great deal of interest during the week.

The Shepard, Norwell Co., on the Temple place side of its building, showed a window carefully arranged with a group of Edison machines, many palms and a picture of Edison. Extensive draperies of handsome blue plush served to give just the right touch of color to the scene. The F. H. Thomas Co., in the Back Bay, took good advantage of the occasion and made a creditable Edison display, and even George Lincoln Parker, of the Colonial Building, who has no window of his own, arranged with a haberdashery on the ground floor and placed an Edison diamond disc machine in the window and an announcement that a concert was given at intervals inside, where a machine was operated by a young woman in the balcony. A good many persons found time to run in and hear the machine. The R. H. White Co. also made an Edison showing, although by reason of pianos being included in it was not in for competition for the prize.

Naturally the Boston offices of the Pardee-Ellenberger Co. were interested in the various window displays during Edison Week, and already the house is in receipt of many photographs of windows which are competing for the prizes offered by the Edison Co. In all the centers where the Edison line is on sale there was much interest manifested in these displays, and as fast as the photographs are taken they are being sent to the Pardee-Ellenberger Co., which in turn is sending them on to Orange, N. J. The Edison Week everywhere is regarded as a complete success, and it has done a great deal to advertise the Edison phonographs and records.

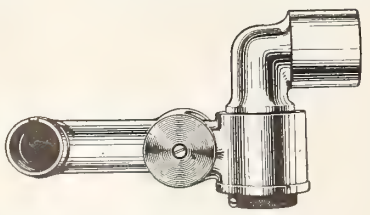
M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR
Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

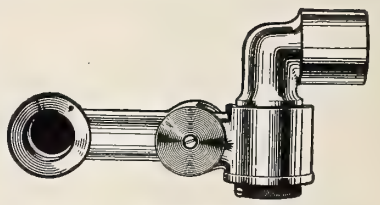
Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.



Pat.
Arm fitted to Victor reproducer and all reproducers having bayonet or pinlock.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of

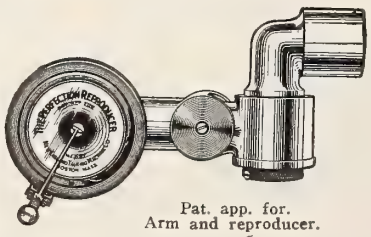
Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries it across. Both arms have new friction spring device for holding the reproducer suspended above the turntable when machine is not in use.



Pat. app. for.
Arm fitted to Columbia reproducer, Nos. 6 and 7.

Dealers, send us your names and addresses. We will have more accessories from time to time that will make money for you.

NEW ENGLAND TALKING MACHINE COMPANY
120 Boylston Street
BOSTON, MASS.



Pat. app. for.
Arm and reproducer.

Price of arms, each.....$2.50
Price of reproducer to fit arm No. 1. 2.50
Combination arm and reproducer:
Gold finish 5.00
Nickel finish 4.75

SEND CHECK FOR SAMPLE

Special quantity prices quoted on application.

It has been fairly proved that there is positively no instrument in our catalogue, or in any other catalogue, that can sell to the man who has made up his mind to the $50 Grafonola.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

DECIDELY PROSPEROUS SEASON IN KANSAS CITY.

Dealers Worried Over Inability to Get Machines—This Applies to All Lines—Edison Week and Edison Day Elaborately Celebrated in Kansas City Territory—A. A. Trostler Preparing for Next Jobbers' Convention—Interesting News Budget of Month.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., November 10.—The talking machine trade is very evidently entering upon a decidedly prosperous season in Kansas City and surrounding territory, and the dealers are worried only over where to get machines to fill the demands. When the stocks are turned constantly even in this preliminary period to the Christmas trade, the dimensions of the holiday movement itself can be only guessed at.

An instance of particularly provident forethoughtedness is that of Harry B. Bibb, manager of the Victrola department of the Jones Store Co. Mr. Bibb has been scouting around the country gathering what machines he could from jobbers wherever he could find them.

The Columbia Graphophone Co. in this city has received a few—all too few—examples of the electric motor-driven Columbias. They are going as fast as they are unpacked.

E. A. McMurtry, manager of the Columbia Graphophone Co. at Kansas City, is preparing to assist in the Irish Musical Festival that is being planned for some day in November, by arranging a list of distinctly Irish music for the occasion. He also grasped the opportunity involved in the celebration of American Music Day, November 7, in a similar way.

Mr. Constance, of the firm of Frederick & Crowe, Oklahoma City, Okla., handling a large talking machine line, was a visitor in Kansas City recently and called on local talking machine jobbers.

C. L. Kipp, "the talking machine man" of Manhattan, Kan., called on the Kansas City jobbers recently.

The Columbia Graphophone Co., of Kansas City, has done much constructive work the past few weeks co-operating with local dealers. One instance was its large display advertisements of Columbia goods, in which the names and addresses of local dealers were mentioned.

The Hall Music Co. has found its location at 817 Walnut street very valuable, and is now definitely established there. The company handles Victrolas exclusively—except for the pianos that it takes in trade. A recent visit to the store revealed a peculiar situation—there were more pianos there than talking machines. Mr. Hall, like many of the dealers, is saying that he cannot get enough machines to keep stocked up.

E. P. Guild, a music teacher of Topeka, Kan., devised recently a very effective use of his display window for showing Victrolas and records. Mr. Guild has a turntable in this window. On the turntable is erected a booth in the shape of a circular room with a door occupying only about 3 feet of the circumference. Inside, and therefore visible only occasionally when the turntable revolved, was a handsome Victrola, bedecked with ribbons and flowers. On the outside of the booth were arranged records and some of the literary matter used by the Victor Co. in a very artistic manner. The entire display was very attractive.

Arthur A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is planning some big things for the next convention at Atlantic City of the National Association of Talking Machine Jobbers. He is going to help to make it the most interesting and best attended

Arthur A. Trostler.

convention the association has ever held. Mr. Trostler is chairman of the arrangements committee for this convention. He is getting a few ideas in shape already and in January, on a trip East, will take the preliminary steps to put these ideas into effect, so watch for this convention. It will be so well worth attending that the man in business cannot afford to miss it.

The Rorabaugh-Riley Dry Goods Co., a high-class department store in Hutchinson, Kan., opened on November 1 its Victrola department. It has three beautiful booths and a large stock of machines and records supplied through the Schmelzer Arms Co., of Kansas City. H. H. Paterson is in charge.

A. H. Kroah, of Muskogee, Okla., came to Kansas City recently on a special trip to see what Victrolas he could get. He declared that he could sell hundreds if he could only get his hands on them.

Edison Week and Edison Day were very elaborately celebrated by many Edison dealers throughout the Kansas City territory. The local recognition was perhaps the most elaborate. M. Blackman had arranged effective programs wherein vocalists and instrumentalists performed duets, trios, etc., with the recreated music of the Edison. At Independence, Kan., the Kars & Meinhardt Co. arranged special programs for the week, and at Olathe, Kan., C. G. Morrison put on very interesting events. Indeed, wherever there were Edison dealers there were special programs.

E. A. McMurtry, manager of the Columbia Graphophone Co., has recently been installed as a director of the Co-operative Club here. He represents the talking machine industry in the organization. The piano dealer in the club is W. B. Roberts, general manager of the W. W. Kimball Piano Co., which does not handle talking machines.

The Santa Fe Watch Co., Topeka, Kan., had a very unusual window display during Edison Week. In the window were two handsome Edison machines, one on each side of a large picture of Mr. Edison. Grouped in the window, close to the machines, were pictures of Carmen Melis, Lucrezia Bori and other singers, ribbons reaching from them to discs and from the discs to the machines.

The J. W. Jenkins Sons Music Co. recently displayed emphatically in big black type letters, "We nail another lie," followed by this explanation: "It being said by certain talking machine representatives that we were ready to and had asked for the agency of their machine in preference to the Victrola. This is absolutely untrue and false."

The Emahizer & Spielman Co. recently held a rousing get-together meeting in Topeka, Kan., the celebration marking the opening of several handsome demonstrating parlors for its graphophone department. The meeting was at the store and, following the business session and the speeches, a buffet luncheon was served. The company has recently added a large stock of Columbia machines. R. E. Davis, a representative of the Columbia Co. at Kansas City, delivered an address at this meeting.

The Starr Piano Co., of this city, has not been able to get enough phonographs to begin to care for the opportunities of its Kansas City trade. W. E. Rupe, the manager, is said to be hoping that he can begin shipping to other branch houses in this territory soon.

H. C. Burget, a salesman of the Victrola department of the George B. Peck Dry Goods Co., has completed his first year in that department, with a record of $20,000 worth of Victrolas sold.

The Carl Hoffman Music Co., which handles Columbias and Victrolas, is holding a closing-out sale, the proprietor, Carl Hoffman, retiring on January 1. All musical goods are being sold at sharply reduced prices except, of course, the talking machines and records.

The SILENT PROP

can be used on covers of all machines, and is a great advance over the rattlers generally in use. Sample postpaid 25 cents. Special prices to manufacturers.

We are offering this month a five dollar oak cabinet for $4.00 net. It fits St. 6 Victrola perfectly.

H. A. Sage Cabinet Works
15 Madison Avenue DETROIT, MICH.

Heineman Motors

"THE MOTOR OF QUALITY"

Six different styles playing
from one to eight Records
with one winding

Write for New
Complete Catalog

OTTO HEINEMAN, 45 BROADWAY, NEW YORK
2701 ARMITAGE AVE., CHICAGO

TAKES CHARGE AT KNABE'S.

John Y. Shepard Heads Victor Department at Wm. Knabe & Co.—Well Equipped as Executive and Salesman.

John Y. Shepard, formerly associated with the G. T. Williams Co., Brooklyn, N. Y., Victor distributer, has been appointed manager of the Victor department of William Knabe & Co., 437 Fifth avenue, New York, succeeding George Stanley, who resigned last month. Mr. Shepard is well versed in the retail merchandising of Victor products and has specialized on the machine end of the business, making a "hobby" of convincing prospective Victrola purchasers of the superior tone qualities of the more costly models. During his entire Victor career Mr. Shepard has always talked "tone quality" above all other sales arguments to his patrons, and as a result of his study of the tonal merits of the Victor products he has achieved a signal success in this field. Combined with his Victrola activities Mr. Shepard possesses a thorough knowledge of the Victor record catalog, which he has used to good advantage.

J. Y. Shepard.

An efficient sales staff is now being assembled by Mr. Shepard, who has already secured the services of Miss Bessie Barnes Steele, former manager of the McCreery Victor department in New York.

The Victor department in the Knabe store is one of the most attractively furnished Victor salons in the country, being arranged to cater to a high-grade, critical clientele. Ten sound-proof booths, finished after the Empire period, are placed at the disposal of patrons, five of these booths being exceptionally large ones and being located on the main floor of the Knabe warerooms.

CHRISTINE MILLER IN LOS ANGELES.

Famous Singer Heard to Accompaniment of Her Own Records on Edison Disc Phonograph.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 5.—Something new in the way of musical entertainment was offered at the Trinity Auditorium on Wednesday evening, when Christine Miller, the famous contralto, appeared in a recital with the Edison diamond disc phonograph and gave the audience the unique experience of hearing an artist sing to an accompaniment of her own records.

To the accompaniment of records made by herself at the Edison plant, Miss Miller sang a number of popular favorites in the way of vocal numbers, like "Bonnie Doon," "My Ain Countrie" and "Old Folks at Home," "Abide with Me" and "O Rest in the Lord," from "Elijah."

Abraham Bond, violinist, demonstrated the striking perfection of the record's reproduction of numbers made by violinists. The Schubert "Ave Maria," played by Carl Flesch, the famous artist of Germany, was particularly beautiful.

After leaving Los Angeles Miss Miller went to San Francisco to take part in Edison Day.

CLOSE BIG PUBLICITY CONTRACT.

(Special to The Talking Machine World.)

WEST PALM BEACH, FLA., November 8.—The largest advertising contract that has ever been signed in this county, and probably one of the largest between Jacksonville and Key West, was consummated last week between the Daily Tropical Sun and the West Palm Beach Drug Co. This contract calls for 15,000 inches of advertising display space within a year from date. B. B. Freeland, president of the company, executed the contract.

It is safe to assume that a good proportion of this advertising space will be devoted to talking machines and records, as the West Palm Beach Drug Co. maintains a successful Columbia department, displaying a complete line of Columbia Grafonolas and Columbia records.

FINE EXPOSITION DISPLAY.

Made by the Columbia Graphophone Co. at Merchants and Manufacturers' Exposition Held in Kansas City—Attracted Notice.

(Special to The Talking Machine World.)

KANSAS CITY, MO., November 5.—One of the most attractive booths at the recent Merchants and Manufacturers' Exposition, held at Electric Park, was that of the local establishment of the Columbia Graphophone Co., 1112 Grand avenue, a photograph of which is shown herewith. This display won the admiration of all visitors to the exposition, and Manager McMurtry received many letters of praise from out-of-town callers.

Columbia Display at Electric Park.

In the open part of the booth a few Columbia Grafonolas and Dictaphones were displayed. The color scheme and unique form of decorations, consisting in part of ten-inch double-disc Columbia records bolted on the walls, both interior and exterior, combined to make the booth one of the features of the exposition.

How Are We Going to Fill that Order?

Have You Stocked Up for the Fall?

CRESCENT

Tone—Quality

Plays Perfectly Any Type of Record

35c.

D. S.—8 in. Records

(As much music as any 10 in. D. S. Record)

65c.

D. S.—10½ in. Record

A Standard "Sapphire" Record of

REAL MERIT

TRADE MARK

Without Change of Mechanical Parts

Service—Satisfaction

PHONOGRAPHS

New England Distributers

Crescent Sales Co.

PROVIDENCE, R. I.

A Ten-Day Special Trial Offer

of any of our products if ordered before December 1st, 1915.

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers Street, New York City

DEMAND FOR RECORDS HELPED BY ARTISTS' RECITAL.

Opera and Concerts in Detroit Prove Great Stimulant—Grinnell Victrola Salesmen Meet —Association Takes Action on Approval Records—Larger Quarters for Max Strasburg —H. C. Shea Married—J. H. Goldberg to Move—Wallace Brown is Optimistic.

(Special to The Talking Machine World.)

DETROIT, MICH., November 9.—One short paragraph amply describes conditions in the talking machine business in Detroit: "It could not be much better." The month of October was far above expectations and far beyond any previous business during the same period. Dealers are not thinking about how much business they can do, but how much goods they can get. The fact that there is going to be a shortage this fall and winter, and especially at holiday time, is generally admitted, and the wise dealer is taking advantage of every opportunity to increase his stock. The various recitals given here during the month of October by singers of national prominence, such as Miss Farrar and the Boston Opera Company; also Elman, violinist, and the Anna Pavlowa Ballet, all have had a tendency to create interest in music and stimulate the sale of records.

The Cable Piano Co. is organizing a "Christmas Victrola Club" in order to push sales for the holiday season. Manager Harry Zickel reports Victrola business as 100 per cent. ahead of last year.

The marriage of Miss Jessie Baker and Harry C. Shea took place Wednesday evening, November 3, in the rectory of St. Peter and Paul's Cathedral, Detroit. A supper at the Hotel Cadillac followed the ceremony. The bride and groom left that evening for a short trip. Mr. Shea is general manager of the Pathéphone Co., of Detroit, and is well known in business circles.

Miss Christine Miller, under the auspices of the Wallace Brown Edison Shop, gave a recital at the Hotel Statler ballroom on October 11 and attracted a large crowd. She sang directly with the diamond disc records that she has made for the Edison Co. She was assisted by Abraham Bond, violinist, from the Edison laboratories.

The Victrola salesmen from all of the retail stores of Grinnell Bros. gathered at the Hotel Charlevoix, Detroit, on Monday evening, November 1, and discussed plans for the coming season. About seventy-five were in attendance. It was an enthusiastic meeting and there were many topics discussed. One of the important ones was "How to Improve the Service to the Customer." Talks were made by C. A. Grinnell and S. E. Clark. A representative from the Victor Talking Machine Co. was present, and he gave a technical address, explaining the manufacture of the Victrola and enlightening the men so that they could talk intelligently to their customers on how the Victrola was constructed.

C. H. Grinnell has been appointed manager of the wholesale department of the Victrola end of the Grinnell Bros. business, and will make his office at the wholesale warerooms on Cass avenue. Harry Rupp, who formerly had charge of this department, will hereafter give all of his time to the retail end at the main store on Woodward avenue.

The Ecco Talking Machine Co., Peter Smith Building, Detroit, will have its factory at 256 Twenty-first street, and expects to be turning out machines at an early date.

For the sixth consecutive time the Detroit branch of the Columbia Co. has been awarded first prize for being the best in the matter of collections. F. A. Denison, manager, feels confident that he will win this prize again for October.

Several times during the past month Heynz Bazaar, Detroit, has devoted one entire window to a display of Columbia talking machines and records. This department was added about six months ago and P. B. Lang placed in charge. It has proven a success beyond expectations.

Henry S. Doran, president of the Doran Phonograph Co., Detroit, celebrated his fifty-first birthday on October 13. He was the recipient of many congratulations.

The new store of the Phonograph Co. of Detroit, exclusive agents for the Edison, will be ready about December 1. It is going to be unique in many respects and one of the finest shops in the United States.

William Maxwell, second vice-president of the Thomas A. Edison Co., was a visitor to Detroit during the early part of October. He called at the Wallace Brown Edison Shop and paid Mr. Brown many fine compliments.

"Coming better all the time," said Wallace Brown to The World correspondent. "Our enlarged store is none too big to take care of our trade. We know that we are going to wind up the year with a record-breaking holiday business if we are fortunate enough to get enough goods to sell. We are more concerned about that than anything else. If we can get the goods we'll sell them." Mr. Brown celebrated his first year in business on October 28. On that date his store was twice as large as when he started.

Manager E. K. Andrew, of the J. L. Hudson talking machine department, has been making a number of out-of-town trips in the past thirty days hunting for stock. Every week at the Hudson store shows a splendid increase in the talking machine department, and Manager Andrew is constantly increasing the force.

Mrs. Clement, of the Charles R. Roat Music Co., Battle Creek, Mich., was in Detroit recently looking over the various shops and getting ideas, which she will incorporate in the new Victrola shop which her company will install after the first of the year in an adjoining store.

R. F. Wright, manager of the Cable Piano Co., 619 South Saginaw street, Flint, Mich., is adding more space to the talking machine department.

Raymond Gould, 193 West Goguac street, Battle Creek, has taken the Pathé agency.

The Rex Talking Machine Co. has opened a store at 209 Griswold street, this city.

The J. L. Hudson Co. has installed a recital room on the second floor of the piano building. It is in the front part and has fifty theatre seats. At one end is a small stage on which stands a Victrola, and on either side is draped a curtain, making a very artistic effect. There are recitals every day from 11.30 to 2.30, and they are absolutely free.

The regular monthly meeting of the Detroit Music Trades Association was held November 9.

Jacob H. Goldberg, now at 236 Gratiot avenue, has leased the store at 162 Gratiot avenue, where he expects to move as soon as completed. Until after the holidays he will run both stores.

At the October meeting of the Detroit Music Trades Association two new members were taken in —Sidney J. Guest, 541 Dix avenue, and Larry Dow, associated with the Wallace Brown Edison Shop. The approval plan of selling records was taken up, and it was decided to adopt the method of the Cable Piano Co., of putting a red sticker on all approval packages which go out, announcing that records not kept must be returned in twenty-four hours, otherwise a charge will be made for them; also that the customer must keep at least one-third of the records sent out. All of the members of the association who sell talking machines agreed to adopt this plan.

Max Strasburg, now in the Sherer Building, Grand River and Farmer streets, Detroit, has taken a long lease on the store at 74 Library avenue, just three doors south of his present location, and is now having same remodeled and put into shape. He will open about November 15. He will continue his present store until the expiration of his lease, April, 1916, after which time he will be located at 74 Library avenue. Mr. Strasburg is installing fourteen booths. He reports that October business was 50 per cent. ahead of the same month last year. He reports the sale of two $2,500 Grafonola baby grands, one to Senator Robert Ogg for his Detroit residence, and the other to D. T. Crowley, of the Peninsula Stove Works.

Dealers report a big demand for fumed oak talking machines. They say the demand is even greater than mahogany some weeks.

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next two months.

Ditson Victor Service

COLUMBIA

RECORDS

Double Disc

Tone—above all, tone! That's what sells Columbia Records!

Tireless research and experiment have perfected their manufacture, down to the most minute mechanical and artistic detail. Columbia Double-Disc Records are one of the strongest dealer points in the whole Columbia proposition.

Competitively—remember this—*competitively,* Columbia Records in tone quality, timbre, rhythm and musicianship never fail to win the judgment. Wherever compared, Columbia Records are demonstrating superiority, and are being demanded more and more by owners of *all* standard makes of talking machines.

Proof of all this lies in the staggering increase in Columbia business during the past year. And there is no plausible reason why *you* should not be prepared to satisfy this ready-made demand, instead of seeing your customers go across town or down street.

New Sales Helps fc

A Bigger RECORD SUPPLEMENT in Brighter, Better Dress

The new Columbia Record Supplement, issued regularly on the 20th of each month, can most decidedly be depended upon to produce customers. Handsomely illustrated, beautifully typed, a cover in four colors, this supplement is unqualifiedly the most distinctive and interestingly informative record booklet that any dealer could send to his customers. The record stories and descriptions literally sell the records; indispensable selling talks for your sales staff.

Creation of an Ever-Growing Demand

Not content with the high score rung up last year, bigger demand is being created. See what is going on in the way of national publicity. Progress is the keynote. The quality of Columbia advertisements, their beauty and attractiveness are indeed commensurate with the excellence of the Columbia product.

COLUMBIA GRAPHOPHONE COMPANY

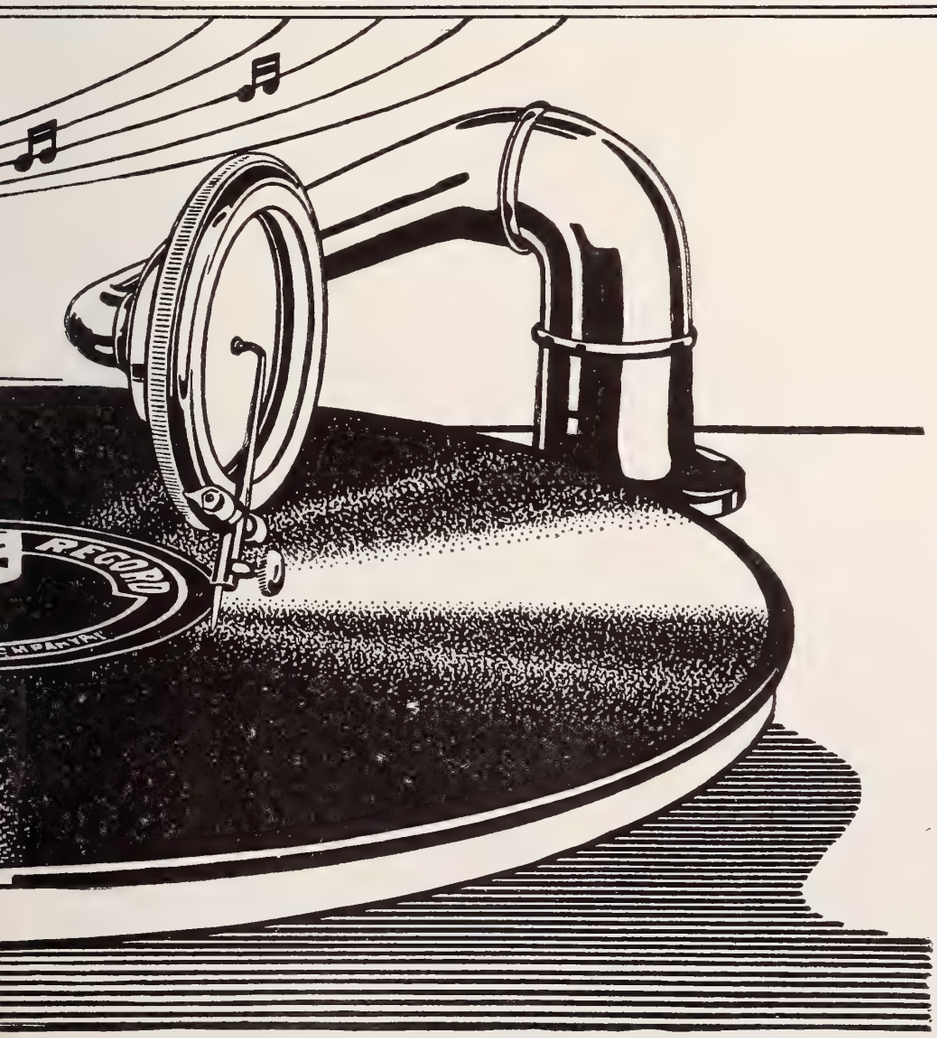
Columbia Dealers

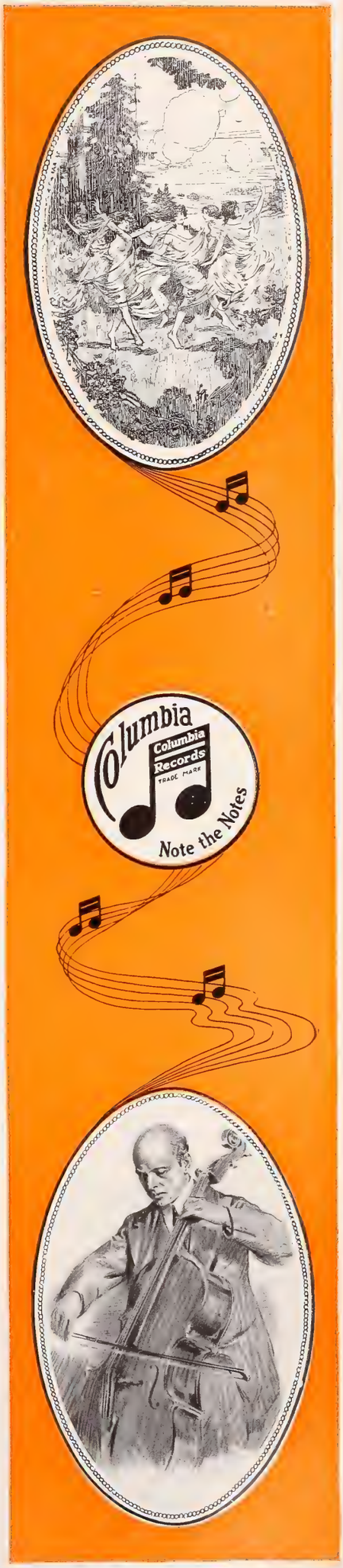
Record Service—New Factories— Ever building for the future, new factories have been erected to take care more properly of the large and steadily increasing demand for Columbia Double Disc Records.

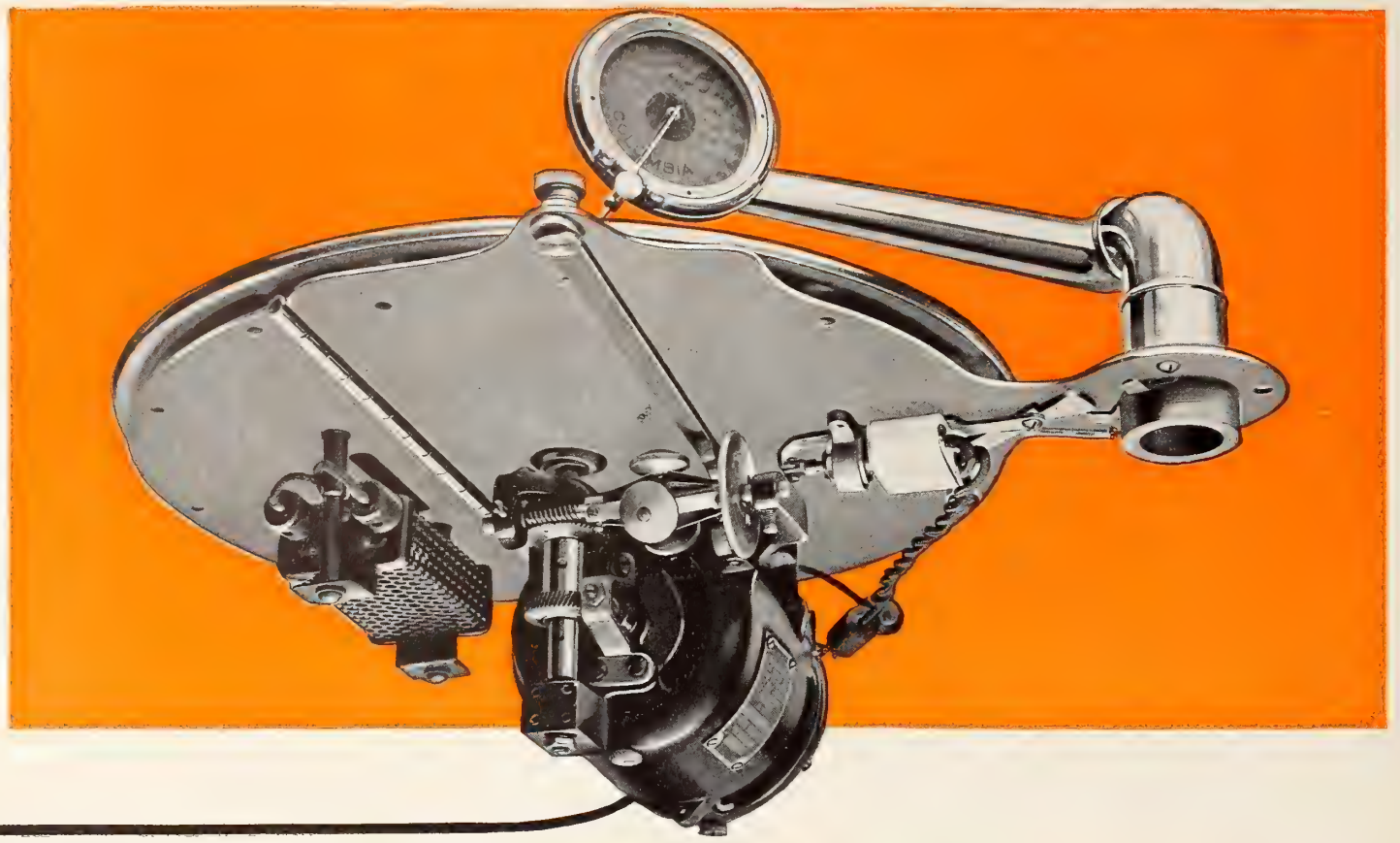
Free Advertising Service and Counsel for Dealers Prepared advertisements, cuts, and layouts for local display can be furnished you instantly—arranged with skill and forethought, assuring you the most profitable result. Let us send you a catalogue of prepared advertising matter.

Electric Grafonolas The big demand for the Electric Grafonola is here. For those purchasers who consider that the last vestige of the mechanical disappears with the elimination of the winding crank, we offer three new models. See next page for detailed announcement.

WOOLWORTH BUILDING, NEW YORK







An Evolution—The Electric Grafonola!

Announcement of these Electric Grafonola models has only been made after a long period of tests under every conceivable condition and over a long period of time.

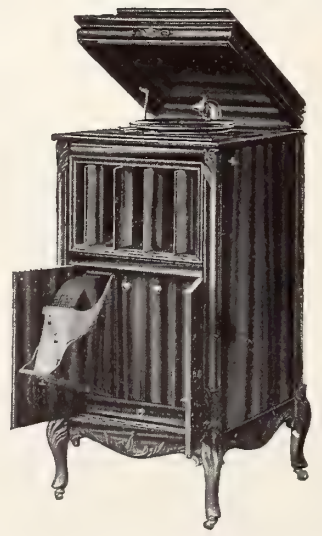
The Columbia motor has always been a marvel of accuracy and precision. And here is an Electric Columbia Motor that drives the turn-table at an absolutely unvarying speed under all conditions, operating perfectly on any current, either alternating or direct, from 110 to 220 volts.

The motor mechanism is mounted on a hinged motor plate. This means that by removing the turn-table, the motor plate can be tipped back and the entire motor exposed to view for oiling, cleaning, etc.

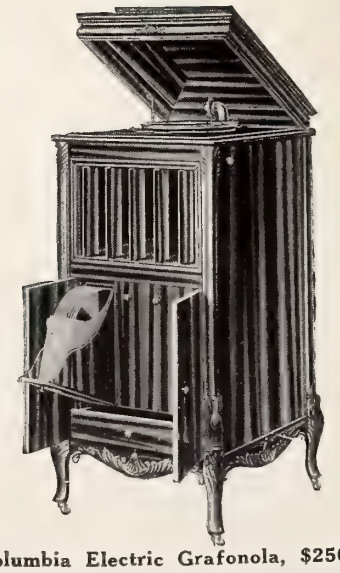
An electric automatic start is an integral part of the general mechanism of each instrument, and not a mere attachment. To start the instrument you simply bring the tone arm over to playing position. For the present, the Electric Motor is furnished only in Mahogany finished Grafonolas listing at $250, $200, $160 and $150.

These new Columbia Grafonolas are one of the outstanding opportunities in the talking machine industry to-day.

Columbia Electric Grafonola.
(With Individual Record Ejector) **$160**
(With Drop-tray Record Cradles) **$150**



Columbia Electric Grafonola, $200.



Columbia Electric Grafonola, $250.

TIFFANY MOTOR COMPANY

MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES

75 FULTON ST., NEW YORK CITY

BALL BEARING
SELF OILING

NO GEARS OR BELTS
AUTOMATIC STOP

TIFFANY MOTORS ARE MADE WITH A
CAREFUL REGARD FOR MECHANICAL PERFECTION, WHICH ASSURES
LONG LIFE AND SATISFACTORY SERVICE.

Price complete with square metal motor board and all parts associated with a phonograph motor, including dry batteries, Retail $25.00. Samples for the trade only—$15.00 without batteries. Discounts on quantities.

The only electric motor of the efficiency required for operating a phonograph on dry batteries, and therefore the only electric motor which can be used in a phonograph under all conditions of service, independent alike of the crank for winding or outside electric current.

BALTIMORE WILL CLOSE GREATEST "TALKER" YEAR.

This Despite Decided Shortage in Machines—Business in All Lines Has Shown a Steady Trend Toward Betterment—Department and Furniture Stores Take on Talking Machines—Baltimore Dealers to Boost the Stevens Bill—News of Month Worth Noting.

(Special to The Talking Machine World.)

BALTIMORE, MD., November 4.—"More machines, more machines." This is the appeal being sent out from the Baltimore talking machine dealers, and with many of them it looks as though they will have the same trouble they experienced last year, when they were unable to secure enough talkers to supply the great demand.

Some few of the Baltimore dealers, however, have been stocking up for months and will have a much better chance to satisfy their customers.

There are more talking machine establishments in Baltimore at present than at any other time in the history of the trade. Many large department stores and furniture houses have entered the field and are doing well. They are using great amounts of space in advertising and seem to be getting results.

From all indications this year in Baltimore will be greater even than last year, when the phenomenal business was a surprise to everyone and it was the talk of the town. There seems to be more money about this year, and during the past several months Baltimore has become a far more important industrial center than ever before. Even at the present time the demand for machines is far above the average. Last year the machines selling around $75 and $100 had the call, but this years the demand is for even better ones, and most of the dealers report that many of their sales are of $100 and $150 machines, with far more sales of still higher ones than at any previous time.

A. J. Heath, local manager of the Columbia Graphophone Co., announces that headquarters will not attempt to open any new accounts until after January 1. He stated that business was very good for the month, but would have been a great deal better if there had been sufficient machines to dispose of the large number of orders that are on hand.

Cohen & Hughes, Inc., Victor distributers, report an increase in both wholesale and retail, but raise the general cry of insufficient machines to handle the increased demand. During the month I. Son Cohen, president of the firm, made a number of trips to the Victor factory at Camden to try to get additional machines.

Henry Eisenbrandt, of H. R. Eisenbrandt Sons, Inc., Victor distributers, is greatly concerned because of the shortage of machines. With this company the machines selling from $50 to $100 are in the greatest demand. "If I had them," said Mr. Eisenbrandt, "I would be able to sell 5,000 of them without the least bit of trouble."

W. C. Roberts, manager of E. F. Droop & Sons Co., also Victor distributers, reports business coming in at a rapid rate and predicts a wonderful season for the talking machine business, provided enough machines are supplied.

Jesse Rosenstein, for the National Piano Co., Pathè distributer, reports a big business. He has opened up a number of new accounts, including W. T. Littlepage, Jr., & Co., a West Baltimore furniture house. The National Co.'s store, which was enlarged in the rear, was thrown into one during the week and the front redecorated and painted to harmonize with the new addition. New booths for demonstration have been established.

Joseph Fink, of the Kranz-Fink Talking Machine Co., reports an increase of 35 per cent. in October, compared with the same month last year. He also reports a good sale in both Columbia and Victor records.

A great number of machines are being sold by the Victrola department of William Knabe & Co., which is under the management of Milton Boucher, and is being put on the very highest plane in every particular. For the last month the department has had some excellent window displays which have attracted a great deal of attention.

Preparations for a big Christmas business are being completed in the Victrola department of Stewart & Co. Charles E. Stran, formerly with the Victrola department of H. R. Eisenbrandt Sons, Inc., now manages the department, having succeeded J. L. Gibbons, who has left the local field. Mr. Stran ordered in all the machines which were being held for later delivery, and the result is that the warehouse is well stocked. The playing of records over the telephone has resulted in a great many sales for this company. During the last few weeks the department has been greatly rushed. E. Oliver Rhode, Frank Old and Miss Bessie Heavel have been added to the sales force, and S. Shores has been placed in charge of the stock room. Miss Mollie Griffith again headed the sales force for the month. She beat out all the others by a comfortable margin, and intends to continue.

A big season is looked for by William B. Turlington, manager of the Sanders & Stayman Co. The Victrola and Grafonola departments already are pretty well rushed and the store is pretty well stocked with machines of all prices.

Leon Rosenstein, of the Hub Piano Co., which handles Columbia machines, is much pleased with the business which is being done, and looks for a large Christmas business.

The Hub, the largest ready-to-wear store in the city, which has just established a talking machine department with Edison and Columbia lines, came out with big advertising announcements during the month, and announced big demonstrations in its recital hall of the Edison diamond disc. D. J. Crowley, who has been for a number of years in the talking machine business, is manager of the department. Mr. Crowley still maintains his business on Saratoga street, where he handles the Victor and Columbia lines.

Announcement was made this week of the opening of the new talking machine department of the Leader, a department store carrying the Columbia and Pathé lines. James C. Haas, formerly in the Victor department of Stewart & Co., is in charge of the department.

The Howard furniture store, a large housefurnishing house on North Howard street, has established a talking machine department with the full Columbia line. Conrad Hofmeir is in charge.

The Rosenstein Piano Co. reports a good month's business in both Edison and Columbia lines.

The Hammann-Levin Co. reports a big business in Victrolas, and expects to do the biggest business next year in its history.

The Baltimore talking machine dealers met on Wednesday night and devoted most of their meeting to a discussion of the Stevens Bill, which is before Congress. Each of the members decided to write to the Maryland Senators and Congressmen urging them to support the measure. Milton Boucher, manager of Knabe's department, was elected secretary to fill the vacancy caused by the resignation of Mr. Gibbons, who has left the city.

If you Really Want

Record Service

Service that gives you
What you Want
When you Want it

Try

Standard Talking Machine Co.

Victor Jobbers *Wholesale Only*

PITTSBURGH, PA.

CLEVELAND CONTINUES TO BE A BUSY TRADE CENTER.

Greater Momentum to Business—The Eclipse Musical Co.'s Great Expansion—New Salesrooms for Euclid Music Co.—Wade H. Poling Doing Well—Buescher's Clever Window Publicity—New Pathé Dealers—Columbia Co. Augments Its Agency List.

(Special to The Talking Machine World.)

CLEVELAND, O., November 8.—Little by little the talking machine business in this city has been gaining more momentum, and from the numerous interviews with the managers of talking machine houses it seems that a most phenomenal season is in store for everybody. Economic conditions are very good since there is plenty of work, and consequently a willingness of the working class to purchase talking machines and records.

Standing, J. F. Quinn, Philadelphia; P. J. Towell. Sitting, C. K. Bennett, E. B. Lyons, of Eclipse Musical Co.

The numerous recitals, demonstrations in churches, etc., helped to incite more public interest in talking machines during the past month.

Many dealers are already complaining about the shortage of goods, although they have put in large orders during the summer months. Goods seem more scarce than for the same month a year ago.

The Stearn Co. has recently taken on the entire Pathé line. C. H. Johnston, manager of the department, and formerly of the Fischer Piano Co., Pathé distributers, is very optimistic, and states that he has the finest equipped Pathé department in the city. With the fine location and unique window displays, Mr. Johnston anticipates good results.

The Eclipse Musical Co., Victor distributer, has shown wonderful expansion during the past few months. The earnest efforts of C. K. Bennett, general manager, and E. B. Lyons, sales manager, are now bearing substantial fruit, far in excess of anticipations. The service extended to dealers has caused the large increase, so that the company now has more orders than it will be able to fill during the rest of the year. C. K. Bennett and T. H. Towell are about to start on a trip to the factory and the East, where they expect to spend a few days with the view of picking up Victrolas and records.

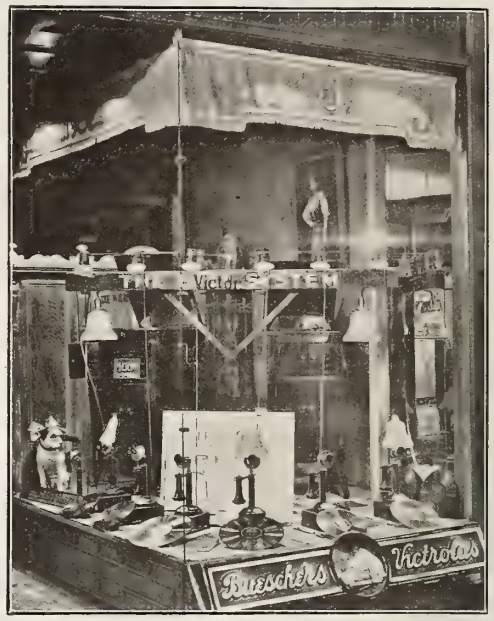
Three prominent members of the staff of the Eclipse Musical Co. are shown herewith: C. K. Bennett, E. B. Lyons, P. J. Towell, who entertained a "live" one, J. F. Quinn, from Philadelphia.

The Euclid Music Co. has just completed additions to two more handsome salesrooms. This makes a total of eight beautiful rooms. A. W. Witter, sales manager of the company, is beginning to reap the benefits of his strenuous efforts derived from his house-to-house canvassing during the summer. James G. Card, president of the company, is very optimistic concerning the winter prospects.

Wade H. Poling Earl Poling.

October business was the largest the company has experienced during any month this year.

The Wade H. Poling Piano Co., successor to the W. F. Frederick Piano Co. in this city, reports a splendid month's business, the call being chiefly for high-priced Victor instruments. The organization specializes in "service," and every indication points to a brilliant future. Earl Poling, formerly of the McCreery Co., Pittsburgh, is manager of the department. Several unique window displays attracted much attention during the month. Geraldine Farrar visited the store during the week of her recital here, and was much pleased with the window display, which featured her and her records. Mr. Warrenrath spent an afternoon with Mr. Poling and enjoyed hearing the rendition of his own records. Mr. Ellis, of Boston, also called at the store.



Buescher's "Hello, Frisco" Window.

The W. H. Buescher & Sons Co. had several unique window displays during the month which created interest among passers-by. The Bell Telephone Co., of this city, aided in a fine display of "Hello, 'Frisco." A series of telephones inside the store were connected in such a way that people listening could hear the record played in a rear booth.

The Victrola department of the William Taylor & Sons Co., under T. A. Davies' managership, has expanded to such an extent that it is considered one of the biggest Victrola studios in the city.

The Fischer Piano Co.'s Pathé department has been adding new dealers and has featured in window displays during the month. H. L. Tinker, manager of the department, has returned to his duties after a long sickness.

The Columbia Graphophone Co. has again in-

Jobbing Victor Product Exclusively

Efficiency ECLIPSE *Promptness*

ECLIPSE MUSICAL CO.
Victor Distributors
CLEVELAND

creased its output by adding several live dealers. The University Book Store will look after the Columbia school business. The Conrad-Baish-Kroeple Co. has placed the Columbia in the Fifty-fifth and Wade Park stores. Mr. Madson, energetic manager of the company, reports that there has been over 100 per cent. increase over the same month last year. Grant Bernard has been appointed traveling representative of the company.

The same report of increased business for October is made by the Grafonola Co., retail Columbia dealer, through Manager C. A. Routh.

The Phonograph Co., of this city, is continuing its recital policy and is meeting with splendid results. A wonderful demonstration was given in Gray's Armory here on the evening that W. J. Bryan lectured. The large mass of people were spellbound by the music from the Edison diamond disc phonograph which was played, and Mr. Bryan, who has an Edison phonograph in his home, expressed delight over the music. Mr. Bloom, secretary of the Phonograph Co., says that business is exceptionally good and "Edison Week" celebration was of great educational advantage.

The Talking Machine Dealers' Association of this city held its regular meeting in the Hotel Hollenden and voted unanimously to charge 6 per cent. on all Victrolas sold on and after November 1, and to get at least 10 per cent. down and 10 per cent. per month on all Victrolas sold.

Recent visitors in the city were: C. H. Yahrling, of Yahrling & Rayner, Youngstown; C. W. Sipe, Shelby; Mr. Hayward, of the C. A. House Co., Wheeling, W. Va.; Mr. Shoemaker, West Virginia representative of the Victor Co.; Mr. Burgess and family, of Oberlin; G. B. Dodge, of Jefferson, O.; D. W. Phillips, of the D. W. Lerch Co., Massillon, O.; F. W. Trory, Kent; Mr. Wooster, of De Forrest & Son Co., Sharon, Pa., and Mr. Bartholomew, Ashtabula.

SAN FRANCISCO MEN ORGANIZE.

Talking Machine Dealers' Association Formed with P. H. Beck as President—Other Officers Elected to Combat Trade Evils.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., November 3.—There has been considerable agitation in the local trade for several months looking toward the organization of a talking machine dealers' association, which has finally resulted in the formation of such an organization. The dealers held a preliminary meeting on Wednesday, October 20, at which time a committee, composed of P. H. Beck, J. J. Black and F. B. Travers, was appointed to draw up a constitution, by-laws, etc., and to report the following week, arrangements having been made for the holding of another meeting on October 27. Formal organization was effected at the second meeting. The new association will be known as the Talking Machine Dealers' Association of San Francisco and Bay counties. Officers were elected as follows: P. H. Beck, who conducts the talking machine department of Kohler & Chase, president; J. J. Black, manager of the Wiley B. Allen department, vice-president; A. A. White, manager of the Emporium talking machine department, secretary and treasurer. About tairty were present at the meeting, all the downtown houses being represented as well as several dealers from the outside districts. Much enthusiasm is shown in the new organization and everything starts off very harmoniously. All dealers in the bay cities will be invited to join. J. J. Black, J. Raymond Smith, Fillmore street dealer, and J. J. Baley, manager of the Edison Shop, were appointed a committee to call on the different dealers. The association will hold monthly meetings—the second Wednesday in each month—unless otherwise arranged.

PROGRESSIVE BUSINESS MEN

—always look to the end of reducing costs. America's leading manufacturers and dealers have found that one way to do this is by shipping their cabinet machines in

ATLAS 3-PLY VENEER PACKING CASES

The superiority of these Northern hardwood veneer cases with clear spruce cleats is beyond question. They carry the weight, save freight and give better protection. A card to our General Sales Office will bring detailed information to you.

NELSON & HALL COMPANY

MONTGOMERY CENTRE VERMONT

New factory at Camden, New Jersey

TO MAKE TALKER NEEDLES.

The Sullivan Needle Co. has been organized in Reading, Pa., by John E. and William H. Sullivan and Walter J. and Charles H. Bagshaw, to deal in needles for sound reproducing machines. The concern has applied for a charter under the Pennsylvania law.

Fred Lehman, manager of Lehman's Music House, East St. Louis, Ill., which has been established in that city for over forty years, has secured the local agency for Victrolas and records.

DO YOUR PART IN SUPPORT OF PRICE MAINTENANCE. GET IN COMMUNICATION WITH YOUR CONGRESSMAN AND SHOW HIM WHY THE STEVENS BILL WILL BE A PROTECTION TO THE PUBLIC AS WELL AS TO LEGITIMATE INDUSTRIES. DO IT NOW!

BUSINESS ACTIVE IN WINNIPEG.

The Various Houses Handling Talking Machines Are Exploiting Them with Considerable Success and the Outlook Is Good.

(Special to The Talking Machine World.)

WINNIPEG, MAN., November 3.—The talking machine branch of the music business in Winnipeg has a prominent place on the business stage and the various houses are exploiting this line with considerable success and energy. The opening of schools and the advance of autumn are developing the customary seasonable interest in music, with, of course, less apparent effects than if money were more plentiful. The Winnipeg Piano Co. states that Columbia Grafonolas and Edison disc phonographs are showing the greatest activity, and they fully expect with the approach of the musical season that pianos also will again come into their own.

Mr. Fitch, Western manager of Babson Bros., Edison dealers at Winnipeg, has been on a week's visit to his firm's headquarters at Chicago. G. H. Gillman, who has been associated with Mr. Babson for some years, is now assuming entire charge of the retail store. This will enable Mr. Fitch to devote more time to the mail order business.

G. L. Stanwood, late manager of the Doherty Piano Co., has opened parlors, Stanwood's, Ltd., at 390 Portage avenue, this city, and is handling a complete line of Columbia graphophones and records.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

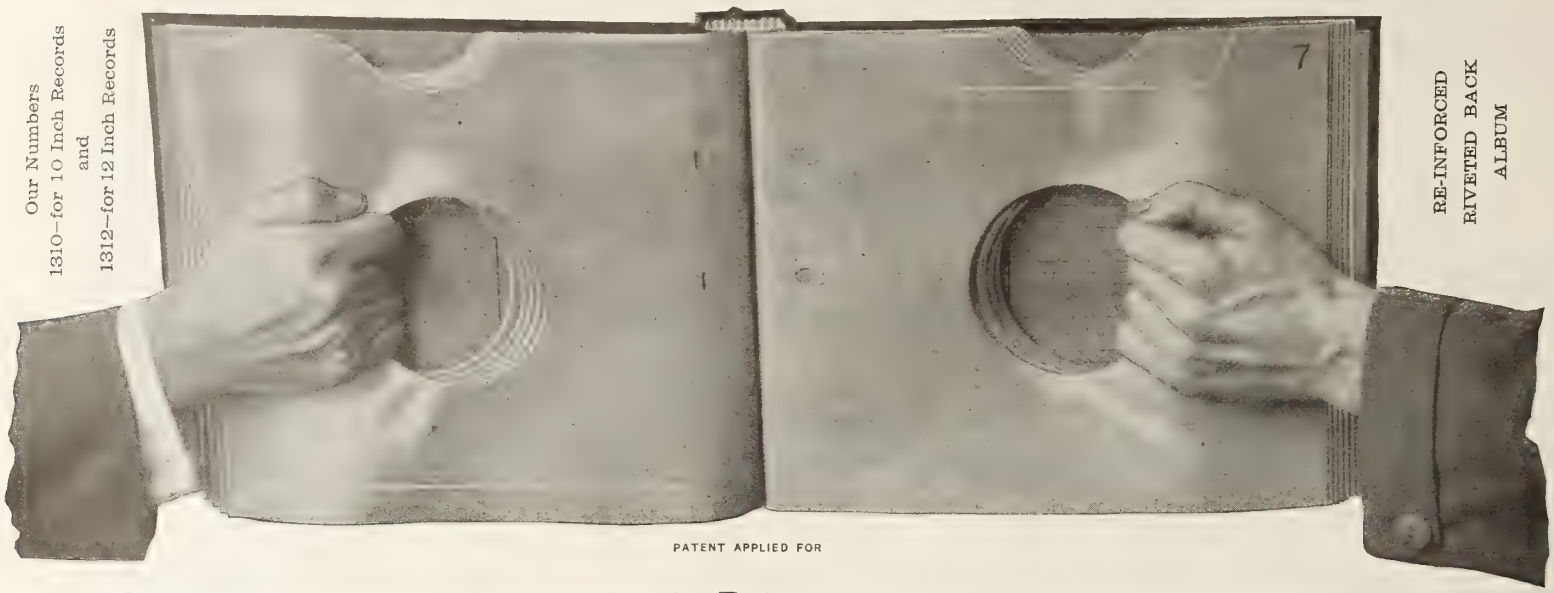
Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

UTILIZING THE ARTISTS' VISITS.

How Cecil Fanning's Visit to Columbus Was Taken Advantage of by the Columbia Department of the Dunn-Taft Co.

(Special to The Talking Machine World.)

COLUMBUS, O., November 8.—The Columbia department at the Dunn-Taft Co.'s store is closing

Cecil Fanning at Dunn-Taft Co's Store.

a splendid fall business, due in a measure to the fast growing popularity of Columbia Grafonolas and the many aggressive plans instituted by the store to secure business. Although the department has only been open since September 1, it has already built up a profitable clientele.

At frequent intervals Columbia artists are invited to visit the Dunn-Taft Co.'s store and spend some time in the Columbia department. This plan has worked out very successfully, aiding the sale of records materially. A recent visitor was Cecil Fanning, the well-known baritone, whose Columbia records are very popular and whose concert a few weeks ago at the Southern Theatre attracted a capacity audience. The Dunn-Taft Co. took advantage of Mr. Fanning's concerts to use good-sized space in the local newspapers, advertising his records, which produced excellent results.

A NEW USE FOR RECORDS.

Music Publisher Suggests That Professional Singers Get Proper Conception of His New Songs Through That Medium.

Leo Feist, of New York, one of the largest and most successful of the publishers of popular music, has created a new field for the talking machine in connection with his business by advising professional singers, through advertisements in the theatrical papers, to visit the local talking machine store when desiring to learn new songs from his list and hear the record of the number, thus getting the author's conception of how the song really should be sung.

The music publisher's idea is set forth as follows:

"If you want to get the author's conception as he would sing it if he were demonstrating it to you, go to the nearest talking machine store and simply 'ask to hear it.' Then put in your individual interpretation, which will be materially enhanced by having heard the author's original idea.

"This great national idea of demonstrating 'Feist songs' was conceived by a certain celebrated performer whose salary runs in four figures.

"This is no doubt a great boon for professional singers. No matter how small the town, you can hear 'Feist songs' sung in the proper manner, proper rhythm and proper tempo. You get the beauties of a ballad and the real features of a novelty song as well as the unusual twists of a ragtime song.

"No matter where you go or where you are, there's a demonstrator in your town. Hear 'Feist songs' sung with the author's conception. Ask the man in the phonograph store to demonstrate it for you. He'll be glad to accommodate you."

It is very probable that the artist will desire more than casual demonstration of the record and in the majority of cases will buy. It will depend on the talking machine dealer or his clerk whether the visitor buys more of the latest records. In any event the publisher cannot lose, for the singer can learn to sing the song properly and thus make it more popular, and if he does buy the record the publisher gets two cents royalty from the record manufacturer. Not a half bad scheme.

EDWARD D. EASTON LEFT $700,000.

(Special to The Talking Machine World.)

HACKENSACK, N. J., November 9.—The personal estate of the late Edward D. Easton, of Arcola, who died several months ago following a nervous breakdown, has been appraised at about $700,000, composed chiefly of holdings in the Columbia Graphophone Co., of which he was the founder and president.

SELLS OUT TALKER DEPARTMENT.

(Special to The Talking Machine World.)

READING, PA., November 9.—W. S. Hollenback, the well-known piano and music dealer of this city, has sold his entire stock of Columbia graphophones and records to the Metropolitan Talking Machine Co., 727 Penn street, this city, who will make a specialty of that line. Mr. Hollenback will continue his piano business as formerly.

INCORPORATED IN WASHINGTON.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 9.—The W. J. Parker Co., of this city, was incorporated last week for the purpose of conducting a talking machine store in the Kenois building, Eleventh and G streets, N.W. The capital stock of the company is $1,000, and the incorporators include W. J. Parker, F. D. Hardesty and M. S. Hill.

HEINEMAN MOTORS

"The Motor of Quality"

BIG DEPARTMENT IN ST. PAUL.

Golden Rule Department Store Features Victor Line on Large Scale—Handsome Quarters—Talking Machine Recitals Resumed by Several Stores—Foster & Waldo Advertising Heavily—Other News of the Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., November 8.—It would do any talking machine man in the world good to visit the Victrola department of the Golden Rule Store, St. Paul, one of the big department stores of the Twin Cities. Having an area of more than 4,000 square feet, Manager J. L. Pofahl has an almost unrivaled opportunity to display his machines. Ordinarily about 100 Victrolas are shown, and this just about completes the line.

The Victrola department, designed by an architect after visiting some of the more famous stores in the East, is worked out in silver gray oak with deep blue velvet carpets that set off the big machines with an elegance that is fetching. There are eight demonstration rooms, all of ample size and well lighted. The record room is to be enlarged to one of considerable dimensions.

Since the department was moved to the new portion of the Golden Rule Building Manager Pofahl has made arrangements for fortnightly recitals, making use of the tearoom, with a seating capacity of 400 persons. The recitals attract large audiences.

Talking machine recitals also are given by the Talking Machine Co., Minneapolis, Archie Matheis, manager, and W. J. Dyer & Bro. have resumed their weekly Pianola and Victrola recitals Friday evenings. Mr. Matheis has added Prince Lei Lani to his special staff of entertainers, and the popular Hawaiian singer, who appeared daily throughout November, made a distinct hit. Trade is reported as excellent by all the dealers, big and little, wholesale and retail.

Foster & Waldo, for more than a quarter of a century devoted exclusively to pianos, are now giving fully as much prominence to talking machines as to their old friends both on billboards and in the newspapers, where their ads are conspicuous.

Jay H. Wheeler, Northwestern manager for the Columbia Co., is confining his attention solely to the wholesale end of the business, which he reports to be flourishing, the general conditions being better this fall than a year ago.

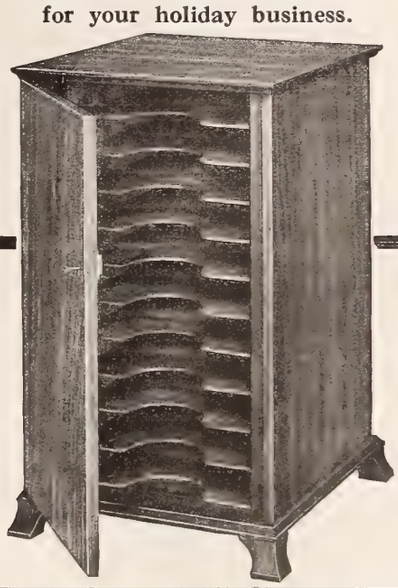
Thomas A. Edison, returning to his home in the East from the Panama Exposition, stopped in Indianapolis long enough Saturday afternoon, November 6, to visit the Edison Shop with Walter E. Kipp, proprietor and jobber for the Edison disc phonograph. Lavish praise for the new store was given by Mr. Edison. He was delighted to see his favorite invention in such beautiful quarters. Mr. Edison spent only a few hours with Mr. Kipp and then resumed his journey in his special car. At the urgent request of Mr. Edison, Mr. Kipp kept quiet about the great inventor's intention to make a brief stop in Indianapolis.

"Pep in Cabinets" could be the name of the chapter devoted to this No. 1412 Udell. It is made by cabinet men for cabinet sellers, and possesses everything that good cabinets should have. "It is a Udell" from foot to top.

Choice of Vertical or Horizontal shelving. Made for Victrola IX or Columbia "Jewel" or "Favorite."

The Udell Works
1205 W. 28th St.
Indianapolis

Send for 6 of these cabinets for your holiday business.



Furnished in mahogany or quartered oak. Height, 31 in.; width, 18 1-2 in.; depth, 21 7-8 in. Holds 11 Victor albums.

The Udell Works
1205 W. 28th St.
Indianapolis

VICTOR CHRISTMAS LITERATURE.

Excellent Publicity for the Holiday Season Just Sent to the Jobbers and Dealers—Should Serve to Stimulate Record Sales—New Edition of the "Victor Book of Opera" More Complete Than Ever, Now Ready.

The Victor Talking Machine Co. sent out to its dealers this week a batch of special Christmas literature which comprises some of the finest and most artistic publicity material that has made its appearance in the talking machine trade for some time. The Victor Co. has for many years forwarded its representatives appropriate and timely Christmas literature, but this year's set is far ahead of any previous advertising helps in both contents and design.

This publicity matter, which is intended for use in the dealer's store and window, comprises the following: Special hanger for Christmas records, poster outlining a Christmas suggestion, long streamer (window trim) lithographed in Christmas colors (red, green and gold), with the wording: "Will There Be a Victrola in Your Home This Christmas?" large wreath with wording: "There Should Be Music in Every Home on Christmas Morning," small wreath with trade-mark.

Every piece of this advertising matter is worthy of special mention as typifying the most advanced stages of the lithographer's art. The color schemes are artistic and pleasing, while the text matter is in harmony with the beauty of the illustrations. In fact, the 1915 Christmas literature is an excellent example of the high-grade work produced by the Victor Talking Machine Co.'s advertising department.

Accompanying these Christmas publicity helps was a special poster featuring the new edition of the "Victor Book of the Opera," one of the most popular publications ever issued in any trade. This new edition contains 558 pages, 700 illustrations and 110 stories of operas, and is one of the most valuable of books in an educational way.

"Words are only good when backed up by deeds"

Mr. Victor Dealer:—What are you receiving?

Try a real Victor distributor with your next order

Landay BROS

The House of Victor Service Exclusively

563 Fifth Avenue, New York

The Knabe-Crystola

The World's Best Phonograph

Model No. 10. Price $100

A WONDERFUL PHONOGRAPH

built along absolutely new lines

SPECIAL AND EXCLUSIVE FEATURES

NO SOUNDING BOARDS —but a *Tone Chamber* made of *Moulded Crystal Glass*, reflecting all the original quality.

NO CRUDE BEARINGS —but a needle arm mounted in a ball bearing, allowing

NO MORE SCRATCHING NOISE all the delicate tone waves to pass.

NO RECORD LIMIT —but playing ALL records with absolutely no change.

The dealers and critics who have seen and heard THE KNABE-CRYSTOLA are astounded at the result. Write quick.

The Knabe Bros. Co.

Cincinnati, Ohio

INAUGURATION OF GIGANTIC VOCALION CAMPAIGN.

Aeolian Company Makes Important Announcement Concerning Distribution of Its Phonographic Product—Territory Now Being Assigned to Representatives—A Huge Publicity Campaign Planned—Some Special Features of This New Product Which Will Interest the Trade.

When a great producing house with world-wide ramifications adds a new product to its varied line it becomes a matter of great trade interest, and since the Aeolian Co. invited critical examination of the Aeolian-Vocalion members of the talking machine trade were naturally interested in the further moves made by this great organization.

The demand for this product in New York and in the Aeolian branches has been exceedingly large, and already some important business connections have been made outside of these channels of distribution.

The announcement is made in The World this issue that the Aeolian Co. is now assigning territory for Aeolian-Vocalion representation.

This new product is made in a variety of exquisite models, in regular styles, from $75 to the Style "M" at $600. Also a special feature of the new Aeolian business is the creation of Art Vocalions to match period furniture.

Special features of the new Aeolian-Vocalion are the sound box, the Graduola and the Symphonetic horn. These are original features which are well worthy of the closest investigation.

The sound box is designed and constructed on new scientific lines. The Graduola enables the player to obtain different graduations of tone. The Symphonetic horn is specially designed, of an entirely new character and new principles.

In addition to these special features there are others which add to Vocalion attractiveness.

Some of the Aeolian-Vocalion designs are shown elsewhere in this publication and are worthy of close inspection. They are built upon aesthetic lines.

Whenever the Aeolian Co. maps out a program it is invariably of generous proportions, and an advertising campaign is now under way of wide scope, in which the phonograph will be featured in a most interesting manner as a musical product.

The attention of millions of readers each week will be drawn to the Aeolian phonographic product. The campaign will be educational and will give in detail the effects possible to produce with the Vocalion, and of course will be reinforced with original and striking illustrations.

It is evident from a study of the publicity campaign which is now well under way that the Aeolian-Vocalion will be exploited in a national sense, so that the advantages of a business connection with this product will be fully impressed upon dealers everywhere.

Already the publicity of this company has brought in numerous inquiries, showing the widespread interest in this product.

INTRODUCES NEW ELECTRIC MOTOR.

The Thorpe Motor May Be Operated Either by Dry Batteries or Ordinary House Current—Construction Much Simplified.

One of the recent interesting additions to the list of talking machine accessories is the new Thorpe electric motor, which is now being offered to the trade by Walter Thorpe, 29 West Thirty-fourth street, New York. One of the interesting features of this new motor, which is designed especially for talking machines by a man actively interested in the business, is that it may be operated on either two dry batteries or ordinary house current, whether direct or alternating, and without the numerous adjustments often found necessary in other motors to take care of changes in voltage. Though designed primarily for the larger cabinet types of machines, the Thorpe motor occupies about the same space as the ordinary double spring motor and can be placed in the smaller types of machines if desired.

Another particularly interesting feature is that the motor has been so simplified that the cost of manufacture has been materially reduced, which makes it possible to offer it at a price comparable with spring motors of the better grades. The demonstrations of the motor have proved most interesting to those privileged to witness them.

VICTOR DEALERS VISIT NEW YORK.

Quite a number of out-of-town Victor distributers and dealers visited the local trade recently to place orders for prompt delivery with either the Victor factory or the jobbers. These callers found a marked shortage in several types of Victor machines, and their requests for "immediate" shipment of Victrolas could hardly be accommodated in the strict meaning of the word.

Among these visitors were Messrs. Cressey and Fickert, of Cressey & Allen, Victor distributers, Portland, Me.; J. G. Corley, Sr. and Jr., J. G. Corley Co., Richmond, Va., Victor distributer; Mr. Kneupfer, Kneupfer & Dimmock, Lawrence, Mass., Victor dealers; Julius Frank, A. D. Frank & Sons, Ogdensburg, N. Y., Victor dealers, and Mr. Scadden, Danville Music House, Danville, Va.

All of these Victor representatives spoke enthusiastically of the business outlook in their respective territories and the steadily increasing demand for the better class of machines.

INTRODUCE THREE NEW TYPES.

The Columbia Graphophone Co. announced this week three types of Grafonolas equipped with electric motors. These new electric machines are the Grafonolas De Luxe, Nonpareil and Mignonette, and they will retail at $250, $200 and $150, respectively, or $50 more than the selling price of the regular models. The Mignonette with electric motor is also furnished with the record ejector for $160. Sales Manager Bradt, in a letter to the trade, announcing these electric machines, stated that the company had been delayed in merchandising these types until tests of every conceivable condition and over a long period of time could justify the company having entire confidence in the product. The Grafonola electric will work on any kind of current.

NAKED Phonographs

There doesn't happen to be any law about nudity in delivering talking machines. They can go out naked or clothed, but those who look for the satisfaction of customers and want the LEAST delivery expenses, usually clothe their different models of phonographs in

LANSING KHAKI Moving Covers

Lansing Covers are of the highest quality—heavily padded and quilted. They are made in two grades—with cotton interlining and with felt interlining. Lansing Covers guarantee bruiseless and scratchless cabinets; eliminating excess polishing charges and PAY FOR THEMSELVES during the FIRST month.

The size shown herein is for delivering small machines, costing $3.85 each, with cotton interlining (Grade B), and $5.60 with felt interlining (known as Grade A). Samples on receipt of price.

Made for All Sizes of Phonographs

Write for Booklet

E. H. Lansing, Mfr., 611 Washington St., BOSTON, MASS.

GENERAL TRADE INCREASE REPORTED IN ST. LOUIS.

Previous Records for Pre-Holiday Business Going by the Boards with Most Concerns—Stores and Departments Being Rearranged—Robert Hallahan Heads Local Vocalion Department—Successful Edison Tone Test Held by Silverstone—Other News.

(Special to The Talking Machine World.)

ST. LOUIS, MO., November 8.—There is a strong suspicion that if the talking machine dealers of St. Louis would publish their sales statements stock in their companies would become as popular as "war brides" on Wall Street, but with a much greater assurance of continued profits. That the business is better none will hesitate to say. All dealers are talking of increases over a year ago and the year before that. The Silverstone Music Co. has more than doubled previous records. Manager Noon, at the Stix, Baer & Fuller Dry Goods Co., says the totals run 400 per cent. above previous efforts. Others do not quote figures, but they talk of unprecedented sales.

Just now it appears to be a question of stock. The Columbia Co. admits a temporary shortage in some styles, but is assured of a liberal supply within a few days. At Aeolian Hall the shortage of Aeolian-Vocalions is apparent, but relief has been promised within two weeks.

Late reports indicate that there are in the neighborhood of seventy-five talking machine dealers in St. Louis, about fifty of whom sell Columbias, thirty-five Victors and twelve Edison disc dealers, and several others who still carry cylinder machines. Several of the dealers handle second-hand machines. With this number of dealers, practically all of whom are bidding for the record trade, it is not surprising that this feature is one of widespread interest. The jobbing business in records for city delivery has become a large interest in itself, and the retail trade has become an important factor in the outside trade districts as well as in the downtown shopping district.

The Smith-Reis Piano Co. in a few days will be demonstrating records in its commodious, attractively arranged main floor rooms.

Manager P. R. Oelman has been open for business in the household annex of the Nugent Bros. department store for several days. He is selling Edison disc and Columbia machines.

The talking machine business at the Famous & Barr store persistently outgrows its quarters. When the Edison line was added to the Victor line the space was enlarged and the two lines were combined. Then the quarters were cramped and it became necessary to divorce the two to obtain satisfactory demonstration rooms. Now more room is necessary.

The Artophone Co., of 454 North Boyle avenue, has been organized in this city to make talking machines by Amelia Cone, president; Florence E. Cone, secretary; Florence S. Cone, treasurer. R. H. Cone, Sr., is manager and wholesale salesman. The company will be incorporated within a few days. J. B. Fitzgerald is the retail sales agent. The local agency has been placed with the Thiebes Piano Co.

The October business was very pleasing to Manager Irby W. Reid, of the Columbia warerooms, especially in the wholesale department. Both country and city trade made unexpected gains as viewed from the first of the month. Several excellent dealers were signed during the month, one being the Nugent Bros. department store in this city, which also handles the Edison disc; the May-Stern Furniture Co., one of the largest time payment houses in this community, and the Gil Blas department store of Little Rock. Ike Kentor, of the last store, came to St. Louis to place his first order, and expressed himself highly pleased with the Columbia line.

C. R. Salmon, in charge of the city wholesale department, said: "The national advertising campaign for advertising our records is one of the best pieces of work I have had any experience with. I can see the effect of these advertisements the day after the weekly papers that carry them reach St. Louis. The drafts made upon our stock for the special numbers advertised is felt the next day, both through our retail department and through the jobbing orders throughout the city."

J. J. Bennett, the country trade pioneer for the Columbia line, is in Tennessee, headed for Arkansas, and is leaving a trail of new dealers along his route, due, of course, to the prosperity of the South at this time.

Richard Odell, formerly in the service of the Columbia warerooms here, has returned from Los Angeles to take his old place as floor salesman.

Manager Ching, of Aeolian Hall, has announced the appointment of Robert Hallahan, of the sales staff, as manager of the Aeolian-Vocalion department, both wholesale and retail. This is the first step toward an aggressive selling campaign on a larger scale than has heretofore been attempted. The basement rooms that have been the home of the talking machine department will be devoted entirely to record sales, and the second and third floors of Aeolian Hall will be converted into phonograph display rooms. A large outside sales staff will be organized at once and there will be a special house sales force, an organization to compare favorably with the piano selling force.

Mr. Hallahan was being introduced to his new work, beginning with the first of November, by Mr. Segar, of the home office wholesale staff, who remained here the first half of the month to assist in forming the organization. Concerning his new duties Mr. Hallahan said:

"I am confident that this is to be a big business season, and from my observation of the Vocalion business that I have seen here since the machine was introduced, I am confident that we will do a large share of the talking machine business. For the present we will be handicapped by lack of stock, but that soon will be overcome. The magnificent phonograph that we are to sell has caught on wonderfully well in St. Louis."

Mr. Hallahan has been in the piano business in St. Louis eleven years, and has been at Aeolian Hall four years.

"Edison Week," although designed especially for the electric light folk, proved a gala occasion for the Edison disc talking machines in this community. Both the Stix, Baer & Fuller Dry Goods Co. and the Famous & Barr department store observed the week by making special displays of Edison instruments and by giving special recitals in their department halls.

The biggest event of the week, however, was the invitation recital at the Victoria Theatre by the Silverstone Music Co., Edison jobbers, at which Miss Elizabeth Spencer sang with her own records and Prof. Charles A. Kaub, one of the first violinists of the Symphony Orchestra, played with violin records on Edison phonographs. The special numbers by these two artists were interspersed with regular record selections and it was hard to tell which numbers the audience of more than 2,000 persons applauded the most. It was amazing to see a house crowded until the manager closed the doors because of the fire law restrictions, perfectly quiet and full of attention as number after number was played on the machine, and responding generously with applause.

The recital was announced as a "tone test," and this consisted of Miss Spencer's singing with her own records in such a way as to confuse the audience as to whether she was singing or not. While the lights were on the audience watched her closely to determine, and the tight closing of her lips as some of the high notes were reached, again as they were past, and other demonstrations of that kind brought applause. But when the lights were put out during the last verse of "Silver Threads Among the Gold," and when they were turned on and it was found that the human singer was gone, there were gasps of amazement.

The entire affair was very cleverly handled by Mr. Silverstone and his force. Mr. Silverstone made the address of welcome, and it was short and well put. C. H. Burgess, territorial supervisor, was master of ceremonies and scored a success in this role.

The next day there was a public reception at the Silverstone warerooms, and the 1,000 or more persons who had been shut out of the theatre were urged to come there and hear Miss Spencer sing. There was a constant throng all day at the store, and each caller was given a small "Life of Edison" in attractive book form. More than thirty Edison dealers were guests of the Silverstone Co. during the two days and at a luncheon at the Majestic Hotel. One of these dealers from an Illinois town 100 miles away brought with him a party of fourteen, several of whom were teachers in the music department of a State Normal School. They attended the recital and were delighted.

Mr. Silverstone has, since the recital, acknowledged his debt to the 1,000 or more persons who were turned away in an advertisement in which he promises another similar recital as soon as an artist is available.

THREE GREAT SELLERS

IN RECORDS, ROLLS OR IN SHEET MUSIC FORM

"Keep the Home-Fires Burning"

(Till the Boys Come Home)

Words by Lena Guilbert Ford — Music by Ivor Novello

Keys: F, G and Ab

"Land of the Long Ago"

Words by Charles Knight — Music by Lilian Ray

Keys: Eb, F and G

"The Perfect Song"

Words by Clarence Lucas — Music by Joseph Carl Breil

(The Love Theme from "The Birth of a Nation")

Keys D, Eb and F

Be Prepared to Meet Your Share of That Demand. For Particulars Address:

CHAPPELL & CO., Ltd.

Music Publishers

347 Yonge Street, TORONTO — 41 East 34th Street, NEW YORK

HEINEMAN MOTORS

"The Motor of Quality"

An Important Statement to Music Dealers and other Progressive Merchants

The Aeolian Company is now assigning territory for the representation of the

AEOLIAN-VOCALION

THE advantages of such representation are obvious. The marked musical superiority of this new phonograph is everywhere recognized. Its exclusive patented features make an instant and irresistible appeal. It offers a more complete line than any other phonograph, ranging from the very moderate priced style at $35 up to stock "Art" models, much finer than anything hitherto produced. It appeals, particularly in its higher priced models, to a very desirable clientele, heretofore more or less indifferent to the talking machine. And due to the Aeolian Policy of exclusive representation it assures the dealer *the full benefit of all the business in his territory.*

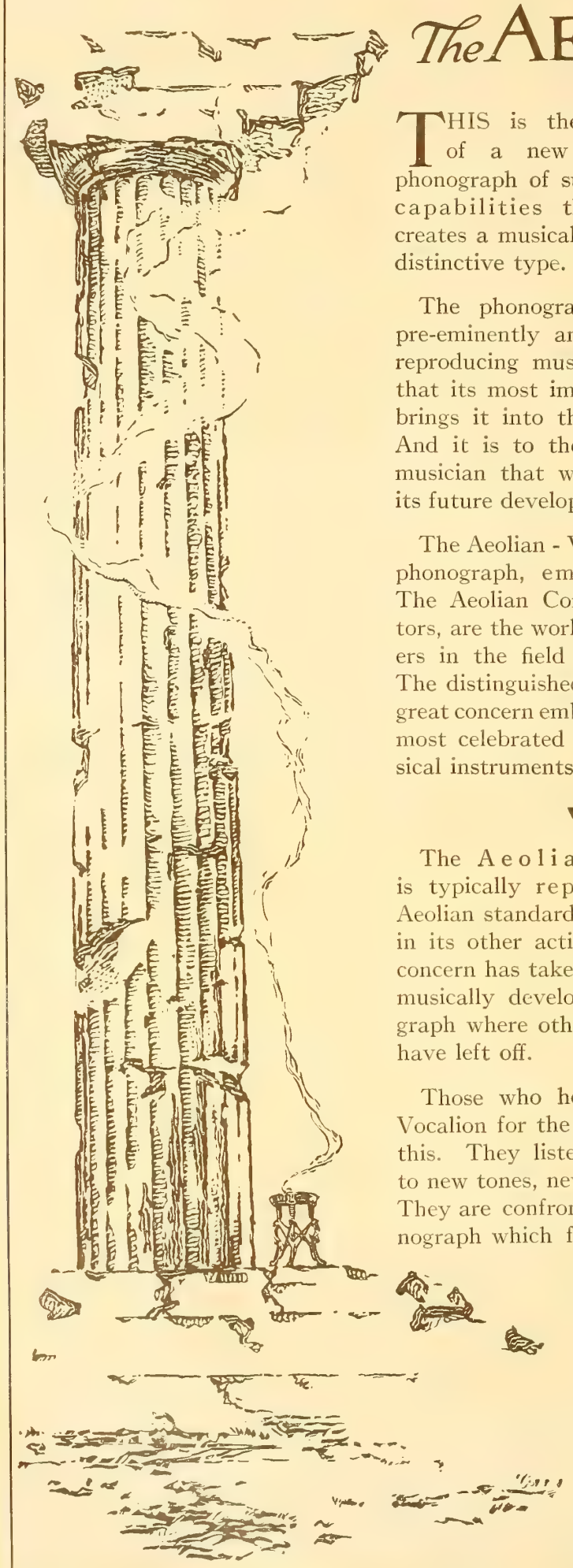
The advertisement on the two following pages is one of the series now appearing in national magazines of influence and large circulation. Effective newspaper publicity and impressive catalogs and other printed matter are being used to back-up the national campaign.

Judging from the extraordinary reception of this new phonograph by musicians and the public, it bids fair to repeat the notable success of The Aeolian Company's other famous product, The Pianola.

Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE
A complete display of all models of the Aeolian-Vocalion may be seen at this office



An Epochal Achievement in Phonograph Development

The AEOLIAN-VOCALION

THIS is the announcement of a new phonograph—a phonograph of such impressive capabilities that it virtually creates a musical instrument of a distinctive type.

The phonograph has become pre-eminently an instrument for reproducing music. This means that its most important function brings it into the realm of Art. And it is to the artist and the musician that we must look for its future development.

The Aeolian - Vocalion, the new phonograph, emphasizes this. The Aeolian Company, its creators, are the world's master-builders in the field of Musical Art. The distinguished product of this great concern embraces the world's most celebrated and artistic musical instruments.

▼

The Aeolian-Vocalion is typically representative of Aeolian standards and ideals. As in its other activities, this great concern has taken up the work of musically developing the phonograph where other manufacturers have left off.

Those who hear the Aeolian-Vocalion for the first time realize this. They listen in amazement to new tones, new musical effects. They are confronted with a phonograph which for the first time in the history of this extraordinary instrument, holds up the mirror with *absolute fidelity* to every musical instrument and every human voice.

Many and important are the exclusive features of the Aeolian-Vocalion. Here follows a brief summary of the three most notable of these.

▼

The Sound Box

Designed and constructed on new and scientific lines which, for the first time, produce a sound box capable of doing full justice to the lower, richer musical tones, as well as the higher.

The Graduola

One of the most important inventions in connection with the phonograph. By the simple pressure of your hand it enables you to play the music yourself if you will, and vary it just as a musician varies in detail every performance. The Aeolian-Vocalion, of course, plays itself if you prefer. If you use the Graduola, however, it means no more getting "tired of records."

NOTE—Certain of the smaller models of the Aeolian-Vocalion are not equipped with the Graduola.

The Symphonetic Horn

A special composition horn of entirely new design based on the most advanced knowledge of acoustics. Patented and exclusive with the Aeolian-Vocalion and largely responsible for its incomparable beauty and distinctiveness of tone.

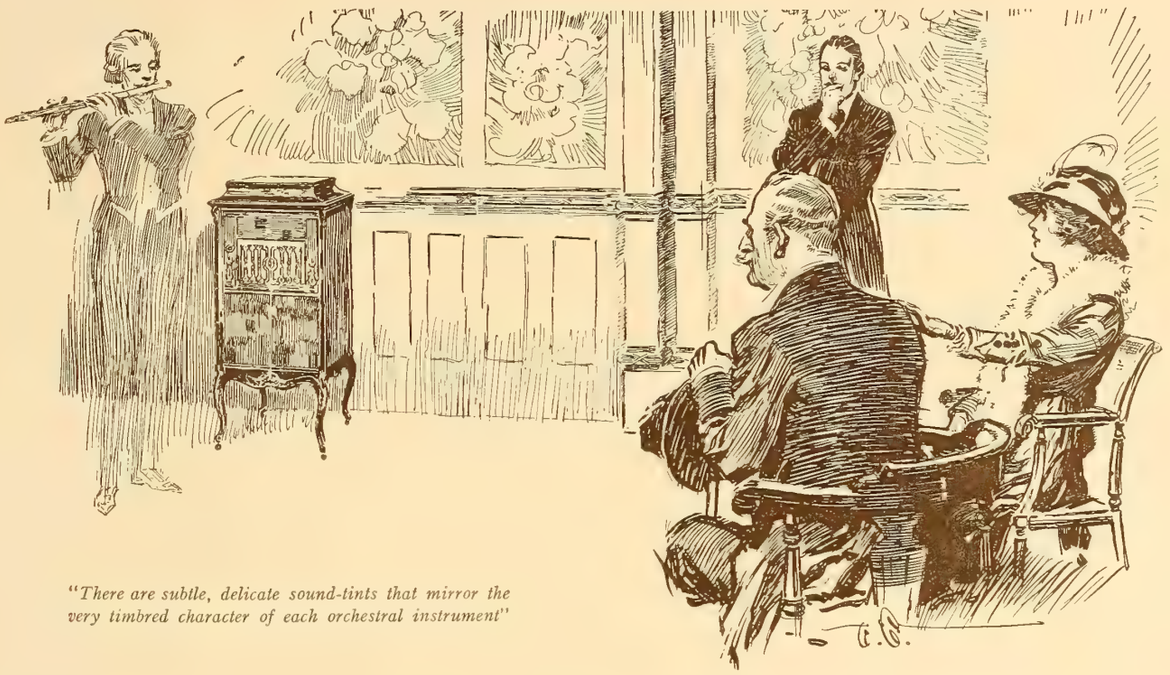
▼

In addition to these vital and exclusive features, the Aeolian-Vocalion possesses many other advantages, including the simplest and most artistic phonograph cases yet produced and an entirely new *Automatic Stop* which, with two simple movements, starts the record and "sets" it to stop of itself.

▼

On the opposite page there is conveyed —as well as can be done in words— another accomplishment of the Aeolian-Vocalion—the bringing out of hidden beauties from a record. The Aeolian Company invites all who own phonographs to hear their favorite records played on the Aeolian-Vocalion.

Only from such a personal experience can the real significance of this new and



"There are subtle, delicate sound-tints that mirror the very timbred character of each orchestral instrument"

epoch-making development of the Phonograph be fully realized.

▼

The Phonograph that calls forth Hidden Beauties from a Record

YES, it *is* true that the Aeolian-Vocalion voices new beauties from records—beauties you never knew they possessed!

Put a record in this Aeolian-Vocalion—this "tonal phonograph whose voice is Art." Let us take Liszt's Hungarian Rhapsody interpreted by many instruments. It will be a difficult test.

Aeolian-Vocalion Style K
Simple elegance in design, coupled with beautiful case-woods and rich depth of finish distinguish all models of this superb instrument

Soft, deep, profoundly mystic, the sombre traceries of tone wave forth. And as they unfold from the Aeolian-Vocalion you feel a strange solemnity. You recognize new, fresh-born, living qualities of tone. Now the bass tuba sounds—so low that you hear it phonographically reproduced for the first time.

Now the wistful flutes throat unmistakably their purities of clear wood-tone—that "woody" quality before unuttered by a phonograph. Never have you heard such delicate distinction between instrument and instrument upon a phonograph—never such subtle tonal tints. The long-dumb beauties in your records are finding utterance at last—through the Aeolian-Vocalion!

But there is yet even a stranger "miracle of sound." Under your simple pressure of the Graduola device—an exclusive feature of the Aeolian-Vocalion—a remarkable effect occurs.

To the exact proportion of your pressure the music softens. You find you are actually shading your music to your mood. You are literally pressing your feeling into it with the spontaneity with which you "hum an air." Notes, phrases, passages, melt at your will into softened, liquid ecstasies of sound. You are bringing unexpected color, inspiring variety into a record that you thought was "set!"

What is the secret of this modern "miracle of sound?"

Not one invention—many.

Thus the Symphonetic Horn, whose use is to preserve even the subtlest character of instrumental tones, is but one characteristic of the Aeolian-Vocalion.

Its Sound Box, which helps to record so majestic a range of tone, is but one more.

The very Graduola device itself which shades without smothering tone—which you play, but play only when you do not prefer the Vocalion to "play itself"—is but one more.

It is the whole of these units meeting in one great unit—the Aeolian-Vocalion—which has made the dumb tones of all records speak a new language of tonal beauty never voiced from record before.

▼

The Aeolian-Vocalion is made in a variety of beautiful models. The prices of these are no higher than those of other phonographs of approximately the same general capacity. Also they are sold on exceedingly moderate terms, ranging as low as $5 a month.

▼

The Aeolian-Vocalion is made exclusively by The Aeolian Company. It is at present on exhibition and sale only in certain cities. A complete description of this wonderful new phonograph—its styles, prices, etc.—together with information as to how and where it may be heard, will be sent to all who write.

THE AEOLIAN COMPANY
Aeolian Hall New York

Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world

Copyright 1915, The Aeolian Co.

AEOLIAN-VOCALION

MODELS

AEOLIAN-VOCALION
STYLE F
$75

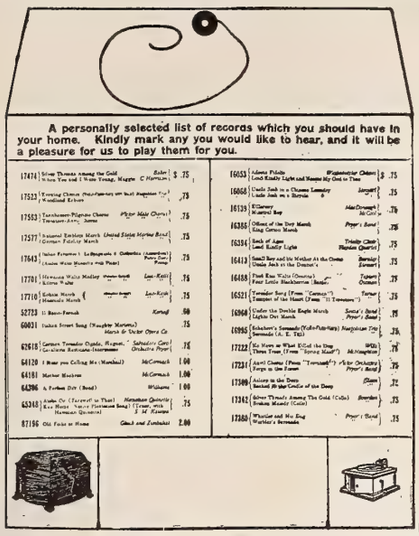
THE Aeolian-Vocalion line comprises the most complete, comprehensive and attractive group of phonographs now in the field. In planning this line, The Aeolian Company had the advantage of a wide experience in *retailing* phonographs. As a result of this experience and this Company's unequalled equipment for producing fine case work, the merchant handling Aeolian-Vocalions is in a position to supply practically all the present different price demands and to attract to his store a new and very desirable clientele.

The regular stock models ranging from $35 to $375 are very much superior both in design, quality of veneer and finish to anything hitherto attempted in the phonograph. In addition, there are a variety of Art and Period models which appeal strongly to purchasers of means and good taste. Also, it is possible to secure from The Aeolian Company designs executed to order for particular clients.

AEOLIAN-VOCALION
STYLE K
$300

THE AEOLIAN CO.

AEOLIAN-VOCALION
STYLE M, $600



BEE TRADE MARK CROFT

Record Delivery Envelopes
Record Stock Envelopes
Catalogue Supplement Envelopes
Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

HOW AND WHERE SUGGESTION BECOMES EFFECTIVE.

The Need to Search the Caller's Mind—Salesmen Should Learn All They Can Regarding the Would-Be Customer's Likes and Dislikes—The Value of Suggestion Emphasized—Public Always Most Appreciative of Good Service in Talking Machine Stores.

Suggestion should begin with the entrance of the customer. That is, instead of waiting for the opportunity to develop in the course of conversation about the goods, opportunity should be made for the suggestions to take effect. One of the first things that may be suggested is the advantage of buying the best grade of goods that can be afforded. If the customer is thus made unconsciously to elevate quality and to subordinate price before having made any statement about how much he intends to pay, there will be one less influence set against you at the outset. Every salesman knows how a customer will stick to a price limit, not so much because of the actual inability to pay more as because he has set his stakes and does not want to back down.

A suggestion of courtesy to a customer will often soften a long wait or help a tired feeling. If you are busy and there is no one to wait on the customer, the indicating of a comfortable seat, and perhaps the offer of some advertising literature after discovering the customer's want, will make the wait even a good thing for your sale.

You can suggest things to a customer that you could not say outright. Sometimes you know even better than the customer what he wants or needs. You cannot intimate that or let him see that you think it. Instead you must suggest the points you appreciate and that he fails to appreciate. You need to search the customer's mind from first to last and make tactful use of what you find there.

In order to avoid making suggestions that will have an adverse effect it is necessary to read the customer. If you are going to know more than the customer about what he ought to buy, you will have to study below the surface of his mind.

Some customers want the thing everybody is buying. They want to be "in the swim," though they may not like to say anything to convey that impression. Other customers may reason in an opposite way and want something different.

Some customers, you will find, like to have you take them in hand and tell them the whole story, because they are perfectly frank in their admission that they don't know much about the goods themselves. Other customers want you to think them very wise. Probably the wise man knows considerably less than he would have you think. Probably the ignoramus is not the fool he appears. You must avoid suggesting to any untried customer that he is either more or less informed than he seems. Take the man as he appears to wish to be taken and govern yourself accordingly.

Of all the things you can suggest by direct or indirect word or action, the greatest is probably service. Whenever you are able to cause a customer to think your store is accommodating, or that you are a willing and painstaking salesman, anxious to please and to see that the purchase made is the one that will result to the greatest advantage, you are suggesting something that has a value.

The public appreciates service. It gets none too much of it even at the best stores. Too many people are afraid to step in and look at goods because they doubt the dealer's willingness to supply attentive service to anyone who is not ready to buy.

Salesmanship may be as simple as A B C and as easily learned. If you follow that kind of salesmanship you will get that kind of results and you will work for a salary in proportion. On the other hand, you may recognize the fact that there is more to selling, a greater depth to salesmanship, a science that is beyond the A B C stage just as there are studies in language far beyond the learning of the alphabet. If you want to go on to the top you will set about learning the higher grade of salesmanship instead of stopping satisfied with its A B C.

PURCHASE BOSTON T. M. CO. ASSETS.

Wonder Talking Machine Co. Takes Over Machinery, Patents, Models and Other Property of Bankrupt Boston Concern—Not Decided as to Location of New Plant.

Hugo S. Radt, secretary of the Wonder Talking Machine Co., New York, returned Thursday from a trip to Boston, Mass., where he closed arrangements by which the company purchases from the receiver in bankruptcy all the assets of the Boston Talking Machine Co., of that city. These assets include valuable machinery, copyrights, models, patents, etc., in addition to about 50,000 records and a large stock of talking machine parts of all descriptions. At the present writing the company has not decided whether it will continue the plant at Boston, although a decision as to the disposition of the plant will be made in a few days.

As a further indication of the success which the Wonder Talking Machine Co. is achieving, H. B. McNulty, president of the company, announced this week the consummation of a deal whereby the "Wonder" factory and salesrooms will be located in the Fish Building, 113-119 Fourth avenue, New York. More than 35,000 square feet of floor space will be occupied at this address, which is a vast increase over its present facilities, and gives the company sufficient room for its fast growing manufacturing activities. According to present plans the factory will move the end of this month, and the executive offices of the Wonder Talking Machine Co. will be continued at the present address, 102 West Thirty-eighth street, New York, for a short while at least.

The Best Known TRADE MARK IN THE AMUSEMENT FIELD THROUGHOUT THE ENTIRE WORLD.

6 Models

A PATHÉ AGENCY IS A VALUABLE FRANCHISE! Write for Catalogue and Dealer's Proposition.

$15 to $300

Exclusive Jobbers of

PATHÉ PHONOGRAPHS

No Needles to Change—Plays All Makes of Records—Largest Record Library in the World.

Mr. Dealer—Are you going to share in the millions of dollars spent this Christmas for Pathé Phonographs and Pathé Records?

XMAS

Be a live wire! *Wire us today at our expense.* We will make you a Pathé Dealer tomorrow. Our motto, *"Service,"* always at your command.

The Southern Pathé Phonograph Co.
SOUTHERN DISTRIBUTORS

WRITE US TODAY

426-28 ELM ST., CINCINNATI

ORGANIZATION COUNTS

THESE MEN HEAD

THE BLACKMAN ORGANIZATION

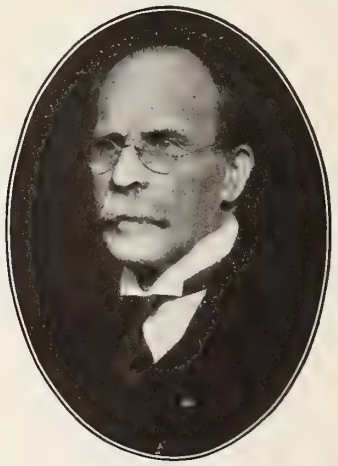
Meet them and know them

FRED P. OLIVER,
Vice Pres't & Gen'l Mgr.

J. NEWCOMB BLACKMAN,
Pres't & Treas.

JAMES F. ASHBY,
Ass't Treas.

JOHN SPILLANE,
Ass't Sec't'y.



FRANK ROBERTS,
Sec't'y.

YOU CAN DEPEND on the BLACKMAN ORGANIZATION. Each officer is a SPECIALIST in his department. Harmonious cooperation is the BLACKMAN employe's KEYNOTE. BLACKMAN SERVICE means DEPENDABILITY.

"SATISFACTION MEANS BLACKMAN SERVICE"

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
"EXCLUSIVE VICTOR DISTRIBUTORS"

VOICE CULTURE BY RECORDS.

New Method of Instruction to Be Exploited Through Medium of Retail Trade in General—Some of the Features of the Herman Klein Phono Vocal Method.

The practical study of languages through the medium of talking machine records has long been an accomplished fact, and the value of such study is thoroughly appreciated. The latest development in the art of instruction, however, through the medium of talking machine records is set forth in the Herman Klein Phono Vocal Method, which has for some time been put into successful practice by a concern that has developed language teaching.

Under the Herman Klein Phono Vocal Method as put forth by the Music Phone Method, with headquarters at 2 West Forty-fifth street, New York, the student is supplied with ten double disc records, representing twenty lessons in all, and also with a large, carefully edited and detailed book of instruction. The records carry the student from the primary scales to elaborate exercises gradually and in a manner which he can understand. The records are made by accomplished vocalists and the system used is that of Manuel Garcia.

The system has been introduced in the talking machine trade through various dealers with complete success and it is now planned to increase the distribution of the method through the retail talking machine trade in general. It is believed that the exploitation of the course of singing instruction through the medium of records should appeal particularly to that class of dealers who look upon the talking machine as a high-class musical proposition, and number local professional and amateur artists among their patrons and friends.

It has been the experience of those who have featured the course that the student of a certain voice soon shows a particular desire to possess as many records as possible of great singers in that particular voice, and that the handling of the course has proven an asset to the business rather than merely a side line.

IT PAYS TO READ THE WORLD.

How a Victor Dealer in New Jersey Closed a Deal for Talking Machines for Schools in Acquackanonk Township.

That it pays the live-wire talking machine dealer to carefully read the columns of The Talking Machine World is evidenced by the following incident: In the September issue of The Talking Machine World, on page 21, there appeared the following item:

"Phonographs are wanted in every school in the township, according to the request made to the Board of Education by the school principals of Acquackanonk, N. J., last week. The board agrees to pay half of the expense, providing the phonographs do not cost more than $50 each. The schools will reopen for the fall and winter season on Wednesday, September 8."

Immediately upon reading this item one of the hustling young representatives of a local Victor distributer called the attention of Quackenbush & Co., Paterson, N. J., Victor dealers, to the possible sale, as Acquackanonk is a suburb of Paterson. Quackenbush & Co. started things moving in a hurry, and through the closing of an advantageous deal with the distributer secured ten old style Victor school machines, which they sold to every school in the township. Messrs. Bainbridge and Mintourn, manager and assistant manager, respectively, of the Quackenbush Victor department, closed the deal after a goodly quantity of hard work.

CRESCENT SALES CO. FORMED.

Will Look After Distribution of Crescent Machines and Records in New England.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 10.—To make the Crescent machine and records known in New England, a company has been organized to be known as the Crescent Sales Co. Through its sales manager, Frank R. Witman, this concern will have complete charge of the Crescent wholesale business in New England, and will also maintain a retail salesroom in Providence.

A big advertising campaign is planned, and Manager Witman says he looks for a phenomenal fall trade. He reports inquiries from all over the country as a result of last month's announcement in The Talking Machine World. Mr. Witman was formerly with the C. F. Wing Co., of New Bedford, and is a talking machine man of experience.

INCORPORATIONS IN DELAWARE.

Among the recent incorporations under the laws of Delaware were those of the Wilkes Manufacturing Co., manufacturer of talking machines and mechanical goods and specialties, with capital stock of $50,000, and the Triton Sales Co., manufacturer of phonographs or talking machines and records, with capital stock of $50,000.

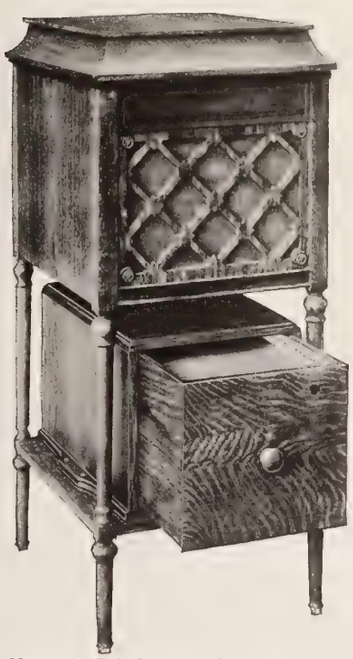
CREDITORS TO HOLD MEETING.

The first meeting of the creditors of the Houston Phonograph Co., Houston, Tex., bankrupt, will be held in the office of the trustee in bankruptcy in the Carter Building, in that city, on November 16.

SMALL SIZE VICTOR CATALOG.

The Victor Co. has just issued a Victor catalog, pocket size, which is attractively printed and produced and in which the small types of Victrolas, as well as the large types, are presented in separate sheets, thus at once catching the eye for comparison. Dealers will find this catalog most convenient in developing prospects and business generally.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.



No. 100 Felt-Lined Filing Cabinet
Excellent construction and finished to match machines.

EDISON DEALERS

Will be glad to know that we can now make immediate deliveries on our new style No. 100 Filing Cabinet for use with the **New Edison A.100** Disc Machine. We are also offering our new No. 150 Inner-Rack for use with the **New Edison C.150** Machine.

The first is fastened to the shelf of the machine by four screws and offers a secure and convenient place for records. The felt-lined compartments hold 32 Edison Discs.

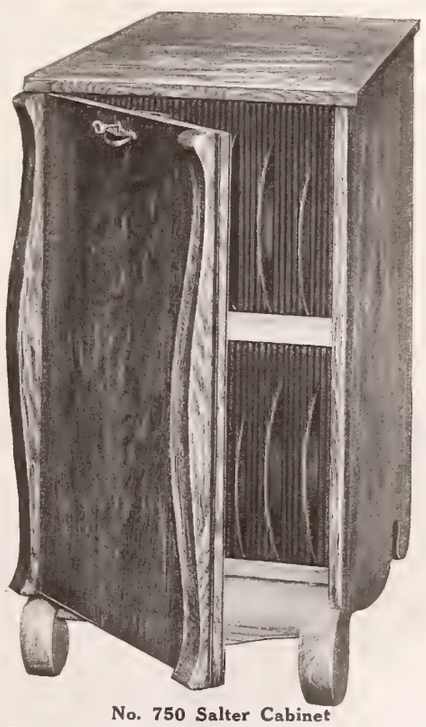
Our No. 150 Inner-Rack is placed right in the regular filing space, is securely fastened and offers 32 Felt-Lined Spaces for records. Both are of highest quality throughout.

Another Handsome Cabinet

That is Especially Suited to

The Premier Machine

is our No. 750 style. This is made along Colonial lines and harmonizes handsomely with various Premier styles. Is equipped with simple and accurate index system. Finished in any style wood.



No. 750 Salter Cabinet
Felt-lined compartments. Hold 90 records. Also wood rack holding 152 records.

SALTER MFG. CO.

337-39 N. Oakley Blvd. CHICAGO

There is a big demand for Columbia product in your territory—that's a certainty. We are giving an unequalled line of product, and every dealer doing business under the sign of the "Twin Notes" knows it.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

NEW HEINEMAN CATALOG.

Interesting Information and Illustrations Bearing on Motors and Other Talking Machine Supplies—Mr. Heineman Reports an Excellent Business with Entire Line.

Otto Heineman, 45 Broadway, New York, has just issued a new and complete catalog of Heineman motors and other talking machine supplies, which is well worth the careful consideration of all members of the trade for its completeness and numerous distinctive features. This catalog was in course of preparation for some time, Mr. Heineman determining to compile a book which would be of practical information to the trade.

The new publication lists every motor in the Heineman line, and in addition illustrates and numbers every individual part entering into the manufacture of these motors. The catalog is certain to prove of value to both manufacturers and dealers, as it will enable them to secure any parts, small or large, with maximum convenience and promptness. The catalog is well printed, and the descriptions of the various types of motors contain all the necessary information as to construction and capabilities.

Mr. Heineman reports a phenomenal increase in all departments of his business which is far greater than he had ever anticipated. New accounts are being established daily, and the Heineman motor is giving every satisfaction under the most exacting conditions. Mr. Heineman's general knowledge of the talking machine industry has been a most important factor in the success and prestige which his products have achieved.

TAKING CARE OF RECORD ORDERS.

Stocks Now in Excellent Shape, Says R. H. Morris, Head of the American Talking Machine Co.—Minimizing Machine Shortage.

R. H. Morris, head of the American Talking Machine Co., the well-known Victor distributer at 368 Livingston street, Brooklyn, N. Y., expresses himself as being thoroughly satisfied with the present trend of business, although naturally he is somewhat uncertain as to the effect of machine shortage which already is said to exist in some sections of the country.

"Although the shipments of machines during the present year have increased in number over those of last year," said Mr. Morris, "the demand from the trade for certain popular styles has increased in even greater proportions. For the most part, however, our dealers have seen fit to place their orders early and have thus minimized the effect of the shortage on certain types of machines that will be evidenced from now until after the holidays. In the matter of Victor records the trade is particularly fortunate at this time. Our stocks of records are in better shape than they have been for a long time past, and it is no unusual thing to fill close to 100 per cent. of record orders, which to the man acquainted with the game speaks for itself."

The American Talking Machine Co. covers the trade throughout Long Island very thoroughly and finds that the motor delivery service installed during the summer is proving a great convenience.

The new TRITON NO. 2

The enormous popularity of the Triton No. 1 came not alone from its surprising Tone and Compactness—but also because of its simplicity and Ready Portability—as a Companion in the Camp—on the Boat—on Auto Trips—and in Dancing Visits to friends who were without music. But we have had so many requests for a more Pretentious Phonograph for permanent location in the home—that—we have produced the Triton No. 2.

Retails for $15

It is equipped with the Celebrated Triton Motor—and the Famous Triton Sound Producer—together with our new departure in arranging the Sound Chamber. Housed in a substantial Cabinet—finished in either oak or mahogany—not treated as so many cabinets are—to just a coating of coach varnish—but each cabinet is Hand Polished and Hand Rubbed—making a finish fit to associate with the best furnishings.

We have so arranged our Sound Chamber that the most Accurate Reproductions of the Artists' rendering are given to the record being played. The Pleasing Simplicity of the Cabinet is Accentuated by the Soft-Smooth effect of the finish. Together with this is accompanied the Strong Guarantee of all Triton Productions.

The Retail Price—$15.00—has been made to conform with the Popular Demand.

Sample machine sent for $7.50.

Guaranteed For 1 Year

We guarantee you against legal complications.

TRITON PHONOGRAPH CO. *41 Union Square* **NEW YORK**

B. R. WALKER'S FINE DISPLAY

At the Annual Fall Festival Given by the Retail Merchants' Board of Trade in Ashtabula.

(Special to The Talking Machine World.)

ASHTABULA, O., November 7.—Among the participants in the annual fall festival recently given by the Retail Merchants' Board of Trade, of this city, was B. R. Walker, who handles the Columbia graphophone and Grafonola and record line, as well as pianos, in this city. He opened his store for the convenience of visitors and had lady attendants in evidence who made it a point to check

B. R. Walker Float in Parade.

everything the visitors wished to leave. He also took part in the parade, having a float, an illustration of which is shown herewith, which scored a second prize. In the picture B. R. Walker stands in front of the machine with his hat off, while his father sits in the truck. Four young ladies hold various musical instruments, while B. R. Walker played a Richmond player-piano during the five miles of the parade. The entire affair was a splendid advertisement for the Walker house.

CONVENIENT FOR POCKET USE.

A machine "stretcher," all ready for mailing, has just been issued by the advertising department of the Columbia Co. for use by Columbia dealers. This stretcher shows in compact form all the types of Columbia Grafonolas in the catalog, accompanied by illustrations and adequate text. Another recent publication issued by the Columbia advertising department is a four-page folder for use by new Columbia representatives in announcing the opening of their new Columbia departments.

R. K. SMITH APPOINTED.

R. K. Smith has been appointed advertising manager of Landay Bros., 563 Fift avenue, New York, well-known Victor distributers. Mr. Smith will have entire charge of the Landay retail activities, and will also be at the service of the firm's Victor dealers. Mr. Smith is prominent in advertising circles, having been advertising manager of a number of successful and long-established department stores and specialty concerns.

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM. DO IT NOW!

SOSS
INVISIBLE HINGES

"Out of sight, ever in mind"

When you fail to see an unsightly hinge protruding you *Know* "Soss" is the answer. Soss Hinges emphasize beautiful wood finishes as there is no projecting metal on either side of the door. Made in numerous sizes.

Illustrated Catalog S mailed on request.

Write For Further Information

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE. BROOKLYN, N.Y.

BRANCH OFFICES:

Chicago
160 No. Fifth Ave.

San Francisco
164 Hansford Bldg.

Los Angeles
224 Central Bldg.

Minneapolis
3416 Second Ave., So.

Detroit
David Whitney Bldg.

Talking Machine Toys

For Your

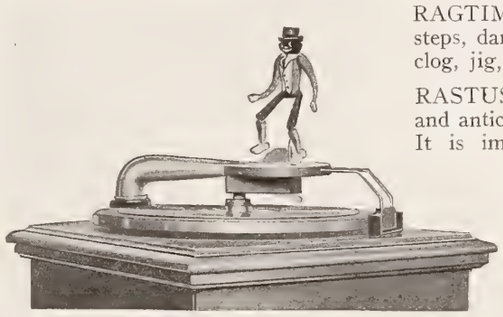
Christmas Trade

Dancing Darkies *and* Boxing Coons

Cash in on the big Holiday Demand for toys with life. RAGTIME RASTUS earns his board by making good profits. He performs on Victor or Columbia Machines and his "PEP" attracts attention that is reflected in the cash register.

Now is the holiday season when RASTUS and the BOXING DARKIES work overtime and when everyone is buying novelties for Xmas presents. RASTUS retails at $1.00, the BOXING DARKIES at $1.25 and the COMBINATION RASTUS AND BOXING DARKIES at $1.50.

The Boxing Darkies scrap like a couple of human beings and with more life than any boxers you ever saw. They'll fight morning, noon and night, and the best ringside seat is only $1.25.



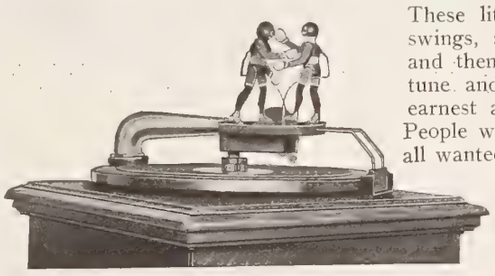
RAGTIME RASTUS
PATENTED MARCH 16, 1915

RAGTIME RASTUS does one hundred different steps, dances to the music and goes well with any clog, jig, or fast record.

RASTUS delights children and his funny steps and antics make grown people shout with laughter. It is impossible to describe the funny dances, shuffles and clogs RASTUS does; sometimes both feet clogging on the platform, then a ballet step, and then back to the darky style with a jump, feet clogging and arms waving in the air.

These toys in no way mar the machine, do not injure the record or slow up machine and can be put on or taken off in five seconds.

Ragtime Rastus is hand-painted in four colors. These specialties cost less than many single records and give more fun than a dozen funny records.



THE BOXERS
PATENTED MARCH 16, 1915.

These little black boxers execute all the blows, swings, shifts, counters and side steps known—and then some new ones. Put on a good lively tune and these little figures box away in good earnest and with wonderful speed and accuracy. People who have seen this novelty in our factory all wanted to buy one as soon as we put them out.

We offer this novelty for immediate shipment.

These toys in action are great window displays—good sellers—great fun makers, and bring new customers into your store.

Every dealer who has seen these specialties demonstrated has ordered for holiday trade. To the trade RAGTIME RASTUS $8 doz.—the BOXERS $10 doz.—COMBINATION RAGTIME RASTUS and BOXERS $12 doz. F. O. B. Boston 2% ten days, 30 days net.

We have no salesmen, do all our business by mail and suggest you order a dozen assorted or a sample for a start—see sample coupon below. Prompt shipment for the Holiday Trade.

Letter from dealer in Tennessee: "Send enclosed order, Rastus, by express. The last ones sold like wildfire. Kindly quote prices in lots of fifty or more."

From a dealer in Illinois: "Send via American Express enclosed order, Ragtime Rastus. KINDLY RUSH. Best thing we have ever handled."

From a dealer in Oregon: "Send one dozen boxers; have taken several orders from the sample. A great novelty."

These are samples of letters received from dealers who have started handling our specialties, and from cities and towns where no dealer is displaying them we are getting money for retail orders from people who have seen this toy elsewhere.

Everyone who has seen the BOXING DARKIES is buying.

Coupon

National Toy Co.
30 Federal Street
BOSTON, MASS.

Enclosed is $1.00 (check, bill, money order or stamps). Send one Combination Ragtime Rastus and Boxing Darkies, prepaid and subject to return in 10 days and money refunded.

Name.....

Address.....

National Toy Co.

Manufacturer of Toys and Specialties

30 Federal St., BOSTON, MASS., U. S. A.

The closer the competition the surer the sale; because the closer the competition the closer the comparison. If everyone made comparisons before buying, everyone would buy Columbia instruments. It is the rare exception for Columbia product to lose out in competitive sale.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BAMBERGER DEPARTMENT MEETING WITH SUCCESS.

L. Bamberger & Co., Newark, N. J., whose department store is one of the most popular and successful in the metropolitan district, are enthusiastic advocates of the merchandising of talking machine products along high-grade lines. The store's success with its "talker" division has been due in a considerable measure to its up-to-date policies and methods, combined with the signal ability of its talking machine buyer, S. Semels.

Talking Machine Department of L. Bamberger & Co., Newark, N. J.

Mr. Semels has been connected with the talking-machine industry for a number of years, and is constantly introducing new plans and thoughts to develop and build up a profitable clientele. He has surrounded himself with a corps of well-trained salesmen, whose schooling has resulted in the closing of steadily increasing sales totals. Mr. Semels but recently added to his sales force F. N. Palmatier, well known in the Newark talking machine field, who will occupy the post of assistant buyer.

The Bamberger talking machine department handles the Victor, Columbia and Edison lines. There are eighteen demonstration rooms in the department.

THORPE ELECTRIC MOTORS

For Talking Machines

Operates on Two Dry Batteries, Alternating or Direct Current, Without Adjustment

The Latest Wonder of the Industry

Simple, Compact and Fool-Proof

Occupies Less Space Than a Double Spring Motor

Powerful, Smooth Running and Noiseless

Prices Compare With Those of Good Worm Gear Motors

(Quantity Prices Particularly Attractive)

WALTER THORPE

29 West 34th Street **NEW YORK**

BEST SELLING TYPES OF MACHINES

Are Those Which Retail from $50 to $100 the Staples of the Graphophone Line, Declares H. C. Grove, of Washington, D. C.—Wane of Dance Craze Shown in Record Demand.

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 8.—"What type of machine is likely to be accounted the 'best seller' in the trade? The question was put to H. C. Grove, manager for the Columbia Graphophone Co. at Washington, because Mr. Grove, a veteran in the business, has the reputation of being an exceptionally shrewd observer of general conditions in the trade. And, indeed, Manager Grove ought to be able to take the pulse of the buyers of sound-reproducing instruments pretty accurately, for he is at once the head of a large retail store and a distributer supplying more than a dozen outlets in the District of Columbia and part of Maryland.

"My judgment," said Mr. Grove, "is that the machines retailing at prices from $50 to $100 each must be accounted the staples of the graphophone field. This is no hasty conclusion. Not only this past year but likewise the year before these models were the ones that found most ready sale, and I believe that this status is permanent. Whatever changes time may bring in models, I think that we will find in the majority among our customers all the while the men and women who are perfectly willing to pay as much as $50 for an instrument that suits them, but hesitate about laying out more than $100, even if the sale be on the instalment plan."

The outstanding feature of the record market, according to Mr. Grove, is that the dance craze is waning. Not that there is not a good market and doubtless always will be for dance music, but the extreme enthusiasm of the past couple of years seems to have lapsed. "People are getting back," commented the Columbia executive, "their appetite for the good old-fashioned ballads and the other stand-bys of the trade, which is, after all, the most satisfactory and dependable class of business. It may be a little early to predict just how much the agitation for grand opera in English is going to do for the record trade, but I do know that a tremendous and instantaneous success has been made in my territory by the Columbia Co.'s new popular-price double-sided record of the sextet from 'Lucia' and the quartet from 'Rigoletto.'"

The Griswold, Richmond Clock Co. has purchased the talking machine business of John J. Cone, Jr., 51 Main street, Meriden, Conn.

Fulton, Bowman & Son, Allentown, Pa., have secured the local agency for the Edison diamond disc phonograph.

HEINEMAN MOTORS

"The Motor of Quality"

We Are Right After You!

SEND US the S. O. S. signal when your regular jobber "falls down" on an order and see how quickly we'll come to your assistance! We've the biggest stock of Victor merchandise and Records in the West! Shoot an order at us any time you will —we'll come right back at you with the goods!

¶ St. Louis is near enough to be a logical market for you. Express, Parcel Post and Fast Freight service make it possible for us to ship your order without a moment's delay!

¶ We're after your business—and we'll take such good care of a trial order that you'll be more than willing to send us others!

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

Quick Action!

THAT'S what you expect when you send an order to your jobber. Do you get it? If not, it's your own fault! You should send such orders to Koerber-Brenner Co., of St. Louis, where quick action is as much a part of the shipping process as the careful packing! We've built an enviable reputation as the quickest shippers of Victor goods in America, and we're going to hold that reputation if we have to double our shipping force to do it!

¶ We're not retailers—we're jobbers exclusively and we handle nothing but Victor goods! All our energies, all our time, all our brains, all our efforts have but one object—to serve our customers so satisfactorily that we'll never lose them.

¶ Can you afford to put up with just ordinary service when the best there is won't cost you a penny more? St. Louis isn't far from you and our stock of Records, etc., is the largest in the West.

Koerber-Brenner Company

Victor Distributors

Saint Louis

Harry G. Koerber
President & Treasurer

Edwin C. Rauth
Vice-President & Secretary

THE FOUR ESSENTIAL FACTORS IN SALES SUCCESS

Are the Store, the Salesman, the Window and the Follow-up—These Important Factors Are Discussed for the Benefit of the Trade by Hayward Cleveland, a Manager and Salesman of Long Experience—Suggestions of Value to the Retail Dealer.

Discussing the four factors in sales success—the store, the salesman, the window and the follow-up—Hayward Cleveland, the well-known manager of New York, takes up the matter of salesmanship in a recent issue of the Columbia Record and expresses himself as follows:

After your store has been selected in line with advice in our first article, you now come to a question on the successful solution of which will largely depend your future prosperity.

Certain qualities all salesmen should have—we will confine ourselves to telling the essential attributes. Choose your men with these ideas in mind:

Personality.

Look for a salesman's personality as shown in his address, speech, apparel, cleanliness, politeness. Your salesman must be fair—fair to the customer, seeing that he receives good value; fair to the house, guarding against profitless deals and unwise risks; fair to competition, praising where he can, never condemning.

The real salesman is a student. He studies his goods and those of the opposition, trade journal, catalogs and above all his customer, his needs and purse limits. The dullest trade hour should be the liveliest instructively. The knowledge thus acquired makes the ultimate difference between the $25 and the $12 clerk.

Machine Selling.

The prospective customer should be met in the fore part of the store, greeted cordially and courteously questioned as to his wishes. Sometimes a machine catalog is asked for and the inquiry seems to be most casual. Here is where the wide-awake salesman gets busy. He should grasp the slightest clue—make an opening by asking questions—persuade the inquirer to listen to a demonstration. Good judgment should be shown in making this demonstration. The salesman should not only give but get exclusive attention. He should isolate his customer and get him as far from the door as circumstances will permit.

Having ascertained the customer's preference as to type and price of machine, he should proceed to demonstrate that machine and the one next highest in price, with a record that will appeal to the customer's musical tastes. The first record often decides the issue. A machine demonstration should not be too long—by stopping a record half way at the moment of expressed appreciation, a winning attack can frequently be made. He should awaken interest and appetite—an appetite to be satisfied after the machine is sold and in the customer's home. There comes the moment of hesitancy, the psychological moment when it is time to strike for a sale. This is where the good salesman wins.

If accompanied, the customer should not be given too much opportunity to discuss the merits of the goods in the salesman's absence. He should be present when any discussion is going on.

Failing an immediate sale, a home trial should be sought, and failing this, the name and address taken with the thought of a "follow-up."

One thing the salesman should do after failure to make a sale—go over the ground carefully and try to discover the point at which he blundered or failed to take full advantage. A little introspection along these lines will repay him.

The Selling of Records.

This is an art in itself. One that will repay profound study. A record salesman of a studious turn of mind should therefore be chosen, and all other things being equal, one with some musical training. Your record salesman should know the record catalog, the songs, the singers and the stories of the play and operas. He should know the merits and defects of the opposition product. His powers of suggestion should be persistently cultivated. If unable to satisfy with a suggested substitute, he should take order for, and see delivered, the record that is out of stock. Warn your salesman against the perfunctory playing, and collecting for, the one record the customer asks to hear! The office boy can do that! Best selling can best be conducted in surroundings suggestive of music and that will stimulate record buying. Busts, photos of singers, record bulletins, catalogs and supplements, in the booths, will all help.

Let the idea of selling prevail throughout the entire establishment from manager to office boy. The bookkeeper as he is making entries; the cashier when making change; the stock clerk with his complete stock in good order; the shipping clerk in making deliveries; the repairman on his rounds and the office boy even; in their several capacities, should have keen eyes for selling opportunities—chances for sales of machines or records, or making exchange sales. Then let every letter, every package, convey a selling message in some form and you will have a selling organization that will simply command success.

TO MAKE COMBINATION INSTRUMENT.

H. Herman, prominent in the automatic piano trade, and H. Hauschildt, a well-known piano man of San Francisco, Cal., have formed a new concern to be known as the Vanola Co., of which Mr. Herman will be general manager. The company has opened offices and showrooms at 54 West Forty-fifth street, New York, and will market three models of a cabinet player attachable to any upright or grand piano. One of these models will be designated as the Vanolaphone and will embody a combination player action and talking machine.

MANUFACTURERS CAN FIX PRICE.

Appeal Decision Finds No Monopoly in Restriction by Producer Against Cut Rates.

The United States Circuit Court of Appeals decided November 10, that nothing in the Sherman law or the Clayton act prevents a manufacturer from refusing to sell a retailer who reduces prices of the goods.

The decision was on a suit by the Great Atlantic and Pacific Tea Co. to compel the Cream of Wheat Co. to sell its product to it and to enjoin the defendant from requesting the trade not to sell the product to the plaintiff.

Judge Lacombe, who wrote the opinion, which was concurred in by Judges Coxe and Rogers, said: "We have not reached the stage where a selection of a trader's customers is made for him by the Government."

Judge Lacombe, dismissing the Sherman law allegations, says the defendant was not a monopoly and had a right to make a rule for its own business that it would in future sell only to wholesalers.

INCORPORATED.

The Paroquette Record Manufacturing Co. has been incorporated by the Secretary of State at Albany, N. Y., to engage in the manufacture of talking machines and records. The capital is given as $200,000, and the incorporators are James A. Clancy, Frank J. and Arthur P. O'Brien.

The Lynn Phonograph Co., Hackensack, N. J., has been incorporated with capital stock of $125,000.

Alfred Tilghman, who handles the Victor talking machines and Edison Amberolas in Smyrna, Del., has also taken the agency for the Edison diamond disc phonograph.

Your Profit on a Record is 25c. up to $3.45 Each

Locating this Record Is Finding Money

The Ogden Filing System is Guaranteed to be the Best and sold by

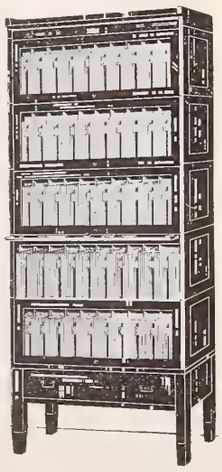
YOUR JOBBER

VICTOR JOBBERS.

W. D. Andrews Co.
Andrews Music Co.
Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Chase & West.
The Corley Co., Inc.
Consolidated Music Co.
Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
Chas. H. Ditson & Co.
W. J. Dyer.
Eclipse Musical Co.
Elmira Arms Co.
Hext Music Co.
Henry Horton.
Knight-Campbell Music Co.
Mickel Bros. Co.
Nebraska Cycle Co.
Neal, Clark & Neal Co.
Orton Bros.
Penn Phono. Co., Inc.
Standard Talking Machine Co.
Sanger Bros.
Talking Machine Co.

EDISON JOBBERS.

Phono. Corp., N. Y.
Phonograph Companies of
Chicago,
Milwaukee,
Cleveland,
Cincinnati,
Kansas City,
Detroit.
Pacific Phono. Co.
Denver Dry G. Co.
Kipp-Link Phono. Co.
Harger & Blish.
Chandler & Co.
Laurence H. Lucker.
American Phono. Co.
Frank E. Bolway.
Girard Phono. Co.
Buehn Phono. Co.
W. A. Myers.
Texas-Okla. Phono. Co.
Proudfit Sporting G. Co.
C. B. Haynes & Co.
Pa. T. M. Co.



No. 5.
Capacity,
1,500 Records.
Models:
Nos. 1 and 3.....$50.50
No. 6..... 29.50
Four of these units hold 6,000 Records.
High Grade Cabinet Work.
Glass Doors and Locks.
Matches your fixtures.
Adds dignity to your business.

Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by

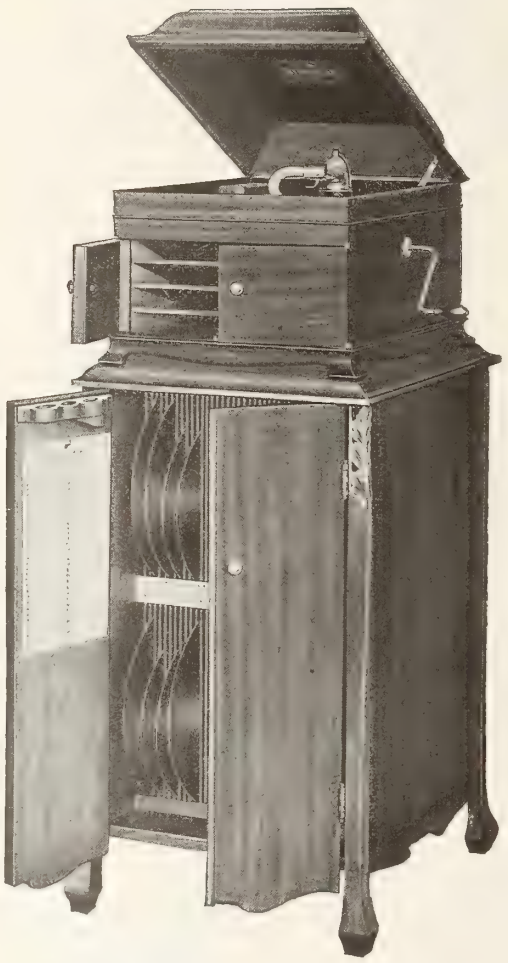
J. B. OGDEN **Lynchburg, Va.**

ORIGINATORS OF THE FELT-LINED CABINET

VICTOR AND COLUMBIA

ORIGINATORS OF THE FELT-LINED CABINET

Dealers, with very few exceptions, are all acquainted with the selling force of Salter Cabinets when shown in conjunction with Victor and Columbia machines.



No. 19 Felt-Lined Salter Cabinet.
Built-up top to form a unit with new Victrola IX. Holds 92 records. Made in any finish of wood to match machines.

They know that Salter Cabinets are worthy of the very best machines for in design, construction and finish they represent all that can be produced from patient work, painstaking attention to details and the very best materials obtainable.

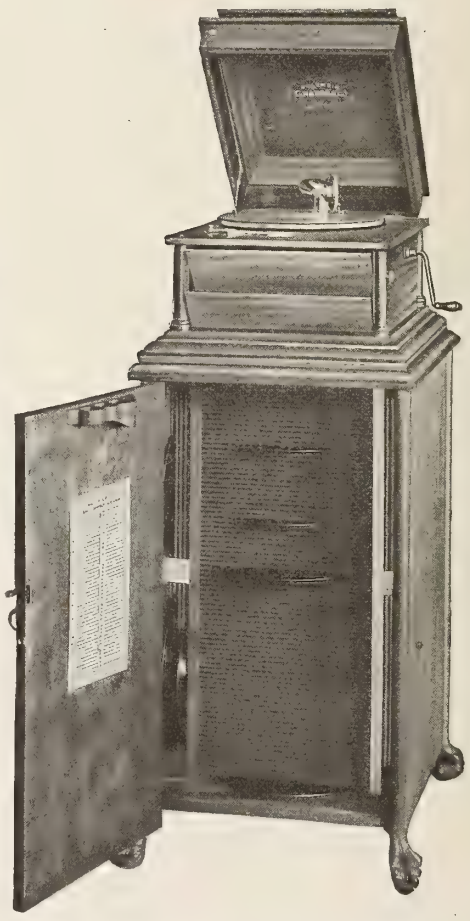
VICTOR AND COLUMBIA

dealers are now making it a point to have a big stock of Salter goods on their floor.

The wise dealer knows that Salter Cabinets are always a good investment and that as an aid to sales nothing can be better.

NOW is the time to order. Don't delay any more! Xmas is coming quickly. Be prepared!

Catalogs for all lines.



No. 112 Felt-Lined Salter Cabinet.
Matches Columbia "Favorite" perfectly. Compartments hold 100 records. Finished in all woods.

SALTER MFG. CO.

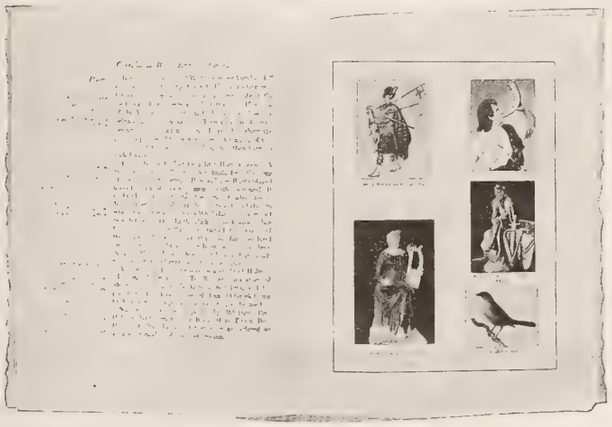
JOHN F. MORTENSEN, President

337-39 N. Oakley Blvd. **CHICAGO**

PRAISE "A NEW CORRELATION."

Victor Dealers Using Second Edition of Educational Booklet to Excellent Advantage in Developing Their General Business.

The educational department of the Victor Talking Machine Co., which is under the direction of



Pages of "A New Correlation."

Mrs. Frances Elliott Clark, is receiving letters of commendation from Victor dealers in all parts of the country relative to its issuance of the new edition of its artistic booklet, "A New Correlation." As announced in last month's issue of The World, the new edition of this booklet was prepared in response to urgent demands from Victor representatives, who recognized in this publication a vital force in the development of Victor educational business.

From cover to cover "A New Correlation" contains material of exceptional import to educational authorities, and Victor dealers who have given the book careful consideration are enthusiastic in their praise of its practical value. The reproduction herewith of two of the pages from "A New Correlation" gives a fair idea of the artistic manner which characterizes the compilation of the book.

NEW SALTER CO. SPECIALTIES.

Handy Record Filing Cabinet for Edison X100 Machine Just Introduced.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 9.—The Salter Manufacturing Co. is bringing out this month two new ideas which should be of especial interest to dealers in the Edison line of machines. John F. Mortensen, president of the Salter Manufacturing Co., has designed a filing cabinet for use with the new Edison A 100 disc machine. This consists of a simple drawer cabinet which is fastened securely to the shelf of the machine. The cabinet offers thirty-two felt-lined compartments for use in filing Edison discs. An indexing system is also provided.

The other Edison device which the Salter Co. is bringing out, and which is illustrated elsewhere, is the Salter No. 150 Inner-Rack, which is designed for use with the new Edison C 150 machine. This device is simply slipped within the regular filing space, where it is securely fastened by the use of four screws. It also offers thirty-two felt-lined spaces for Edison discs. Both of these devices have met with the instant approval of Edison distributers and dealers in all parts of the country, and the Salter Co. is already receiving a very extensive call for these goods.

INCORPORATED.

The Uncle Sam Talking Machine Co., New York, has been incorporated with capital stock of $5,000 by Abraham Brown and Sarah and Solomon Bernstein.

The Oglethorpe Cycle Works, recently opened in Brunswick, Ga., will handle talking machines.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

"TALKER" SALESMAN IN EMBRYO.

Youngster in Baltimore Whose Amazing Precocity Should Arouse Interest of Talking Machine Managers Throughout Country.

There is the making of a wonderful talking machine salesman in a youngster down in Baltimore, Md., regarding whom a letter was sent to the New York Sun the other day. It is well worth reading, as the youngster referred to is well worth watching. The letter follows:

"A few days ago I saw a small boy of three who seemed to be possessed of a very exceptional or singular talent or power. The father of the child is English and would easily measure up to the standard of the smart, up-to-date business man. The mother is American, possesses a considerable amount of social culture, is vivacious in temperament and possesses the gifts of wit and repartee.

"The child in question is perfectly healthy and has been healthy since his birth. Apart from the curious power or ability about to be described, he is seemingly not otherwise precocious or abnormal. He exhibits nothing else in the present stage of his physical or mental development that would mark him off or distinguish him from the average child, except perhaps that music has strong attraction for him.

"The curious power that made him an object of lively interest to me, and several others, is:

"He has not learned letters. Indeed he cannot even articulate, or pronounce words distinctly or correctly, pronouncing trisyllabic words as most children are wont to do when emerging from infancy. Yet, by some strange power or ability that will doubtless seem to some incredible, he can take a collection of Edison's phonograph records and read off, or give out, the names of them in rapid succession. He can make known the names as rapidly as a grownup person could, the only difference being that he often mispronounces the consonant sounds in words that contain more than two syllables; having a pronounced tendency to give the sibilant letters a lisping sound.

"What is more, he can read off the titles of phonograph records rapidly and correctly even when the names of the records are held toward him upside down.

"Indeed, I saw him do something still more remarkable: I and a friend, who stood at the rear of him while he was manipulating the phonograph on the floor, took out one of a collection of records, noted the inscribed title, and he, without looking at it, told us its name before he put it on the revolving disc. Of a collection of thirty-two records that his mother held in her lap he gave us the names, as rapidly and correctly and without a single miss as any grownup person could do, excepting that he mispronounced the larger words, such as 'Mississippi,' as would be natural in undeveloped articulating powers. A few minutes before he accomplished the same feat with a dozen records.

"He can go to a table where there is a large pile of records and pick out the one he is asked to bring. No matter how the records may be shuffled up he will tell correctly the one he is asked to name. Before reading the name of the record, or doing what looks like reading it, he has to take it in his hand and look at it; sometimes insisting on having more light. In most cases a glance is sufficient for his purpose.

"The youngster has been developing this curious ability for the past six months. He may be coaxed but he cannot be bullied into exercising this singular faculty. He has a determined will of his own and when the mood or impulse catches him he will refuse point blank, father, mother and everybody else, to exercise his gift for the entertainment of others. A few moments after, all his opposition has vanished, and he will do as requested, allured by some pretty present. He seems to possess the same power in regard to reading off the names of sheet music.

"The accuracy and correctness of the facts set forth above are attested and vouched for by a number of competent witnesses, who have observed the boy's efforts.

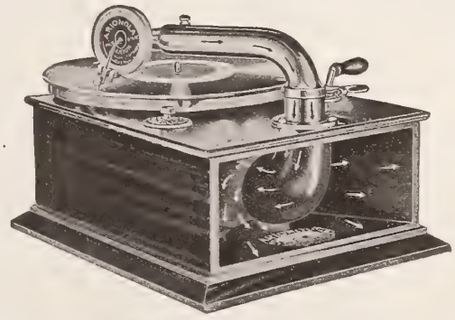
"If you, therefore, or any of the cultured readers of the Sun, who may be posted in experimental psychology or in the field of phychic research, will offer a satisfactory explanation of the curious faculty displayed by the child, I will consider myself greatly beholden, as repeated efforts on my part have failed to excogitate any solution that I could regard as a satisfactory theory."

HONOR FOR DR. HUTCHINSON.

Dr. Miller Reese Hutchison, chief engineer of the recording department of Thos. A. Edison, Inc., Orange, N. J., was appointed this week to membership on the Naval Advisory Board. Mr. Edison is chairman of this board.

New Construction Methods Make

The ARIONOLA



The Greatest of All Low Priced Phonographs

Dealers who handle the Arionola are doing a tremendous business. The public recognizes the superior qualities of the Arionola.

TONE—Reproduction of tone is unequalled due to the wooden sounding-board principle employed. It comes forth clear and unmuffled.

MOTOR—is strong and noiseless. It is capable of playing two 12-inch records without rewinding.

APPEARANCE—The dark mahogany finish—not stained oak—lends an air of quality and refinement to any room.

PRICE—It is the supreme musical instrument at the moderate price of $15—giving perfect music within the reach of all.

A sample machine will be sent to responsible dealers. Write for full information.

ARION MANUFACTURING CO.

250 Devonshire Street BOSTON, MASS.

To every talking m
United

Here is the Columbia message to the millions of readers of this week's Saturday Evening Post.

The particular and immediate mission of this message is to double the sales of every Columbia dealer between now and the holidays. You know Columbia advertising has developed the habit of doing what it is intended to do.

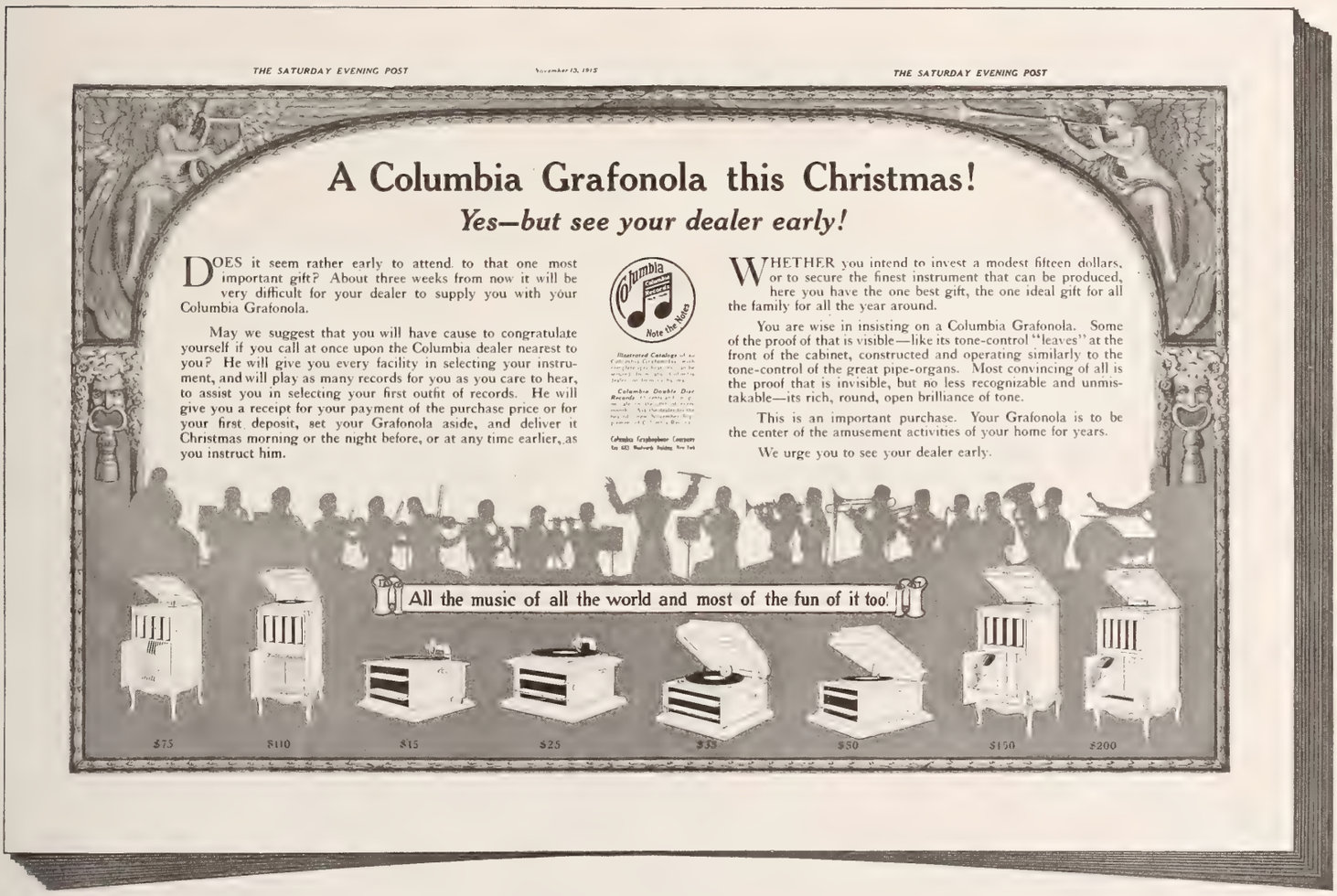
If you do not carry Columbia product here is one more additional memorandum of your need of Columbia alongside your other lines and of our willingness to take hold with you. This is no time to sit on the fence. There's a much better view inside.

Columbia Records TRADE MARK Note the Notes

Columbia Graph

Woolworth Buil

chine dealer in the States


THE SATURDAY EVENING POST

November 13, 1915

THE SATURDAY EVENING POST

A Columbia Grafonola this Christmas!

Yes—but see your dealer early!

DOES it seem rather early to attend to that one most important gift? About three weeks from now it will be very difficult for your dealer to supply you with your Columbia Grafonola.

May we suggest that you will have cause to congratulate yourself if you call at once upon the Columbia dealer nearest to you? He will give you every facility in selecting your instrument, and will play as many records for you as you care to hear, to assist you in selecting your first outfit of records. He will give you a receipt for your payment of the purchase price or for your first deposit, set your Grafonola aside, and deliver it Christmas morning or the night before, or at any time earlier, as you instruct him.

Columbia Records Note the Notes

Illustrated Catalogs of all Columbia Grafonolas, with complete specifications, can be secured from any Columbia dealer, or from us by mail.

Columbia Double Disc Records [illegible]

Columbia Graphophone Company
Box 6[illegible] Woolworth Building, New York

WHETHER you intend to invest a modest fifteen dollars, or to secure the finest instrument that can be produced, here you have the one best gift, the one ideal gift for all the family for all the year around.

You are wise in insisting on a Columbia Grafonola. Some of the proof of that is visible—like its tone-control "leaves" at the front of the cabinet, constructed and operating similarly to the tone-control of the great pipe-organs. Most convincing of all is the proof that is invisible, but no less recognizable and unmistakable—its rich, round, open brilliance of tone.

This is an important purchase. Your Grafonola is to be the center of the amusement activities of your home for years.

We urge you to see your dealer early.

All the music of all the world and most of the fun of it too!

$75 $110 $15 $25 $35 $50 $150 $200

phone Company

ing, New York

Columbia Records TRADE MARK Note the Notes

HOW THE CLEVER SALESMAN RINGS IN NEW BUSINESS.

Of Interest to Know How the House of John Jones, Inc., Wins Greater Patronage Through the Medium of the Marriage License Column in the Blanktown Gazette—Something New in Trade Stimulants—Well Within the Reach of Every Live Dealer.

Upon a buoyant morning in October—a morning when the air, charged heavily with the intoxicating elixir of strenuous existence, makes one glad to be alive—a handsome young man garbed a la fashion plate charges gayly down the main street of Blanktown, grips the hand of the traffic cop on the corner, bows gracefully to a ravishing young woman in a passing electric town car and disappears from public view beyond the portals of number twenty-three. The traffic cop grins; the ravishing young woman smiles, they simultaneously recognizing the symptoms attending their friend's gay charge—the star salesman of the house of John Jones, Inc., revels in the delight of a newly born idea.

Let us accompany the vivacious one into the august presence of the great John Jones, for I rather imagine we shall find the interview not only interesting, but profitable.

"Busy, boss?" inquires the star salesman sympathetically, placing his brand new Stetson upon the desk and reaching for the cigars.

"Always busy, son. Anything special on your mind this fine morning?"

"Yep! Just thought of something new. In fact, it came to me at breakfast and it seemed so good that I left my second cup of coffee untouched to tell you about it."

"Hum! I appreciate your sacrifice upon the altar of business, son; suppose you end the suspense right now."

The star salesman pulls a Gazette from the side pocket of his coat and, opening it to page four, lays it outspread upon the desk. "See that column, boss?"

"Why, yes; it seems to have to do with marriage licenses. What's the joke?"

"The joke is on us for not thinking of this before. That column"—tapping the Gazette with his index finger—"contains the names of thirty-five happy couples who are by this time safely launched upon the bright blue sea of matrimony. As this column appears daily with approximately the same number of names, it means that 490 people every week, 2,100 people every month and 25,550 people every year are getting hitched in double harness for the long drive along life's highway. Now, boss, that's some matrimony for a burg the size of Blanktown, and every one of these newlyweds should be invited down to the acoustically perfect auditorium of the Elite Talker Shop and made to understand that a talking machine is the only real musical instrument that will render an obligato to love's young dream, etc.; you know what I mean. It is only natural that, for a time at least, during the first calm stages of the matrimonial journey a musical accompaniment is not only a great addition, but a necessity. In other words, every newly married couple should have a talker, and as we are the firm who can give them what they want when they want it I suggest that beginning with the present moment we use the shears upon every edition of the Gazette, filing the marriage license column as a list of prospective customers.

"I also think it would be a good stunt, boss, to write a personal note in a cordial vein, explaining in concise terms how great an instrument the talking machine is, why it is particularly adapted to their newly acquired position in life and ending by extending to them a cordial invitation to be present at a concert upon a certain date. The matter of the date is an important item, because if you simply issue the invitation in a general way, without setting a definite time, the chances of an acceptance will be reduced to a minimum. It is the date that is marked off in the diary rather than the event itself that will impress the recipient.

"Every married couple get a certain percentage of their wedding gifts in the form of the coin of the realm, and I feel that it is our duty to make a fair exchange with them to our mutual advantage. I don't know whether or not you realize it, but under the existing conditions most of that aforesaid coin goes into milady's silk stocking as a nucleus for a piano fund. When we can show her that a talking machine has a piano beaten forty ways at a small fraction of the cost, if she is a sensible person—and she is or she wouldn't have married—she will lose no time in acquiring an 'ola of whatever design and price best suits her taste and pocketbook."

John Jones is much pleased with this latest idea of his star salesman—so much so that he congratulates him in a fatherly manner and, as is usually the case at the conclusion of such an interview, invites him to "go to it."

Filled with the satisfaction that a good deed well done brings to one, the young fellow quietly effaces himself from the office with "private" on the door and saunters over to the daintily appointed desk where pretty Miss Keys, the stenographer, reigns supreme. He lays the marriage license column before her and, briefly explaining the situation, asks her to take this circular letter:

"Dear Friends—Now that the wedding bells have ceased their joyful pealing, the honeymoon over and you cozily ensconced in your new home, we are wondering whether you are receiving the right sort of musical entertainment. In other words, have you a talking machine to help while away the hours that somehow grow heavy without the greatest of all enjoyments in the home—good music?

"If you are not conversant with all that a talking machine will bring you in the way of pleasure we hope you will do us the honor to call upon us at 23 Broad street on Thursday evening, October 21, 1915, at 8 o'clock, at which time we shall not only explain to you the details of this marvelous instrument, but, in addition, play for your edification records by the world's greatest artists in

WE'VE BROKEN A RECORD!

80,000 TALKING MACHINES SOLD IN 4 MONTHS · WHY?

BECAUSE The "Wonder" Talking Machine has *"Made Good"* as a substantial popular priced phonograph.

BECAUSE The price, $5.00 to $20.00, appeals to an unlimited number of new customers.

BECAUSE The Tone, Workmanship and Finish meet every requirement of phonograph satisfaction.

Write for descriptive folder, advertising material, samples and special dealers' proposition.

TELEPHONE, GREELEY 6770

THE WONDER TALKING MACHINE CO., 102-104 West 38th Street, NEW YORK

order that you may realize for yourself just what you are missing by not having a talking machine in your music room.

"Wishing you every happiness through life and hoping to see you on the evening of the 21st, we are, cordially yours,, JOHN JONES, INC.,
"The Elite Talker Shop, 23 Broad St., Blanktown, N. Y."

"Pray tell me, pretty maid," pleads the star salesman softly as he finishes dictating, "what you think of my new idea."

Kitty Keys blushes, thrusts her pencil somewhere among the golden tendrils of her wonderful hair, shows her milk-white teeth in a glorious smile, and answers: "It is splendid, Billy!"

"I rather like it myself, little girl," replies the star salesman with a grin. "The boss was impressed, too," he adds meaningly. "About a couple more ideas, Kitty Keys, and it will be us for the marriage license column and a talking machine. Get me?"

"I *get* you, Billy dear, and you *get* those ideas I want that talking machine."

"How about me?"

"I want you, too, stupid, but move on while I type these newlywed letters; you're obstructing traffic."

The star salesman beats a dignified retreat to the accompaniment of staccato notes upon the Remington.

* * * *

To the best of my knowledge and belief, the marriage license column has never been utilized by talking machine men as a trade stimulant prior to the time it was introduced to the notice of John Jones by his star salesman, and I think you will agree with me, after reading my account of that episode, Mr. Dealer, that it is well worth a try-out. Here's hoping that it brings you a horde of new and profitable patrons.

HOWARD TAYLOR MIDDLETON.

ENJOYABLE COLUMBIA REUNION.

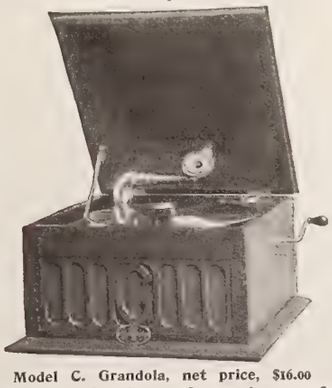
Annual Dinner and Dance of the Employes of the Columbia Co. Took Place Friday Night.

The second annual dinner and dance given by the Columbia Graphophone Co. to the employes of its executive offices in the Woolworth Building, New York, took place Friday evening, November 12, as this issue of The World went to press. The Hotel Bossert, Brooklyn, N. Y., one of the most exclusive hostelries in Greater New York, had been chosen by the committee in charge of the dance as the most suitable place in which to stage the event, and as practically all of the Columbia Co.'s officials and heads of departments stated their intention of being present, there is every indication of the dance being a huge success.

The piano and talking machine department of the Atherton Furniture Store, Lewiston, Me., has been moved from an upper floor to the main floor of the company's building, where two sound-proof booths have been provided for demonstrations.

HIGH CLASS PHONOGRAPHS

at low prices.



Model C. Grandola, net price, $16.00

Fumed quartered oak, or fine mahogany finish.

Other styles at $6 and $9. Send check for sample and become a customer.

GRANDOLA PHONOGRAPH CO.

1269 Broadway New York

"TALKER" AIDS VIOLIN STUDENTS.

Those Students Located in Smaller Communities Where Facilities for Hearing Good Violinists Are Limited Will Find Talking Machine a Great Boon, Says Writer.

I believe that many violin students underestimate the value of the phonograph in violin study, says John A. Harrington in The Violinist. There are many students who are in the country or small towns, and are unable to employ a good teacher or hear good violinists. For such as these the phonograph is a great help.

There are many who are studying the violin who never heard an artist play, and who have no idea what can be done by masters of the instrument.

The average student is able to buy a small phonograph and a few records such as are suited to his needs. Simple pieces should be used at first, and as the student gains in skill, the difficulty of the pieces to be learned should be increased.

The average violin student who has never heard a master player does not know what kind of a tone to try to produce. The proper way to execute many of the technical parts of violin work, such as trills, arpeggios and pizzacatos are plainly seen in listening to the records of the present day artists. By looking at the notes of the piece being played by the phonograph the student is enabled to see how the hand is shifted from one positon to another by that easy motion which is the mark of a good player.

This the student tries to imitate with some success.

Many are uncertain as to the speed and use of that art in itself, the vibrato. Here the student, by careful observation, sees when it is used, and how the speed varies with the kind of passage being played. The student soon has several solos that he can play, and play with the assurance that he is playing them correctly.

Many times a student has trouble in giving the proper accent or giving good expression to a piece; but by hearing a master-player play it a few times he is able to go ahead and study it with good effect.

For the price of a seat in a hall, where an artist is to play, a record by the same artist, or one as good, can be bought.

The record may be played as often as the student likes.

When the student is weary with the days work, he may sit and listen to the world's great artists. He may rest and learn at the same time.

Many who attend concerts do not understand the selections that are played. Had they heard these same selections played on the phonograph they would enjoy the concert much more.

It seems as if correspondence schools for the violin would do well to use the phonograph in connection with their lessons.

They say that students do not wish to bear the added expense of the phonograph, but it seems as if some earnest students would be glad to do so.

I was much interested in an article by Maud Powell, setting forth the advantages of the phonograph for violin students, and I agree with her in thinking that the time will come when the standard exercises for the violin will be on records, for students' use.

When I began the study of the violin I was unable to employ a teacher steadily.

I used the phonograph with good success, and I would advise students so situated to try the phonograph, as I am sure they will receive much benefit from it.

The Feagler Furniture Co., Cordelle, Ga., has opened a large Victrola department.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

SECURE ST. LOUIS TERRITORY.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 11.—R. H. Gordon, formerly of the Pathé Pathephone Shop of Chicago, has completed arrangements whereby he and other associates have secured exclusive Pathé jobbing rights in St. Louis and surrounding territory. Offices will be opened in the near future.

OPEN OFFICE IN CHICAGO.

(Special to The Talking Machine World.)

CHICAGO, ILL., Novemper 10.—F. Steinberger, Western representative of the Triumph Record Co., has opened offices at 9 South Clinton street, where he has placed on display a full line of the new Triumph records, which are of the hill-and-dale-cut variety, double-sided, and priced to retail at twenty-five cents each.

Fred Lehman, manager of Lehman's music store, East St. Louis, Ill., has arranged to handle Victrolas and records in that town.

The Cabinet that has Proven a Success

The Wagon Cabinet

One of the best sellers with the small type machines. It gives you the advantage of taking both machine and records from room to room wherever and whenever the occasion requires.

Particularly Suitable for Schools.

Your Stock is Not Complete Without It.

Order a Sample Today and You Will Duplicate Many Times.

Get Our Catalog for the Asking.

Yours for "The Very Best,"

Schloss Brothers

637-645 West 55th St., New York

Phone, Columbus 7947

OPENS EXCLUSIVE VICTOR STORE.

The Wallace Co. Which Recently Opened an Establishment in Schenectady, N. Y., in Which the Victor Line Is Featured Is Building Up an Excellent Business in That Locality—Establishment Neatly Furnished.

(Special to The Talking Machine World.)

SCHENECTADY, N. Y., November 7.—The Wallace Co., of this city, which controls one of the most successful department stores in this part of the State, is one of the latest additions to the ranks of Victor representatives, having opened an exclusive Victor department two months ago. Manager Stearns, of this store, has been an enthusiastic admirer of the Victor products for several years, and is personally directing the interests of the new department. The Wallace Co. caters to a high-grade clientele, and as its slogan is progressiveness the Victor line is assured of excellent representation in its new agency.

The first Victor display used by the Victor Co. is shown herewith, and its unusual features were the subject of favorable comment. It is the intention of the Wallace Co. to change the Victor displays frequently and to present the line in the manner it well deserves.

Before laying out the Victor department the Wallace Co. thoroughly investigated the many sales helps which are offered Victor dealers by the New York Talking Machine Co, New York, Victor distributer, and after testing these plans and learning just what may be accomplished by their use, the company installed many of the most important sales and stock systems which the New York Talking Machine Co. has introduced and recommended. These systems will doubtless be an important factor in the ultimate development and success of the Wallace Co.'s Victor department.

Victor Window Display of the Wallace Co.

The Wallace Co. has also installed a Victor department in its store at Pittsfield, Mass.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL.

UNION
ATTACHMENTS
FOR
Victor, Edison, Columbia and Pathé Machines

Union Attachments are guaranteed to be perfect in workmanship, material and reproduction. They present to the Talking Machine Dealer a new talking point, and incidentally a new way to make money. We have just finished doubling our capacity, and are now prepared to fill orders as fast as received. Write today for full information and prices.

Our New Union No. 1 just out, and the best ever, plays Victor and Columbia Records on Edison Phonograph.

Union No. 2 Attachment plays Edison or Pathé Records on Victor Talking Machine.

Union No. 3 Attachment plays Edison or Pathé Records on Columbia Grafonola.

Union No. 4 Attachment plays Victor and Columbia Records on Pathé Talking Machine.

We are specialists in Talking Machine parts. Let us tell you about them.

The Union Specialty and Plating Company
409 Prospect Avenue, N. W. CLEVELAND, OHIO

TO MANUFACTURE "TALKERS."

Alfred D. Engelhardt, formerly vice-president of the Engelhardt-Seybold Co., and Paul Armstrong have completed arrangements whereby they will engage in the manufacture of talking machines in Chicago. The line will embody some exclusive features.

REMOVED.

The branch store of the A. C. Huff Music House in Slatington, Pa., has been moved to the La Bar Building, 632 Main street. The store handles pianos, players and talking machines.

An Edison disc phonograph agency has been opened at 919 Pacific avenue, Tacoma, Wash., by the Shaw Supply Co.

L. C. Wiswell, of Lyon & Healy, Chicago, Ill., passed through New York last week on his way to visit the factory of the Victor Talking Machine Co. at Camden, N. J.

E. C. Howard, the well-known talking machine inventor of Sturgis, Mich., was a recent visitor to New York.

The Washington Talking Machine Co., of Philadelphia, Pa., has been incorporated under the laws of Pennsylvania by Edgar Wise, Charles V. Winder and Abraham L. Ashler.

The Sterling Phonograph Co. has opened a new store at 2061 Milwaukee avenue, Chicago, under the management of Mr. Page.

William V. Fallon, of Manton avenue, Providence, R. I., is trying his hand at the phonograph game with a nice array of Crescent machines and records in his popular variety store.

THE KEY
To Successfull Talking Machine Construction
MICATONE
MICA DIAPHRAMS
USED IN THE BEST MACHINES

WASTED

Cabinet—Motor—Advertising—all the excellent things you put into your machine

UNLESS

a Good Diaphragm be among them. MICATONE is the Best.

MEIROWSKY BROS.
108 Broadway Jersey City

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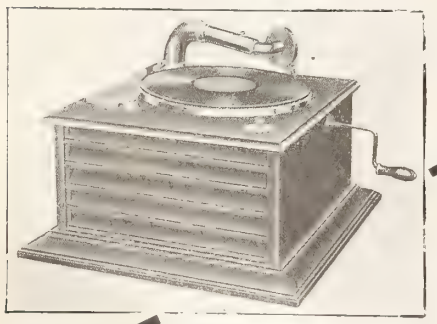
Name of— Post-Office Address

Editor, EDWARD LYMAN BILL...373 4th Ave., N. Y.
Managing Editor, J. B. SPILLANE..373 4th Ave., N. Y.
Business Manager, AUGUST J. TIMPE..... 373 Fourth Ave., N. Y.
Publisher, EDWARD LYMAN BILL..... 373 Fourth Ave., N. Y.
Owner, EDWARD LYMAN BILL..... 373 Fourth Ave., N. Y.

Known bondholders, mortgagees, and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages, or other securities: NONE.

AUGUST J. TIMPE, Business Mgr.

Sworn to and subscribed before me this 30th day of September, 1915.
[SEAL]
Eugene R. Falck, Notary Public 1053
(My commission expires March 30, 1916.)



PERFECTONE
TALKING MACHINE

16 x 17 x 12

EQUALS IN TONE *ANY* HIGH PRICED MACHINE

Fine mahogany piano finish, heavy non-vibrant spring motor playing two 10 in. records with one winding, 10 in. turntable, all metal parts nickeled, highly polished, speed and brake control, weight 12 lbs. Prompt delivery on all orders. Absolutely the best value on the market—*perfect* in every detail, a really high grade instrument at a moderate price. Other styles up to $150.00. *Correspondence desired with reliable representatives.*

$13.50 F.O.B. MILWAUKEE LESS 10% 10 DAYS

MILWAUKEE TALKING MACHINE MANUFACTURING CO.
416-418 FOURTH ST. Office and Factory **MILWAUKEE, WIS.**

THE MANUFACTURE OF RECORDS.

The Differences in the Systems of Manufacturing Talking Machine Records in Vogue Interestingly Defined—An Interesting Process That Always Arouses Inquiry.

Judging from the inquiries being made by readers of the daily papers there is an increasing public interest manifest not only in the talking machine, but in the talking machine record as well. In the correspondence page of a recent issue of the New York Sunday Times the following inquiry, "How are records for phonographs made?" appeared.

The reply, which is substantially accurate, may be informing to those who are in the business as to the inquirer, hence we print it:

"You do not specify whether you wish to know how the voice is recorded, or how the actual disc record itself is made. The Edison phonograph, the graphophone type developed by Bell and Tainter, and the gramophone type by Berliner, are all based on substantially the same principle. Sound waves set up in the air by any sound are allowed to strike a delicately held diaphragm, which vibrates under the impact of the sound waves. The vibrations are made to leave a record on a suitable medium, and this sound record is used to perform the inverse operation when it is required to reproduce recorded sounds, that is, the record is made to vibrate a sensitive diaphragm and set up in the air particular waves, which convey to the ear the impression of sound.

"The differences in the systems are in the way in which the vibrations are recorded. The disc record, which made the machine popular, was first manufactured in the United States in 1897. Improvements in the machine and in the needles followed.

"To make a Berliner record a person sings before the mouth of a horn, the object of which is to concentrate the energy of the sound waves upon the recording diaphragm. At the narrow end of the horn is the recording sound-box, and the machine with its attendant expert. There is a screen between the singer and operator to guard the secrets of the sound-box. On the further side of the screen is a horizontal table carrying a wax tablet, rotated beneath the recording sound-box at a uniform speed, usually about seventy-six revolutions per minute. As the table rotates it travels laterally at a uniform speed, and the wax tablet is thus caused to travel slowly under the stationary recording box. The sapphire cutting point is lowered so as to enter the wax three and one-half to four one-thousandths of an inch, and the machine runs as it cuts a fine spiral groove, running from the edge to the center. The construction of the sound-box is secret, as is the composition of the wax tablet.

"The next step in the process is the reproduction of the record as a negative in copper. The wax is dusted with graphite, worked into the grooves with a badger brush to make it electro-conductive; then it is lowered into an electrolytic bath of copper salt solution. The wax is kept in continuous motion in the bath until the copper shell is nine-tenths of a millimeter in thickness.

"This negative is a master, and from this a few commercial samples can be pressed to test the quality of the record. The manufacturers, however, wish to make thousands of copies without hurting their master, therefore they make duplicates of their master by taking impressions in wax composition, from which working matrices are made. Then copper shells are obtained from these in the same way. The copper shell is then backed by a brass plate one-half an inch in thickness by soldering under pressure.

"Then the matrix is nickel-plated on the recorded side in order to wear better, and after polishing is ready for the pressing machine. The commercial record is pressed into some substance hard at a normal temperature and plastic under heat, and very hard and smooth. Various compounds are employed by different makers, but shellac is the principal ingredient. Shellac, wood charcoal, heavy spar and earthy coloring matter in certain proportions are used.

"This compound, after careful mixing, is rolled into thin sheets and divided into sections, one for each record. The section is then pressed by a hydraulic press. The matrix is heated and placed face up in a mold, the label is placed face down on the matrix, and on this is placed in a warm, plastic state, enough material for one record. Both halves of the press are furnished with cooling plates, through which streams of water can be passed, and the surfaces are cooled quickly. The record is then removed, the edges trimmed with emery wheels, and it is then ready for sale."

MEN.

A large musical instrument firm, conducting branches in various parts of the United States, are in need of some experienced and successful talking machine salesmen and managers; these positions open excellent opportunities to the right men; write, giving length of experience and capacity in which employed. Address "Box 50," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED.

Experienced talking machine man (VICTOR) to manage large business; one who knows something about pianos and with department store experience preferred; only high-class man wanted; give full particulars first letter. Address "N. O. 2," care The Talking Machine World, 220 So. State St., Chicago, Ill.

POSITION WANTED—"I Can Handle Your Talking Machine Department." Young man, twenty-seven years of age, seven years' experience in the talking machine business with one of the largest concerns, knows and has held positions all the way up to and including manager. Am now employed and desirous of making change for better position and possibilities. Knows wholesale line as well. First class appearance and personality and capable of handling the best trade. Address "Box 51," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE.

5,000 new 10-in. disc records, 10c. each for the entire lot. Deninger Cycle Co., Rochester, N. Y.

FROM HERE AND THERE.

W. S. Riley, formerly a druggist at Kansas City, recently moved to Kearney, Mo., where he has opened a drug store and has taken the Columbia Grafonola agency in connection with his business.

The Columbia Co. has issued an attractive four-page folder devoted to the record featuring the famous "Rigoletto" quartet and the sextet from "Lucia" selections. This folder is appropriately illustrated and may be placed in the dealer's mail.

E. M. Warfeld, a jeweler of Findlay, O., has built a large addition to his store for the display of Edison phonographs.

The Piano Exchange, 924 Grand River avenue, Detroia, Mich., has taken the Pathephone agency.

At the opening of the new quarters of the Dayton, O., branch of the Aeolia Co., an eighty-eight-note music roll or a Columbia double-disc record was presented to every owner of a player-piano or talking machine who visited the store.

The Laverty Music Co., of Gadston, Ala., is scoring quite a success of the talking machine department of its business.

P. T. Legare, Ltd., advises us that all the Columbia models will be handled in the firm's Montreal branch and in the city of Quebec at its retail store, 312 St. Joseph street.

M. A. Weiss has been appointed manager of the Cort Sales Co., 330 Sixth avenue, New York, succeeding D. A. Tauber, who resigned to become president of the Savoy Gramophone Co., New York.

HARPVOLA

Manufactured by the

J. H. Collins Talking Machine Co.

Harrisburg, Penna.

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.

GEO. E. BRIGHTSON, *President*,

57 Reade Street - NEW YORK

FORMAL OPENING OF THE PATHE-PATHEPHONE SHOP.

New Establishment Located Between Forty-First and Forty-second Streets, New York, Promises to Be One of the Most Attractive Phonograph Salons in the Metropolis.

The Pathé Pathephone Shop, 487 Fifth avenue, New York, owned by the French-American Phonograph Distributers, Inc., was formally opened late last month. This store, which is located between Forty-first and Forty-second streets, facing the New York Public Library, will handle the products of the Pathé Frères Phonograph Co. exclusively, and all indications point to a splendid fall and holiday trade.

L. S. McCormick, one of the best known members of the talking machine trade, has resigned his position with the Pathé Frères Co. and has been appointed general manager and a director of the French-American Phonograph Distributers, Inc. Mr. McCormick's lengthy retail experience with the Edison Shop and other well-known retail houses admirably equips him for his new post, and he has already evidenced his signal executive and sales ability in many directions.

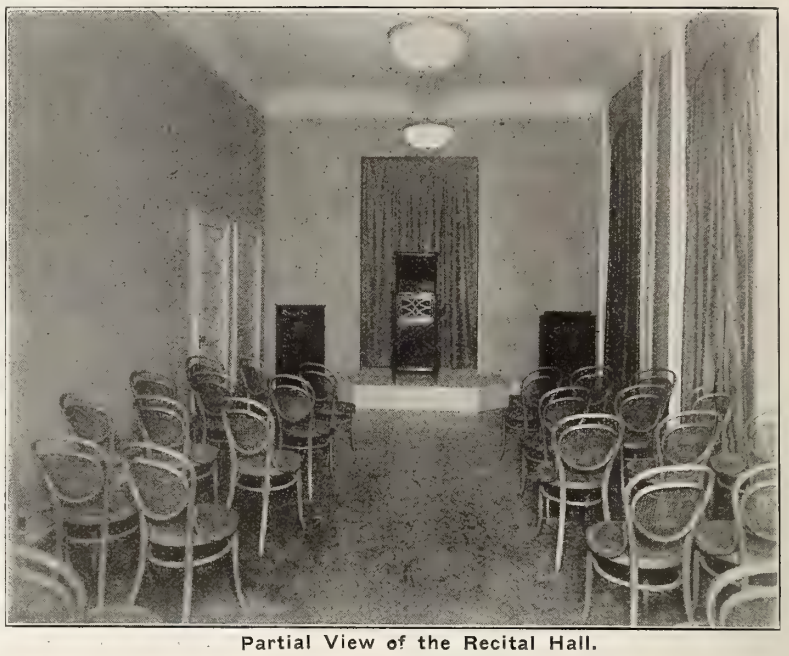
Mr. McCormick has associated with him a competent sales staff, including G. F. Baldelli, R. J. Norris and F. Reynard. All of these salesmen are enthusiastic admirers of Pathephones and Pathé discs and are particularly well acquainted with the Pathé record repertoire, comprising some 96,000 records.

The new Pathé Shop presents a very attractive and artistic appearance, although a considerable portion of its furnishings and decorations, including imported rugs, have not yet arrived. Comfort and convenience were the prime considerations in planning the new Pathé Shop, and visitors to the warerooms have commented on its home-like and cheerful atmosphere.

The main section of the store is beautifully decorated with hand-painted festoons which harmonize pleasingly with the general color scheme, a delicate blending of green and gray. The four sound-proof demonstration booths are finished in white enamel, the furnishings being calculated to make the visitor feel comfortable and at ease.

A recital hall in the rear of the establishment will be used for daily informal and formal recitals, featuring the Pathephone and Pathé discs. This recital hall will seat 100 people, and Mr. McCormick is now engaged in preparing programs which will provide casual and interested visitors with plenty of first class music at all times during the day.

Partial View of the Attractive Reception Room.



Partial View of the Recital Hall.

RUNNING FACTORY 24 HOURS A DAY.

In order to keep pace with the tremendous orders it is receiving from all ports of the world, the Columbia Graphophone Co. has arranged to run its factory twenty-four hours a day. Notwithstanding these unusual working hours, the company is far behind on its orders, particularly machines, although every effort is being made to supply Columbia dealers with sufficient product to enable them to close all possible sales. Sales Manager Bradt and his staff of assistants are extending valuable co-operation to the Columbia trade in many respects and are leaving no stone unturned to make the next months a banner period for Columbia representatives.

PHONOGRAPHS IN SOUTH AFRICA.

Phonographs valued at $128,816 were imported into Southern Rhodesia, British South Africa, during 1914. This represents a very large increase over 1913 imports, when the total was only $26,367. The United States secured practically none of the 1914 trade, however, the imports from this country totaling only $642, even showing a loss from 1913. The great majority of the phonographs for this district are received from manufacturers in Great Britain.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

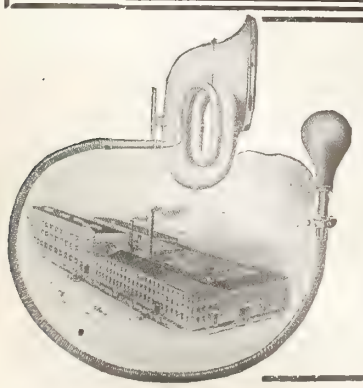
"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

A.F. Meisselbach & Bro. Newark, N.J.

This Star on a Phonograph MOTOR means "Made in the U. S. A." by an organisation peculiarly fitted to make good motors



TONE ARMS TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

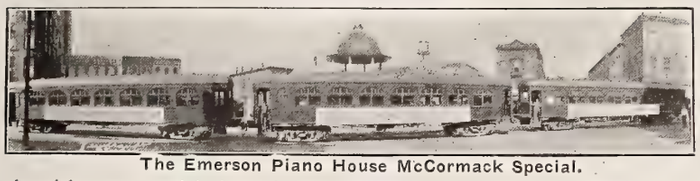
Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

THE EMERSON PIANO HOUSE SPECIAL.

Prominent Victor Dealers in Decatur, Ill., Act as Hosts to Three Carloads of Music Lovers on Trip to McCormack Concert in Springfield—An Unusual Exhibition of Progressiveness Which Should Bear Gratifying Results.

(Special to The Review.)

DECATUR, ILL., November 5.—On several occasions in the past The World has been privileged to chronicle some special piece of progressiveness on the part of the Emerson Piano House, 322 North Main street, this city, which is one of the too few concerns who are appreciative of the full musical possibilities of Victrolas and records. The energy of the house in the conduct of its business is indicated by its work in connection with the recent concert of John McCormack, the celebrated Irish tenor and Victor artist, in Springfield, Ill. The Emerson Piano House secured 200 of the best seats in the State Arsenal for the McCormack concert, and sold 153 of them at $2 and $2.50, according to location, the price also including carfare on the Emerson Piano House Special.



The Emerson Piano House McCormack Special.

The three-car special left the I. T. S. station in Decatur at 6.15 p. m., and soon after starting the entire staff of employes, each wearing an Emerson badge, began serving a light lunch, consisting of sandwiches, fruit and coffee. Music was furnished en route both ways by an Angelus player-piano in the first car and a Victor in each of the trailers. McCormack's records and band pieces were played on the Victrola. Just before the cars entered Springfield each passenger was presented with a handsome program of the concert, bearing a portrait of McCormack and presented with the compliments of the Emerson Piano House. Arrangements were made with the traction people to run the cars directly to the Arsenal and return for the party after the concert, thus saving a walk of nearly a mile to the regular station.

On the return trip ice cream, cake and coffee was served and the time was passed with music and cards. As the train reached Decatur each passenger was presented with a souvenir postal card bearing a photograph of the entire train, which proved a most agreeable surprise. The affair was looked upon as a gala event by those privileged to be the guests of the Emerson Piano House, and the company received unbounded praise both from the members of the party and in the local newspapers. The direct results of the trip were evident in the increased demand for McCormack records.

BOOKING MANY LARGE ORDERS.

"The orders we have received so far this month from dealers throughout the country would indicate that they and their customers are rapidly beginning to appreciate the real value of a better grade of record album," said Philip A. Ravis, vice-president of the New York Album & Card Co., New York, manufacturer of Nyacco albums. "Our new solid metal back albums are being ordered by dealers from coast to coast, and as many of these orders are good-sized repeat orders, we feel confident that our albums are giving perfect satisfaction to their many users.

THE RECORD PROBLEM CONSIDERED.

One of the features that is characterizing Bruno service just before the holidays is the matter of record deliveries. Charles F. Bruno, treasurer of C. Bruno & Son, Inc., 353 Fourth avenue, New York, and manager of the Victor department, has been devoting a great deal of attention to the record problem, and in the matter of stock it is said to be the largest ever maintained by them. Mr. Bruno also calls attention to the fact that this house does not retail anything, every machine and record being utilized for the benefit of the dealer.

MORE ROOM FOR SONORA CORP.

Leases Considerable Space in the Brill Building, 279 Broadway—Adjoins Present Factory.

The Sonora Phonograph Corp., 57 Reade street, New York, has leased considerable space in the Brill Building at 279 Broadway, which will be utilized as part of the Sonora factory. This space will be connected with the present Sonora quarters by a suspended bridge. It is quite a distinction to have a talking machine factory on Broadway, but Manager Brightson believes that the convenience more than makes up for the additional cost.

ISSUE A CLEVER BOOKLET.

The Arion Manufacturing Co., 250 Devonshire street, Boston, Mass., makers of the Arionola, has issued a booklet with the title: "The Story of the Arionola as Told by the Arionolets." This is a very snappy little booklet and gives the Arionola story in a forcible and clean-cut manner. One particularly interesting feature of this booklet is the series of cartoons at the top of each page, depicting some of the various scenes where the Arionola may be used.

George H. Sharp & Son, of Elm street, Westfield, Mass., were among the many dealers who took active part in the celebration of "Edison Week" by arranging an elaborate display of Edison disc phonographs.

The United Phonograph Corp., New York, has been chartered, to deal in phonograph merchandise, with a capital stock of $5,000. The incorporators are: Henry Gilbert, Michael Lychtman and Maxwell Mooten, of 110 Forsyth street.

Singing Lessons From Records

A Real Practical Course in Voice Culture—Its Possibilities for the Dealer

The Herman Klein Phono-Vocal Method

based upon the famous

School of Manuel Garcia

No Stock To Carry

Complete course consists of ten double sided disc records (twenty lessons) for one voice. Carefully and expertly compiled text book with each course.

Course is sold as a unit, complete, for cash or instalments. No bother of delivering lessons weekly.

Sold from demonstration outfit. All orders filled by us. No stock for the dealer to carry.

Method is practical. Tested and successful. Indorsed by leading artists and authorities.

Complete course, $25 retail price. Particularly interesting discount proposition to dealers with demonstration outfit.

We supply descriptive booklets and other sales promoting literature for general distribution and for mailing with the monthly record supplements.

Every owner of a course becomes a better customer for high class vocal records.

Just the thing for the dealer who goes after the high class trade and features recitals and musicales.

Let us tell you more about this easy money making proposition.

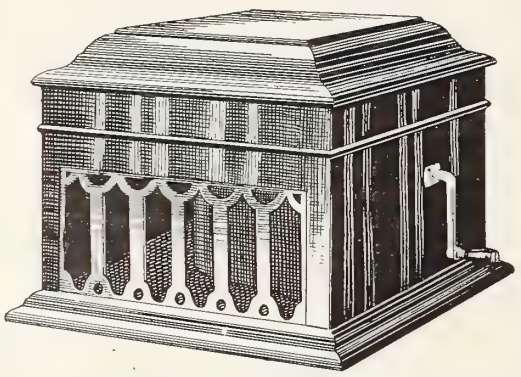
The Music Phone Method 909 Putnam Building **2 W. 45th St., New York**

NO NEEDLES TO CHANG

The Pathé

PLAYS ALL

THE GREAT INVENTION of the Pathé Frères, of Moving Picture Fame—Their Crowning Achievement.



Model 50. Sells for $50.

Pathephone

is growing tremendously in this country. "Pathé nearly every city of importance. One dealer orde by October 28th. Another is selling 12 a day as a instruments "sell themselves." EVERY MUSIC I

PATHEPHONES
Retail from $15 to $200
in all woods

PATHÉ DOUBLE DISCS
Retail from 75c. to $2.50

The Wonder of the Pathé Sapphire Ball.

Instead of the customary sharp needle or point, THE PATHÉ PATHEPHONE USES A ROUND, SMOOTH, GENUINE HIGHLY-POLISHED SAPPHIRE BALL, which travels over the record-grooves in an up-and-down wave-like motion, catching the music-waves from 40 points of contact in the record grooves. This PATHÉ SAPPHIRE brings out the best tone qualities and eliminates all suggestion of metallic sound. It never has to be changed and *it never wears out.*

The Exclusive Pathé Wood Sound-Chamber.

No metal horns or part-metal horns are used in the PATHÉ PATHEPHONE. The Sound-Chamber is made entirely of wood, along the principles of the violin, amplifying the music in the most natural manner and giving a full rich tone, cleared of all harshness.

Wood is the most elastic and vibratory material known to the Science of Sound.

The Beauty of the Pathephone's Tone.

Through the combination of the PATHÉ Sapphire Ball and the PATHÉ Wood Sound-Chamber, a richness of tone and a fullness of volume are created which are absolutely surprising to those that hear the instrument played for the first time. All the wealth and detail of technique and composition are rendered true to the artist's first performance. All the overtones and tone-colors are brought out in a manner hitherto considered impossible in sound-reproduction.

PATHÉ FRÈRES P

28 W. 38TH STREET

ABSOLUTELY NATURAL TONE

Pathephone

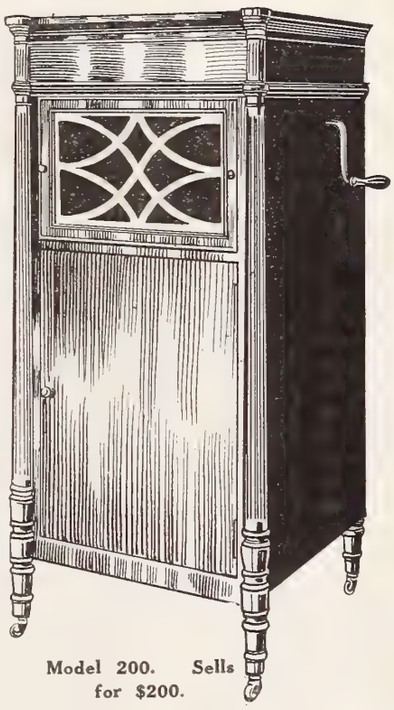
SC RECORDS

Pathé

THE PATHEPHONE is played the whole world over. It is truly the Universal Phonograph—as it is THE GREATEST.

Popularity

ps" are being established by enthusiastic dealers in
248 PATHEPHONES in August and sold them all
dy average and a third reports that these wonderful
VER WANTS A PATHEPHONE.



Model 200. Sells for $200.

Pathé Pathephone Has All the Good Features

other phonographs and talking machines—it
o anything and everything that any of them
apable of doing. In addition, the exclusive
HÉ ADVANTAGES make the PATHÉ-
NE *unquestionably superior* to all other
l-reproducing instruments. Aside from the
points referred to, it has an easily operated
control suiting every mood of the owner's
e. The fact that it plays all makes of disc
ds perfectly makes it the *Universal Phono-*
.

The Great Pathé Double-Disc Repertory

comprises many thousand selections, many of them recorded in the greatest musical centers of the entire world and others from favorite singers, bands or instrumentalists in this country. It is the largest record repertory in the world, and offers to Americans for the first time the opportunity of hearing Europe's great artists. All PATHÉ discs are two-sided and sell for from 75c. to $2.50. Remember, *it is impossible to scratch the surface of a PATHÉ disc with a PATHÉ Sapphire Ball.*

More Pathé Dealers and Jobbers Wanted

Our list of dealers and jobbers is rapidly growing. It may be that we still need representation in your territory. Better communicate with us at once—we are advertising for Christmas trade in the SATURDAY EVENING POST and other magazines, and you will reap the benefit of the public's buying if you handle the PATHÉ goods. "A PATHÉ Agency is a valuable Franchise."

HONOGRAPH Co.

NEW YORK, U.S.A.

RECORD OF ACHIEVEMENT.

How the Gately-Haire Co. Has Made Strides Since Starting in Business a Comparatively Short While Ago—Men Behind the Guns.

(Special to The Talking Machine World.)

ALBANY, N. Y., November 11.—There is a saying that a business is no bigger than the man or men behind it. This statement is practically an axiom of commerce. A short time ago two men, who were duly qualified, came to Albany and announced that they had taken over the ownership of a company devoted to the distributing end of Victor machines and records, and the next day that the deal was consummated, Albany started to have a spot on the talking machine map. These men took over the business of Finch & Hahn, forming the Gately-Haire Co., Inc., John L. Gately becoming president and James N. Haire, treasurer. Then the work started.

John L. Gately, President.

The general management of the business was placed in the hands of Mr. Gately, for his years of experience as district traveling manager for the Victor Talking Machine Co. eminently fits him for the stupendous task that confronted him in the revolutionizing of the business. The main floor and the sub-floor of the Gately-Haire Co. totals nearly an acre of space, which gives plenty of room for the storing of machines and records, no matter how many may be desired. The record systems are being changed, new offices are being built, the interior is rapidly undergoing a beautification, the organization of men augmented and improved, while every other detail in connection with the many arduous problems is having consideration and is being adjusted as quickly as possible.

James N. Haire, Treasurer.

Another thing in favor of the company is the fact that Mr. Gately knows everyone personally throughout this territory, and it might be said that since the new organization took hold the business has jumped by leaps and bounds. Mr. Haire is a thorough financial man, one of those fellows who believes that economy seldom causes failure, and he keeps a watchdog glance over the bank roll. The startling growth in sales, and the career of Messrs. Gately and Haire will be well worth watching.

MANY PATHÉ SALES

Especially of the smaller machines, have been made simply because of the handsome appearance in combination of the Pathé Model 50 and this Style 166 Salter Cabinet.

This cabinet is also furnished with ***felt-lined*** compartments that are plenty large enough to hold the Pathé 14-in. records. Felt-lined compartments protect records from scratching, warping and dust. Provided with simple and accurate index system. Send for complete catalogs showing other styles for Pathé and other makes of machines.

Salter Cabinet No. 166. With Wood Rack Interior

SALTER MFG. CO.
337-39 N. Oakley Blvd.
CHICAGO

THE HOME OF "RAGTIME RASTUS."

Where This Amusing Toy, So Well Known to The Talking Machine Trade, Is Made—"The Boxers" a Companion Favorite.

(Special to The Talking Machine World.)

BOSTON, MASS., November 4.—In a portion of the fourth floor of 30 Federal street one may see a busy group of men and women engaged in making miniature figures which, as it eventually develops, are to bring delight into thousands and thousands of homes, as they already have done to very many in the past year. These workers, as one soon sees, are constructing the "Ragtime Rastus," which is now widely known to the owners of talking machines, and "The Boxers," which is comparatively little known and which bids fair to enjoy wide popularity. These amusing devices may be attached to any talking machine. They are manufactured by the National Toy Co. The "Ragtime Rastus" is an automatic dancing darkey doll, and not only delights children but grown folks as well. "The Boxers" likewise create lots of fun, and as one watches them execute blows, swings, shifts, counters and all the side steps known to the exponents of the manly art, there is unbounded merriment. The trade is ordering them in large quantities, and letters calling for them in big amounts are being received from as far as China and other foreign countries, not to mention nearer places in this country and even Cuba. The National Toy Co. is experimenting on several other novelties which are especially adapted to the talking machine trade. For the holidays the "Ragtime Rastus" and "Boxers" are proving tremendous sellers.

Corner of National Toy Co.'s Factory, Boston.

The Audubon Piano & Phonograph Co., New York, has been incorporated, with a capital stock of $5,000.

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE RHODE ISLAND

FOR BEST TONE QUALITY USE

CRESCENT

RED LOUD TONE
WHITE MEDIUM TONE
BLUE SOFT TONE

NEEDLES

5c. THE PACKAGE OF 100

USE NEEDLES ONCE ONLY

Special Prices to All Our Dealers

TAKES ON THE PATHE LINE.

(Special to The Talking Machine World.)

CINCINNATI, O., November 8.—The Southern Pathé Phonograph Co., 426 Elm street, distributers for the products of the Pathé Frères Phonograph Co. in this territory, report the closing of a splendid business, having established a number of important accounts the past few weeks.

Among the prominent concerns who have closed arrangements with Harry C. Meek, president and general manager of the Southern Pathé Phonograph Co. to handle the Pathé line are Lowry & Gobel and Alms & Doepke. The former is one of the most successful carpet and drapery stores in the State of Ohio and the other is a mercantile house well-known throughout the middle West. Both of these stores will maintain artistic Pathé departments, carrying a complete line of Pathéphones and Pathé discs.

RECORD OF BOSTON BOWLING TEAMS.

The Bowling Teams of the Boston Talking Machine Club Are Making Quite a Record in This Special Field of Entertainment.

(Special to The Talking Machine World.)

BOSTON, MASS., November 10.—Following is the standing of the bowling teams of the Boston Talking Machine Club as of this date:

Team.	Won.	Lost.	Pinfall.	Average.
Steinert's	16	0	5,141	428 5/12
Parker's	14	2	5,080	423 1/3
Henderson's	11	5	4,899	408 1/4
Columbia	8	8	4,866	405 1/2
Eastern	6	10	5,060	421 2/3
Miller-Ditson	5	11	3,596	399 5/9*
Chickering's	4	12	4,936	411 1/3
All-Stars	0	16	4,372	364 1/3

*Forfeit three strings November 9, 1915.

Ten of the highest individual averages are these: Moody, 95 2-3, Parker's; G. Rosen, 93 2-3, All-Stars; Currier, 92 1-3, Chickering's; Cunningham, 90 7-9, Steinert's; Hobbs, 90 3-4, Eastern; Paul, 88 1-12, Steinert's; MacDonald, 87 2-3, Columbia; Merkle, 87 2-9, Miller-Ditson; Price, 86 2-3, Eastern; Canavan, 86 2-3, Miller-Ditson. High single strings: Moody, of Parker's, 132; Currier, of Chickering's, 112. High three-string totals: Moody, of Parker's, 313; Currier, of Chickering's, 289.

SOME BIG ORDERS BOOKED.

"The response to our initial announcement of the three big Savoy machines has been remarkable," said D. Tauber, president of the Savoy Gramophone Co., foot of Grand street and East River, New York. "We have received inquiries and orders from dealers in all parts of the country, and as a matter of fact we are oversold at the present time. In order to turn out sufficient cabinets to meet the demands of these dealers we have been obliged to place a number of cabinet orders with outside factories, as our own plant is working to its capacity. We expect to make shipments of Savoy machines in a day or two, and these shipments will include all three styles, retailing at $10, $25 and $65."

AN EVENT IN NEW HAVEN.

The opening of the new Pardee-Ellenberger Edison shop, at New Haven, is announced for November 19 and 20. Friday, November 19, is to be devoted to a private circle of friends, while the 20th will be the public opening. Many prominent people in the industry have been invited by W. O. Pardee, president and treasurer, to attend the opening ceremonies.

ENVELOPES

are far superior to wrapping paper for wrapping records. Your customers will appreciate this kind of package more than you imagine. We make them of gray or brown kraft with string and button fastener, either printed to your copy or plain. Try our corrugated paper packing boxes. Samples upon request.

J. L. GILLESPIE CO. Pittsburgh, Pa.

AS USUAL

AT THIS TIME OF YEAR

THE DEMAND FOR "VICTOR" PRODUCTS IS GREATER THAN THE SUPPLY.

WE WANT OUR DEALERS WHO HAVE PATRONIZED US CONTINUOUSLY THROUGHOUT THE YEAR TO KNOW THAT THEIR WANTS WILL RECEIVE OUR FIRST ATTENTION WHEN SHORTAGE OCCURS.

REGULAR CUSTOMERS FIRST—BUT THE BEST POSSIBLE SERVICE TO ALL IS OUR MOTTO.

ORDER LIBERALLY ON DECEMBER RECORDS.

AMERICAN TALKING MACHINE CO.

368 Livingston Street BROOKLYN, N. Y.

A STUNT WORTH EMULATING.

"I want to tell you about a little advertising stunt that I am using, as it may help some dealers in the smaller towns, as it certainly is helping me," writes A. Lustberg, of Huntington, N. Y. "The local moving picture man has a contract with a Chicago firm to furnish him with six illustrated songs and slides every week. I furnish the Victrola and records, and one set of slides and records are used each evening. He bills the town every day, saying, for instance, 'Come to the Bijou tonight and hear Ada Jones sing "If They'll Only Move Old Ireland Over Here."' Immediately after the song a slide is shown on the screen, saying, 'This record is for sale at Lustberg's Victrola store,' or something to that effect, as the wording of my slide is changed every other day. I can see from my record business every day what a lot of good advertising I am getting, and, best of all, without a cent of cost." The idea is one that is worthy of emulation.

FAST BECOMING UNIVERSAL

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

These needles are homogeneous. No fibre to "trill" or "bu-r-r."

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

This Tells The Story

ORDER SHEET
THE TALKING MACHINE COMPANY
12 N. Michigan Ave., Chicago, Ill.

Charge to
Address
Ship via
Deliver to
Address
Date
Signed by

MACHINES
VICTOR Jr.,
0
1
2
3
4
5
6
VICTROLA 4
6
8
9
10
11
14
16

RECORDS
Qty. Selection

E. TABLINGER & CO.
Geo. P. Bent Company
MANUFACTURERS OF
ARTISTIC PIANOS
OFFICERS AND DIRECTORS
GEO. P. BENT, PRESIDENT
ERNEST G. MCIFELT, VICE-PRESIDENT AND MANAGER
WM. H. MATCHETT, VICE-PRESIDENT AND TREASURER
CHAS. H. BENT, SECRETARY
OTTO V. SCHNEKING, ASSISTANT SECRETARY

CHICAGO, U.S.A. Oct. 3, 1915.

Talking Machine Company,
12 North Michigan Ave.,
Chicago, Illinois.

Gentlemen:-

We wish to acknowledge receipt of your shipment of our Fall order of records. It is especially worthy of comment in as much as you were able to fill it complete - 100%, a thing which is very uncommon in most ordinary orders, to say nothing of this order, which was for 5357 Victor records.

Thanking you for your prompt and efficient service, we are

Yours very truly,
GEO. P. BENT COMPANY
By Bourke Corcoran

RBC:EEW.

The Talking Machine Company
Victor Distributors
12 North Michigan Ave. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., November 11.—Much interest in both the talking machine and piano trades was expressed last month in the introduction by the Melville Clark Piano Co. of a combined electrically-driven player-piano and talking machine. The company has incorporated a talking machine of excellent tonal quality in its Style K Artapollo. There is nothing to indicate the presence of the talking machine, and it mystifies one to know from whence the voice of the artist emanates. The turntable is located at the left side of the tracker box and is reached by a door in the panel. It is connected with the player motor and, as the instrument is electrically operated, no winding is required and the machine is stopped or started by the mere touch of a lever. The horn extends into the tracker box opening and is, of course, invisible. The Style K Artapollo, with the talking machine combination, constitutes a superb instrument which can be used in a number of different ways. It can be used as a piano, as a foot power player, as an automatic electric piano getting its own expression, as an electric piano with expression devices regulated by the operator and as a talking machine. Of course, a record can be placed on the inclosed talking machine and the accompaniment played on the piano if desired, or the accompaniment rolls which have been cut for certain records can be used.

W. William Winberg in New Store.

W. William Winberg, proprietor of the Hyde Park Music Shop, which was formerly located at Hyde Park Boulevard and Lake Park avenue, has moved into fine new quarters at 1461 East Sixty-third street. Mr. Winberg has been very successful in the talking machine business and has a large following in the exclusive Hyde Park and Kenwood residence districts. Three spacious sound-proof booths have been built in the new store, as well as a large record storage room. At the present time Mr. Winberg is handling the Victor line only.

October Sets Another Record.

"Next to the month of December of last year the best month in the history of the Talking Machine Co. was this past month of October," said R. J. Keith, of the Talking Machine Co., to The World. "The pleasant part of it all is that our stocks both of machines and records are in much better shape. For instance, the other day we filled record orders as large as 5,000 each, and filled them 100 per cent. complete. Machine stocks are a trifle short, but they are better than they were at this time last year. The increase in shipments are due in the most part to the big buildings and their added capacity which are now a part of the Victor plant at Camden.

"We are busily engaged in supplying our dealers with ammunition for the final campaign for holiday sales. We are issuing large quantities of our revised list of standard records. There are about 425 selections contained in this list, and they have all been proven to be the best sellers. The nice thing about it is that we can supply all the records that are listed here. Our envelopes for supplements are also being turned out in big quantities. Our dealers report that they are very excellent things for boosting sales.

"Our new Tamaco record stock book has made a most favorable impression upon our dealers, and this year's book is particularly usefully compiled. Just a year ago we put out the first record stock book that we believe was ever devised for dealers. Since that time more than a hundred dealers have given it their indorsement. It is designed to show the selling value of individual records and provides for the various entries of inventory, normal stock, last year's sales, this year's sales, and sales by the month. It is a distributer's stock system in miniature. Through its use the dealer can regulate stocks to the best advantage. It shows the exact selling value of every record. It shows actual sales and what are live records and what are dead ones, and thus prevents over-buying of the less popular and under-buying of the more popular selections."

Invents a Phonidograph.

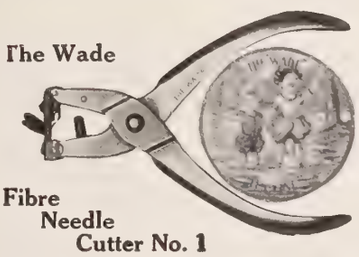
Charles K. Cregier, son of one of the former mayor's of Chicago, is the inventor and promoter of the Phonidograph, which represents a combination of phonograph and moving picture machine. Mr. Cregier's patents were filed at Washington in 1907, but final papers were not issued until a few weeks ago.

Columbia Machine Supply Improving.

Supplies of Columbia machines, which for a time were threatened by the strike at the Bridgeport factories, are now being received in large quantities and dealers are being furnished with stocks as rapidly as possible. In discussing the situation Charles F. Baer, local manager for the Columbia Co., said: "Notwithstanding the strike, machine stocks are in good shape. We felt the effects of that trouble for a while, but it is all over now, and we are supplying our clientele very rapidly. Dealers were very nervous for a while and made great efforts to secure what additional supplies were on hand, but we are now satisfying them pretty well. Record business is in wonderful shape and, fortunately, record stocks are the same. Our figures show that business is just double that of last year, while local dealers are reporting a tre-

(*Continued on page 55.*)

THE WADE ACCESSORIES for Talking Machines

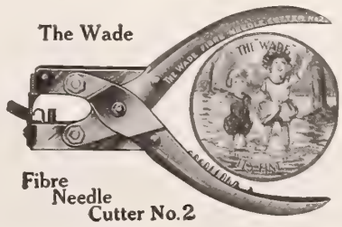


Don't forget **The New Improved No. 1 Wade Fibre Needle Cutter.** You can't beat it.

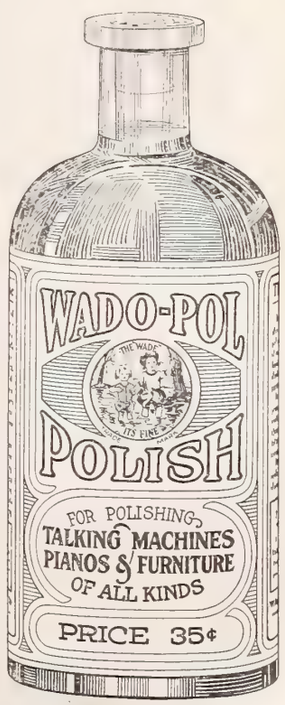
Notice the Patent Dropper.

This is the **Oil** for close-fitting bearings on Talking Machines, typewriters, or any other fine machines.

This is the **Grease** for the spur gears and worm gears, and eliminates the gritting and grinding noise.



The No. 2 Wade Cutter is still as popular as ever, and we absolutely guarantee all our goods.



The **Wade Polish** leaves a perfectly dry, hard, glossy finish.

Let us submit to you our Proposition on Wade Products

WRITE FOR FULL INFORMATION

WADE & WADE 3807 LAKE PARK AVE. CHICAGO, ILL.

Are You Selling Fibre Needles?

The Lyon & Healy Fibre Needle Cutter

(THE BEST THING OF THE KIND)

(Simple and Easy to Operate)

Retail Price $1.50

(Correct Leverage for a Perfect Cut)

There is, among the thousands of Victrola owners, a large discriminating class who, after a few trials, use Fibre Needles exclusively for playing their records.

To the users of Fibre Needles, the **Lyon & Healy** Fibre Needle Cutter is indispensable.

Five Good Reasons for the Wonderful Popularity of the Fibre Needle Cutter

1—The blades are made of the finest tool steel, properly tempered, the upper blade being pivoted above and back of the cutting edge of the lower blade. It is held in place by a very high tensioned spring to insure correct leverage and a perfect point at every cutting.

2—The cutter has a self-acting Stop or Guide that prevents the cutting away of too much of the needle. It also has a receptacle that receives all the waste.

3—It is simple and easy to operate and, with ordinary usage, should last indefinitely without sharpening.

4—It is invaluable to users of the Fibre Needle, as a needle may be used twelve or more times where one of the cutters is in use.

5—It is the result of four years' exhaustive experiments.

GET YOUR ORDERS IN NOW **LIBERAL DISCOUNTS TO THE TRADE**

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

Are You Selling Fibre Needles?

FROM OUR CHICAGO HEADQUARTERS.

(*Continued from page 53.*)

mendous increase in the demand from the public.

"The call for dance records is not what it was at one time. In my opinion the dance craze is more or less on the decline. Personally, I am not sorry, because standard songs, operatic numbers and the good popular selections form the real basis of the record business. The demand which the dance records created was founded on a fad, and fads are always temporary.

"This will be the biggest year, taken as a whole, that the talking machine business ever had. All styles of Columbia machines are in demand, and that is a healthy sign. If there is a partiality at all it is probably for our $75 and $100 types."

In discussing the local trade Ed Blimke, city salesman for the Columbia Graphophone Co., said: "Business has been very good with our local dealers despite the wonderfully warm weather we have been having for the past month. I expect a great rush of business as soon as a cold snap sets in, for those that have been hesitating will all come in at the same time.

"We have one new local dealer in the case of the Milwaukee avenue store of the Kennedy Furniture Co. This is located at 1968 Milwaukee avenue and is in what may be termed the 'heart' of the foreign district."

C. K. Haddon in Chicago.

C. K. Haddon, treasurer for the Victor Talking Machine Co., passed through Chicago last week on his way to California, where, together with Mrs. Haddon, he will visit both the exposition at San Francisco and the other at San Diego.

New Columbia Agencies.

Some new representatives of the Columbia Graphophone Co. in territory continguous to Chicago are the E. R. Sanborn Furniture Co., of Milwaukee; I. M. Moreland & Sons, of Farmer City, Ill.; Mueller Drug Co., of Oshkosh, Wis.; L. Goodman, of Gary Ind., and J. W. Zangel, of Spring Green, Wis.

Increased Space for Sonora.

William F. Martin, Western representative for the Sonora Phonograph Corporation, returned this week from a short trip through Illinois. When interviewed at his office at 305 South Wabash avenue, Mr. Martin said: "Our business has grown so rapidly lately that we find it necessary to secure increased space, and we would appreciate it if you would announce to the trade that in the course of a few weeks our wholesale distributing department will be removed to new and much larger quarters on Wabash avenue just south of Harrison street. Here we will have much improved facilities for handling our wholesale business. The retail department will be continued here in our present quarters."

W. R. Everett, in charge of the agency department, has returned from a trip to New York City, where he conferred with George E. Brightson, president of the Sonora Phonograph Corporation.

Wurlitzer Business Booms.

"Our business in the wholesale department is at least 25 per cent. ahead of last year at this time," said Assistant Manager Fred A. Siemon, of Wurlitzer's, to The World. "Although there have been greatly increased receipts from the Victor factory, the shortage is much similar to that of last year. This, of course, is due to the fact that the increase in demand has kept pace with the supply. Both our wholesale and retail forces have been augmented to meet the increasing business that the holiday trade is already bringing to us."

The Six Most Popular Record Sellers.

The six best selling Victor records, according to one of the biggest local retailers, are: "They Didn't Believe Me" (McDonough and Green); "Ragging the Scale" and "Flirting Whistler"; "Fiddle and I" (Gluck); "Hello, 'Frisco" and "Peach Picking Time in Delaware"; "Serenata" (Kreisler and McCormack); "Flower Song," from "Carmen" (Martinelli).

The six most popular Columbia records are: "Cohen on the Phone" and "Happy Tho' Married"; "Mother Machree" and "Because"; "Floating Down the Old Green River" and "The 'Mancipation Handicap"; "In Alabama, Dear, with You" and "To Lou"; "Araby" and "I Love to Stay at Home"; "Poet and Peasant" and "Pique Dame."

The six best selling Edison records are: "I Wish I Was" and "Dingle Dangle"; "Bird Imitations" (whistling); "Dance of the Skeletons" and "Porcupine Rag"; "Firefly" and "Over the Hills to Mary"; "Kommt ein schlanker Bursch' gegangen" and "Bedouin Love Song."

International Talking Machine Co. Incorporates.

B. Olshansky, who has conducted the International Talking Machine Co. for some months under a partnership arrangement, has now incorporated the business with a capital stock of $10,000 and has associated with him B. Reuben, a well-known real estate man of this city. Mr. Reuben is the president of the company and Mr. Olshansky is secretary, treasurer and general manager. The company last month secured new factory facilities at 1216-22 South Jefferson, corner of West Twelfth street, where it has 15,000 square feet of space. It makes its own cabinets and the machines are produced complete on the premises. It has now ready for shipment the International Style 100, which is an attractive instrument finished either in mahogany or oak, and is 50 inches in height, 32 inches in width and 21 inches in breadth. It has a 12-inch turntable and plays any disc record without change of equipment. The retail price of Style 100 is $75. Other models will be shortly placed on the market ranging from $50 to $200. Mr. Olshansky has been in the talking machine business in a retail and wholesale way for many years, and is therefore well equipped to cater to the demands of the trade.

Edison Window Display Winners.

The Edison window display contest for this zone enlisted many responses and the photographs submitted by the various contestants evidenced that immense amount of ingenuity and pains had been exercised in preparation of the "trims." So great was the merits of many of the windows, both from artistic and selling viewpoints, that the task of the judges was not an easy one. Manager C. E. Goodwin, of the Phonograph Co., Edison distributers of this zone, selected as judges J. F. Mattison, of the Brambach Advertising Co.; Charles Daniel Fry, of the Charles Daniel Fry Co., illustrators, and E. P. Van Harlingen, of The Talking Machine World. The first prize was awarded to Wilbur Templin Music Co., Elkhart, Ind., the second to the Tegtmeier Bros., 921 West Sixty-third street, Chicago, the third to the Chappell Furniture Co., of Kendallville, Ind., and the fourth to the Peoria Phonograph Co., Peoria, Ill.

Edison Week at the Phonograph Co. was a remarkable one in every respect. The beautiful recital hall was crowded at the special concerts during the week, and the tone quality tests given by the artists who sang and played in connection with the Edison records made a deep impression on those who heard them, as was evidenced by the many expressions of admiration. The participating artists were Miss Letitia Gallaher, soprano; Mrs. Gertrude Kastholm Darsie, contralto, and Miss Catharine Norfleet, violinist.

"Our Christmas stock of machines are now being received," said Manager Goodwin, "and the

(*Continued on page 56.*)

The "OROTUND" Sound Box

FULL, RICH, CLEAR, MUSICAL TONES

The "Orotund" without any exception, is the most scientific reproducer ever used on a talking machine.

It represents a number of exclusive meritorious features, not to be found in any other sound box.

A new diaphragm positively more susceptible to overtones, as well as the most delicate and minute vibrations, when playing either lateral or hill and dale cut records.

A marvelous feature of the "Orotund" is the elimination of scratch and metallic sounds to a minim.

The "Orotund" will impress the manufacturer of talking machines, who desires to improve his conditions.

Combination Attachment Co., 624-626 So. Michigan Ave., **Chicago**

No. 150.—Dimensions: 48½ inches high, 23 inches deep, 21½ inches wide.
12-inch Turntable, Double Spring Worm Gear Motor (can be wound while playing), Speed Indicator and Regulator, Tone Modifier. All parts highly nickel plated. Mahogany or Oak. Regular equipment includes Jewel Point to play hill and dale records.

STARTLING VALUES

for both the retail buyer and the dealer are offered in the

VITANOLA

line of up-to-the-minute talking machines. The Vitanola is equipped with all latest features including our original duplex tone-arm which plays all styles of records without change of equipment or extra attachments. The accompanying model will be a big seller this Xmas. Write for a description and special price. You will be surprised. Do it while there's time!

Get our complete Catalog.

VITANOLA

TALKING MACHINE COMPANY

17 N. Wabash Ave. **CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 55).

demand is simply phenomenal. The factory is way over sold, and the dealer who does not place his complete holiday orders now will find himself unable to supply his trade."

Mr. Goodwin returned this week from New York, where he went to meet his mother and sister on their arrival from Europe, where they have resided for the past four years. They came to Chicago with Mr. Goodwin and will spend the winter here.

The Wade Accessories.

Wade & Wade, of this city, report that this has been the heaviest fall they have ever had. The sales of the Wade fibre needle cutter have far exceeded that of any other season and their new line of oils, grease and polish put up in attractive packages for the retail trade is also meeting with excellent demand. The influx of orders is so great in fact that S. O. Wade advises the trade to place their orders at once as from present indications there will be a heavy congestion of business just prior to the holidays.

Kreisler Visits Lyon & Healy.

Fritz Kreisler, one of the most prominent of the Victor artists, was a visitor at Lyon & Healy's warerooms this week. While here Mr. Kreisler again expressed his satisfaction with his recent recordings and the way they have been received by the public.

L. C. Wiswell, manager of the talking machine department, is on a trip East, where he will visit the Victor factories and amplify his already large orders for holiday goods. Mr. Wiswell's records for the past month show that business has been far ahead of the same period of last year. All this has been done without yet approaching the full demands that the dealers have made. Mr. Wiswell expresses it as his opinion that the trade now faces the most prosperous period in its history.

Schumann Piano Co. Recital Proves Success.

Hundreds of Rockford people who visited the West State street salesrooms of the Schumann Piano Co. Saturday were delighted with the wonderful improvements which have been made in remodeling its headquarters, and all the beautiful appointments came in for a share of praise.

The four concerts given during the afternoon and evening as tone tests of the Edison diamond disc phonograph proved a great success, the rooms being taxed to capacity at each recital.

The beauty of the new recital hall and accompanying rooms came in for a general appreciation, and the tone test demonstrations were a revelation. The absolute accuracy of the diamond disc reproductions were heard with intense interest by the throngs in attendance.

Mrs. Maude Fenlon Bollman, soprano, of this city, accompanied by Miss Lila Lund and several Chicago artists, participated in the tone test demonstrations with admirable results. Mrs. Bollman, in a charming group of numbers as announced, gave a recital that of itself was of great beauty and served at the same time to make possible a close comparison with the phonograph tone which was the exacting experiment announced, and one that has never before been attempted outside of the large cities. The Schumann management may well be gratified with the success of the dedication of their beautiful music rooms and with the interest shown by Rockford visitors. The beautiful Schumann pianos on display attracted the attention of every visitor who viewed them, and they were much praised.

Predicts Big Year.

Even Rees, president of the Hamilton Investment Co., buyer of talking machine paper, returned recently from an extensive trip through the East.

"There is no doubt in my mind that the coming months will see the most prosperous period in the history of the industry," said Mr. Rees to The World. "Apparently the only trouble that is confronting the dealer now is the lack of stocks, and there seems to be every indication that manufacturers are doing their utmost to relieve the situation in that respect. While away I noticed that very few dealers were selling instruments on ten and twelve months' time. In fact, they are turning this business down on all sides because they knew that during the next month there will be every opportunity in the world to sell all the instruments in their possession for cash. There is every reason to believe that the talking machine dealer faces a long period of prosperity. Conditions are rapidly improving in all parts of the country and money is much easier. We are doing a large business with the trade, and I want to say that our relations with its members have been of the most satisfactory sort."

Crescent Agency Opens.

Offices have been opened in Chicago on the seventh floor of the U. S. Annuity Building at 20 East Jackson Boulevard, by D. J. Clark, who will represent the interests of the Crescent Talking Machine Co., of New York, in the State of Illinois. Mr. Clark is displaying six different styles, ranging from small size No. 3, which retails at $12.50, to the large Model 120, which retails for $150. The Crescent Co. has aroused much interest in its line, and dealers in the Middle West will be glad to know that they will now have the opportunity of inspecting the Crescent machines whenever they are in Chicago.

Edison Traveler Has Good Business.

Thomas R. Johnson, traveling representative for the Phonograph Co., was in Chicago October 30, following a trip through southwestern Michigan and northern Indiana. Mr. Johnson came back with several thousand dollars' worth of orders, which volume of business he had secured in a comparatively short time. Among the new agencies which Mr. Johnson arranged for were Pike & Damon, Hastings, Mich., and the Garrett Music Co., of Garrett, Ind. Mr. Johnson was very reticent concerning his plans for meeting the holiday demand, but we understand that while on a Southern trip he is taking orders for many thousands of dollars' worth of goods.

Had Successful Trip.

H. T. Schiff, president of the Vitanola Talking Machine Co., returned last week from an extended trip through the East, where he completed business arrangements in connection with the Vitanola line of talking machines. Some new agencies were located at Rochester, Syracuse and Buffalo, N. Y., and a number of cities in Pennsylvania.

"My trip was a success in every way," said Mr. Schiff to The World, "and we are now concentrating all our attention upon making prompt deliveries. We are preparing for the holiday rush at this time, and feel sure that our dealers won't be disappointed when the busy season is at its fullest swing.

"We are contemplating adding to our line a new small-sized machine, which will retail at $25. Of course, on this price the customary generous discount to dealers will apply. Our agents are all expressing their satisfaction with our goods, and especially speak of our Duplex tone-arm, of which we are the originators and by the use of which all makes of records, such as hill and dale cut, can be played as well as lateral cut. This consists of a jewel point set in the needle shank, which operates in the same way as the regular needle with the exception that the jointed tone-arm is turned so as to permit the sound box to assume a horizontal position."

Some Pathé Plans.

Harry K. O'Neill, of the Pathé-Pathephone Shop, returned November 8 from a trip to New York City, where he visited the Pathé headquarters and made arrangements for some big shipments of machines. Last August Mr. O'Neill was in New York City and made arrangements for goods that he thought would last until after the holidays. However, there was only enough to satisfy the demand up to the present time, and the large supplementary orders left by Mr. O'Neill on his recent trip were absolutely necessary.

"They are planning some big things down there," said he to The World, "and I have come home very enthusiastic over the future. They are bringing to this country over 8,000 record matrices, and it won't be long before these will all be at work turning out records. The Pathé catalog will be brought out some time during the winter, and it is safe to say that it will be the largest and most comprehen-

What They Say—

About the Chicago Hinged Cover Support and Balance

November 8, 1915.

Chicago Hinged Cover Support & Balance Co., 144 S. Wabash Ave., Chicago.

Gentlemen:—The various Vitanola models which we have equipped with your device have been placed upon display in our showrooms and those dealers who have seen them have expressed their satisfaction in such emphatic terms that we feel that we should call it to your attention.

They all say that, both as a practical feature and a talking point, your device should be a winner, as its advantages are so manifest to every prospective buyer. They particularly speak of the fact that only one hand is required to adjust the top, thus leaving the other hand free to handle records. The elimination of the dead weight of the heavy top and the fact that it cannot fall and injure one's fingers also meets with their hearty approval.

It is a very clever idea, and we take pleasure in saying to you that we plan, after the first of the year, to send out all of our cabinet machines equipped with it.

Yours very sincerely, THE VITANOLA TALKING MACHINE CO.
Per H. T. Schiff, Pres.

Another one says:

November 1, 1915.

Chicago Hinged Cover Support & Balance Co., Chicago.

Gentlemen:—We have recently had installed several Cover Support Springs in our Sonora Phonographs and we are delighted with them.

It is now a pleasure to raise and lower the covers by a touch of the fingers. All noise and clicking, as in the old-style cover, is eliminated in this. We wish you every success with this wonderful and pleasing invention. Most sincerely yours,

SONORA PHONOGRAPH COMPANY OF ILLINOIS.
William F. Martin, Pres.

MODELS WILL BE SENT to interested manufacturers. Also complete information to dealers who wish to equip individual machines.

CHICAGO HINGED COVER SUPPORT & BALANCE CO.
144 S. Wabash Avenue - - CHICAGO

BRYAN'S SUPPLY DEPOT

When in need of springs and repair parts or supplies of any kind for ANY talking machine send order or sample to

CHARLES BRYAN
25 W. LAKE STREET : CHICAGO
EXPERT REPAIRING FOR THE TRADE A SPECIALTY

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 56).

STYLE 100—INTERNATIONAL

A wonderful trade winner for progressive merchants.

Unprecedented Value

Can you imagine a bigger talking machine value than that represented in this style 100.

INTERNATIONAL?

This beautiful machine is 50 inches in height, 22 inches in width, 21 inches in depth, 12 inch turntable, double spring worm gear motor, speed indicator, tone modifier, etc.

Plays *any* disc record either lateral or hill and dale cut without change of equipment.

Furnished in either mahogany or oak.

Retail price $75.
Can you beat it?

Our new factory enables us to make prompt shipment.

Other models will soon be ready.

Also full line of motors, sound boxes, etc.

International Talking Machine Co.
1216-1222 S. Jefferson Street CHICAGO

sive catalog in every way that is issued on the subject of talking machine records to-day.

"We have secured the services of William H. Lynch, who is to act as our traveling representative. Mr. Lynch is an experienced man and knows the talking machine game thoroughly."

Incorporates Talking Machine Co.

John H. Steinmetz, well known to both the piano and talking machine trade, is the president and general manager of the Empire Talking Machine Co., of Chicago, which was incorporated under the laws of Illinois this week with a capital stock of $10,000. The company will manufacture a line of talking machines. Mr. Steinmetz's long acquaintance in the trade gives him the knowledge of its needs.

Personals and Visitors.

W. C. Fuhri, district manager for the Columbia Co., has returned from a week's trip to the East. While there he divided his time between New York and Philadelphia.

W. H. Sweetland, of Otsego, Mich., was also a visitor recently. He was here making arrangements for stocks for a new store which he is to open at Kalamazoo, Mich.

Henry Boer, of Henry Boer & Sons, of Grand Haven, Mich.; W. H. Aton, of Baraboo, Wis.; E. K. Andrew, Jr., of Detroit; J. E. Meharry, of Tolono, Ill.; C. F. Hess, of Elmhurst, Ill., and August Klatt, of Altona, Mich., were all recent visiting dealers.

Miss Bern, who for a number of years had been with the Columbia Co., is now connected with the sales department of the George P. Bent Co.

Dan Creed, of the Talking Machine Co., is spending a two weeks' vacation at French Lick Springs, Ind. Mr. Creed has not had a vacation for a long time and was unable to get away during the summer. He expresses himself as being just as well satisfied, for to him Indian summer is the best time of the year.

C. A. Grinnell, of Grinnell Bros., Detroit, visited the offices of the Talking Machine Co. last week.

Mr. and Mrs. E. A. Fern are the proud parents of a new baby girl, who arrived October 27.

R. G. Winter and F. A. Tatner, of the Columbia Graphophone Co., motored to Indianapolis recently. They were accompanied by Manager Roos, of the Indianapolis branch.

R. A. Oehlert, traveling ambassador for the Herzog Art Furniture Co., spent some time in Chicago recently. Mr. Oehlert is particularly optimistic over the bright prospects for the holiday trade.

EXHIBITS AT CHICAGO HOME SHOW.

Columbia, Edison and Pathé Lines Strongly Featured in Special Display—Excellent Results Secured in the Way of Prospects.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 8.—To-night was the last evening of Chicago's annual Home Exposition. This affair has come to be of great interest to Chicago, and especially to Chicago women, for everything that can be of service or beauty in the home is placed upon display here.

The accompanying photograph shows the Columbia booth of the Grafonola Shop and the Pathé exhibit, which was conducted by the Pathé Pathephone Shop, Inc.

The Columbia display occupied a very prominent position, and visitors to the exposition met with it at the junction of three aisles, so that no one could miss witnessing the beautiful exhibit of machines. A. T. Boland, retail sales manager at the Grafonola Shop, was in charge of the exhibit and directed the construction and decoration of it. For ten evenings, from October 20 to 30, he was in constant attendance, together with Harry D. Schoenwald and other members of the Grafonola Shop forces.

The Pathé exhibit, which was in charge of Harry

The Grafonola Shop Display.

O'Neill, of the Pathé Pathephone Co., Inc., also attracted a great deal of attention from the passing throngs. It was tastefully decorated with photographs of the various artists of the Pathé repertoire. Prominent in the picture was the

The Pathé Pathephone Shop Exhibit.

Pathé rooster, with which the Chicago public is so familiar.

James I. Lyons, one of Chicago's pioneer dealers, also had an exhibit in which Edison goods were featured. Mr. Lyons also had a large Edison disc machine in the tea room, where it furnished music for the patrons.

Charles F. Winegar, of the Chicago Hinged Cover Support & Balance Co., has been on a very successful trip through Michigan.

$60,000.00

was the wholesale value of one order from one dealer in Chicago received last week. Because of the perfect organization of the great Pathé Frères we were able to accept this new order and guarantee delivery in full in 15 days. This dealer placed what he considered a liberal order for the Fall trade way back in July but he did as much business in October as he anticipated doing in the four Fall months, consequently he needed more goods and Pathé Frères—the largest Phonograph and record manufacturers in the world—were able to satisfy his demands.

THERE IS A reason why the Pathéphone is such an easy seller. Frankly it is the logical instrument for anyone to purchase. It combines all the recognized merits of all other instruments with the exclusive Pathé advantages.

WE CAN FILL YOUR CHRISTMAS TRADE ORDER

Write for contracts and discounts at once

PATHÉ PATHEPHONE CO.
17 NO. WABASH AVE. **CHICAGO**

ACME DIE CASTING CORPORATION

BUSH TERMINAL BLDG. 5, 35th ST. AND 3rd AVE., BROOKLYN, N. Y.

In the manufacture of sound boxes, elbows and other phonograph parts, we will co-operate with you and give you the kind of die-castings and "service" that our long experience in this particular field makes possible. We know the kind of finish and fit your castings must have and you will be able to rely on our promises of delivery. Get our quotations now, before ordering. You will be pleased with our prices and samples.

TRADE MARK. TRADE MARK.

VICTOR CO. SUES CHENEY CO.

Charge Infringement of Two Victor Patents and Seek Injunction and Accounting of Profits—Hearing Set for November 19.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 1.—Suit was filed in the United States District Court here on Friday by the Victor Talking Machine Co., of Camden, N. J., charging the Cheney Talking Machine Co., of Chicago, with infringement of the Victor patents in relation to the tapering tone arm and "the enclosed horn or 'Victrola' type" of sound amplifying arrangement.

The bill of complaint asks for a preliminary and a permanent injunction, an accounting of profits made and an assessment of damages. Hearing on the motion of a preliminary injunction is set for November 19 at 10 a. m., before Judge Carpenter. Counsel for the plaintiff are Fenton & Blount, of Philadelphia, while the defense for the Cheney Co. will be conducted by Sheridan, Wilkinson & Scott, of Chicago.

The letters patent which it is charged the defendant company is infringing upon are No. 814,786 (tapering tone arm) and No. 814,848 (improvement in amplifying horns) which were issued by the Patent Office, March 13, 1906, to Eldredge R. Johnson and later conveyed by him to the Victor Co.

The Home Phonograph Co. has leased a loft in the building at 414 Broadway, New York.

AN IMPORTANT ACQUISITION

To the Forces of Pathé Frères Phonograph Co. Is Frank L. Capps—Takes Charge as Production Manager of This Company.

Frank L. Capps, whose appointment as production manager of the Pathé Frères Phonograph Co., New York, was announced in last month's Talking Machine World, is now busily engaged with the responsibilities of his new post and has already been instrumental in introducing a number of new ideas and plans which will materially enhance the efficiency and production activities of the company.

Frank L. Capps.

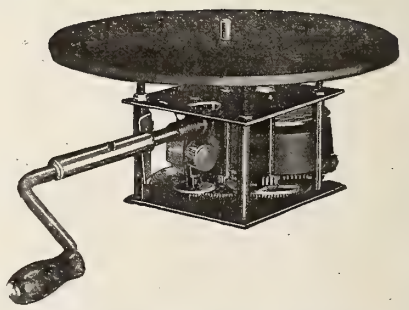
In securing the services of Mr. Capps the Pathé Frères Phonograph Co. has added to its staff one of the best known members of the talking machine industry and a man who has spent many years in perfecting improvements of importance and practical merit. A student of acoustics along broad, progressive lines, Mr. Capps brings with him to his position of production manager a wealth of invaluable knowledge. For more than ten years Mr. Capps was associated with the Columbia Graphophone Co., having held several important executive capacities in its laboratory and development division at the factory in Bridgeport, Conn. He is credited with the invention of numerous "talker" improvements and has patented from fifteen to twenty different devices and ideas in the talking machine field. As a mechanical and technical expert Mr. Capps' services have been in demand by leading acousticians, and as production manager of the Pathé Frères Co. he will have a broad field for future development.

The Dumm Furniture Store, Junction City, Kan., has opened a Sonora phonograph department.

DO YOUR PART AND DO IT NOW. TELL YOUR CONGRESSMAN HOW YOU STAND ON THE STEVENS BILL SO THAT HE MAY KNOW YOU ARE IN BACK OF HIM.

WE MAKE

TRITON MOTORS



Price includes Handle, Regulator and Stopper

TWO improvements of exceptional merit have been incorporated in the construction of Triton Motors—relating to the governor gears and to the spring.

Considering the combination of quality and price, Triton Motors are the best "buy" on the market, being perfectly made in every detail. The construction is simple and any 12″ record can be played with one winding. Made on order, only, and sold in quantities to manufacturers and jobbers.

Our Triton Reproducer is better in sound and gives more excellent tone quality than any other sound box on the market.

Our Triton turn table is made of high grade casting covered with green baize and can be had in eight or ten inch sizes.

When writing kindly mention quantity required.

Price in quantities $1.25 each, net cash, F. O. B. New York. Price includes Handle, Regulator and Stopper. Sample $2.00.

THE TRITON PHONOGRAPH CO., *41 Union Square* **New York**

The Columbia "open shop" policy! Anything lacking in that statement? No. Anything overstated? Not a word. Any "come back" to it? Not in a lifetime. Any reason why you haven't written in and asked questions? *You* answer.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

FOSTER CO. "EXCLUSIVELY EDISON."

Prominent Providence Concern Makes Interesting and Important Announcement—Well-Equipped to Take Care of Business.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 5.—An "exclusively Edison store" is the announcement now given prominence by the J. A. Foster Co., of this city. For the past year the organization has been building a powerful Edison sentiment in Providence and surrounding cities in Rhode Island with a view to making the move just announced.

The Foster Co. is particularly fitted to handle the Edison exclusively, as its staff is made up of Edison enthusiasts and specialists of wide experience and knowledge of the line.

J. Arthur Clem is manager and treasurer of the company and is ably seconded in his energetic methods by Fred Q. Knight, a man with over fifteen years' experience in the phonograph game. The promotion and sales work is in the hands of Robert C. Peck, a veteran of ten years' service with the Edison line, and who in turn is assisted by Ira E. Askins.

The latest J. A. Foster Co. move has created a most favorable impression on the trade at large and fulfils the ambition of all its staff. There is no question, it says, that this announcement of an exclusively Edison policy will have a very far-reaching influence. In line with this policy Mr. Peck is redoubling his Edison promotion work, and can be found nearly every evening in the week talking Edison to some prominent church or club. He says there is business enough in sight to keep a crew of men busy driving it in.

SOUTHERN CALIFORNIA NEWS ITEMS.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., November 6.—On the eve of a most prosperous Christmas season the Los Angeles dealers are facing an obstacle that has confronted them so often before, namely, a shortage on machines and records. It seems unfortunate that the talking machine dealers of Los Angeles have to contend with this every season. All local jobbing houses admit that they are up against a serious proposition in supplying their dealers with enough records and machines. Of course, the blocking of the Panama Canal has had a great deal to do with it, as several heavy shipments were caught on the wrong side of the slides and had to be returned to the Atlantic coast and reshipped by rail.

Barker Bros. have enlarged their already commodious talking machine department by the addition of several new record rooms.

One of the most notable events in the history of the talking machine business in southern California was the visit to this city on October 29 of Thomas A. Edison. Mr. Edison, who dislikes publicity of any sort, left the train at Santa Barbara and motored to this city, thus avoiding the crowd which endeavored to meet him at the depot. However, the next morning thousands of people crowded around the Alexandria Hotel, where he and Mrs. Edison were stopping, to catch a glimpse of America's foremost inventor. His stay was all too short for the populace, as he left for San Diego on the morning of the 31st. While in Los Angeles Mr. Edison made a visit to all of the city schools, and he was very much interested in the development of good music among the children.

NEW DEPARTMENT IN PROVIDENCE.

Columbia and Crescent Talking Machines to be Handled by Dimond's Department Store.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 6.—New and elaborate Columbia and Crescent talking machine parlors have just been opened in Dimond's big department store, this city, with Olinda Marseglia, formerly manager of the J. A. Foster branch store, in charge. Mr. Marseglia, who has been most successful in the handling of Columbia goods and possesses many original business ideas, will be assisted in the management of the new department by Elwood H. Jones. The new department is located on the third floor of the store and is handsomely decorated and furnished.

INCORPORATED.

The Music Master Talking Machine Co., Inc., has been chartered under the laws of New York, with a capital stock of $1,000, to engage in the manufacture of talking machines, records, parts, etc. The directors are: Louis A. Ames, Digby W. Chandler, Jr., and Harry Edwards.

THE VICTOR STIMULATES STUDY.

"The Victor in Commercial Studies" is the title of an interesting little volume just issued by the educational department of the Victor Co. that brings to light another avenue of Victor service. It emphasizes the use of music in teaching touch-typewriting and in penmanship. It has been found from experience that pupils are stimulated to a greater achievement in their work through the plan set forth in this volume. Principals of business schools, colleges and high schools who have received this booklet speak highly of its value.

TO HANDLE STARR PHONOGRAPHS.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 9.—The agency for the new Starr line of talking machines, recently placed on the market by the Starr Piano Co., of Richmond, Ind., has been taken up by the Emil O. Schmidt Piano Co., 310 Grand avenue, which now has a fine display of these new instruments.

TO VISIT THE RETAILING TRADE.

P. R. Hawley is now representing the American Phonograph Co., Albany and Gloversville, N. Y., distributer of Edison diamond disc and cylinder phonographs. Mr. Hawley will travel from Albany, and his wide experience and training in the selling field will insure him a hearty welcome.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

Weis Sectional Music-Room Furniture

is made for Disc Records, Player-Piano Rolls and Sheet Music. Any number of either or any sections may be stacked together to provide easily accessible filing space. Music is *filed*, not piled.

Disc Records each have individual filing pockets with numerical index. Pocket tilts forward so record may be removed. Pocket stays out until record is returned, after playing.

Beautiful Cabinets of Quartered Oak in Golden or Fumed Finish and Genuine Mahogany. All sections *look alike* when doors are closed.

A HOLIDAY SELLER You Ought To Have

Weis Disc Record Files

for 10 in., 12 in. and 5½ (Little Wonder) Records.

Those shown hold 12 records, have Guide Cards and Index Sheet for easy finding and filing. Deep brown covering. Tops fasten with snap-catch.

Get Catalog "K"

of Music Room and Record Filing Specialties. Interiors for Victrolas Nos. XVI, XI and X to replace cumbersome albums. Investigate.

The Weis Manufacturing Co.
216 Union St., Monroe, Mich. *New York Office 75 John St.*

No. 1001 No. 1202

? ? ?

The

Baby

Retail Price, $3.95

Playing three FULL "Little Wonder" records with one winding.

? ?

LOOK FOR RECORD BREAKING TRADE IN MILWAUKEE.

Great Improvement Already Noted in Sales and Stock Shortage Threatened—New Manufacturers Enter the Field—W. P. Gensch Proves Popular Entertainer—Changes Among the Salesmen—Columbia Grafonola Demonstrated Before Teachers.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., November 10.—While Milwaukee talking machine dealers are not experiencing the unusually good business received during the month of October, trade is very satisfactory and is much more active than at this time a year ago. General business conditions here in Milwaukee and about the State are showing steady improvement, and dealers are confident that the holiday trade will attain a new high mark this season.

The shortage of machines in all lines seems to be as serious as ever, and although jobbers are doing their best to fill orders, dealers are much concerned as to how they are going to get their stocks up in shape for the holiday trade. Jobbers seem to be finding it impossible to ship certain styles of machines even at this early date, and there seems to be no other way except for dealers to push the sale of those machines which they happen to have in stock. Victor dealers, for instance, are finding it extremely hard to secure any of the $200 Victrolas at this time, although they are receiving more of the $100 and $150 machines. Jobbers say that they could dispose of twice as many machines as they are able to at this time to dealers here in Milwaukee and about the State.

As in various other parts of the country new talking machine manufacturing concerns seem to be springing up at different points about Wisconsin. The latest concern is the Milwaukee Talking Machine Manufacturing Co., which has been incorporated with a capital stock of $5,000, by C. F. Romadka, H. V. Heaney and G. W. Goodman. Factory and offices have been opened at 416-418 Fourth street. Mr. Romadka and Mr. Heaney are in direct charge.

The manufacture of talking machines has also been taken up by the Lake Side Craft Shops, of Sheboygan, Wis., headed by F. A. Dennett, well-known chair manufacturer. As announced recently, steps are being taken at Oshkosh, Wis., to manufacture a new talking machine, perfected by J. H. Ellis, formerly of Milwaukee, an inventor of the "Real Tone" diaphragm.

W. P. Gensch, of the Gensch-Smith Co., 730 Grand avenue, handling the Victor line, is fast establishing a reputation as a professional whistler. He and the Victrola presented one of the interesting features on the program following the banquet of the annual Past Masters' night of the Lafayette Lodge of Masons on Oct. 29, where Mr. Gensch had the distinction of being the only one on the program who was not a Mason. Mr. Gensch and the Victrola also made a decided hit on the program at the first smoker of the Milwaukee Press Club, held recently.

October trade was more than double in the Victrola department of the Edmund Gram Piano House. Manager Paul A. Seeger announces that R. C. Mosher, formerly with The Edison Shop in Milwaukee, is the latest acquisition to the sales organization.

The local agency for the new Starr phonographs has been taken on by the Emil O. Schmidt Piano Co., of 310 Grand avenue. He has arranged attractive quarters.

L. C. Parker, manager of the Victor department at Gimbel Bros.' Milwaukee store, recently completed the erection of a handsome new residence. Among the first guests entertained were Roy J. Keith and George Cheatle, of The Talking Machine Co., of Chicago.

John T. McGrath, expert repair man, has joined the forces of the Flanner-Hafsoos Music House, where he is handling all the work in the house's Edison department. The Flanner-Hafsoos concern has been meeting with a brisk Edison business.

J. H. Becker, Jr., in charge of the Victor department at the Twelfth and Vliet street store of Edward Schuster & Co., has been conducting a series of interesting concerts at the store, featuring the Victrola, accompanied by a player-piano. One of the hits on the program, presented by Mr. Becker, is the rendition of "A Perfect Day," by Evan Williams, accompanied by the player-piano. Mr. Becker says that business is very good in both machines and records.

Lawrence McGreal, Wisconsin jobber for the Pathé Frères line, has moved into new quarters at 350 East Water street, where he has leased the entire fourth floor. Twenty dealers in Milwaukee and about Wisconsin have been signed up to handle the Pathé line.

The Badger Talking Machine Co., jobber for the Victor line, is having its troubles in endeavoring to secure enough machines to meet at least a part of the insistent demand from dealers all over the State. S. W. Goldsmith, vice-president of the company, is still taking treatment at a Chicago hospital, but is said to show decided improvement.

It is safe to say that the 7,000 or more teachers who attended the annual convention of the Wisconsin Teachers' Association, held at the Auditorium, November 4, 5 and 6, left Milwaukee with a most favorable impression of the Columbia Grafonola and Columbia records, as the result of the successful demonstration given before the convention by A. G. Kunde, Columbia jobber and dealer, 516 Grand avenue, assisted by Charles Robinson, an expert Columbia salesman, associated with Mr. Kunde, who is now giving particular attention to the schools and general educational work in Milwaukee. Mr. Kunde and Mr. Robinson presented several of the selections by Miss Margaret Wilson, and these made a distinct hit in view of the fact that Miss Wilson herself appeared before the teachers on November 5.

Mr. Kunde established another new Columbia dealer in Milwaukee this month, placing the Columbia agency with Victor Vogel at Twelfth and Walnut streets.

The Edison line received some excellent publicity in Milwaukee on October 12, when Christine Miller, well-known American vocalist, appeared with the Edison machine in an interesting recital, held at the Pabst Theatre before a large audience. On the program were also leading instrumentalists, including Carl Flesch, violinist, orchestral and military band ensembles.

The occasion marked an experiment by William A. Schmidt, manager of the Edison Shop, in this city, to demonstrate that Thomas A. Edison, in his diamond disc phonograph has solved the problem of the "re-creation of music," as Mr. Schmidt expressed it.

Miss Miller sang intermittently during the rendition of her numbers on the phonograph, so that the remarkable purity of tone, enunciation and the timbre of Miss Miller's voice, familiar to concert-goers of Milwaukee, might be noted in the record. In addition to the duets, she sang "Suwanee River," the entire house being darkened so that the audience might not have the aid of the movement of the singer's lips to show when she was singing and when not.

The duet made it possible for the audience to hear the same voice, as another part, and blending in so remarkable a degree as is utterly impossible in real life, where each voice has its own peculiar characteristics, no matter how nearly it may resemble another voice.

Mr. Schmidt was highly pleased with the success of his experiment. "I am glad," he said, "to have had an opportunity to demonstrate to the people of Milwaukee how really wonderful is this pet invention of Mr. Edison's. I feel that it is quite as important and means as much to the general public as was his invention of the incandescent lamp, motion pictures, or his great improvements in the telephone and the telegraph."

Gustave Spankus, the enterprising young manager of the Victor department of the Hoeffler Piano Manufacturing Co., has been attracting considerable attention by the interesting window displays which he has been arranging at the Hoeffler store.

Charles Robinson, now associated with A. G. Kunde, Columbia jobber and retailer, gave an interesting address on the "Educational Value of Music" before the Mothers' Club of Milwaukee at the Third street school on November 1. Mr. Robinson's address was full of helpful ideas, showing the educational value of music in all walks of life. It was a masterly presentation, and shows Mr. Robinson's wide grasp of his subject.

ACTIVE WORK FOR STEVENS BILL.

Committee of National Association of Talking Machine Jobbers Visit Congressmen Adamson and Howard, of Georgia, and Senator Hoke Smith in Its Behalf.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributer, returned to his desk last week after a Southern trip, the prime object of which was to serve as a member of a committee of Victor jobbers who interviewed the Hon. William C. Adamson at his home in Carrollton, Ga., with reference to furthering the interests of the Stevens Bill. Mr. Adamson was chairman of the Committee on Interstate and Foreign Commerce in the last session of Congress, and has been a member of Congress for the past twenty years.

The committee who visited Mr. Adamson, in addition to Mr. Blackman, comprised E. C. Rauth, secretary Koerber-Brenner Co., St. Louis, Mo., and George C. Mickel, Nebraska Cycle Co., Omaha, Neb., Victor distributers. These jobbers had been appointed members of a general committee to promote the interests of the Stevens Bill at last month's special meeting of the executive committee of the National Association of Talking Machine Jobbers, but this Southern trip was a special one.

Before interviewing Mr. Adamson the committee of Victor distributers enlisted the support of every merchant and banker in Carrollton, Ga., together with their employes, and secured a petition of 110 names from this one town supporting and favoring the passage of the Stevens Bill. Seven of the leading business men of Carrollton served as a committee of introduction for the visiting Victor men, who spent several hours in conference with Mr. Adamson. Their arguments impressed him considerably, particularly as every merchant in his own city was open in his support of the Stevens Bill.

The committee also spent some time in conference with Senator Hoke Smith and Congressman Wm. S. Howard, of Georgia, and Mr. Blackman also visited Congressman James J. Britt, of North Carolina, on the trip northward.

This Southern trip is but the forerunner of an active, aggressive campaign to be initiated by the National Association of Talking Machine Jobbers to further the passage of the Stevens Bill, which will be introduced in the session of Congress convening next month.

PRACTICALLY 100%

That is how we are filling Victor record orders.

May we not have the opportunity of demonstrating how well we can serve you? Exclusively Victor

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

THE TRADE IN NEW YORK CITY AND VICINITY

There is optimism a-plenty in the New York talking machine trade at the present time, due to the fact that October was one of the best, if not the very best, months that the industry as a whole has ever experienced. Distributers and dealers alike closed an excellent business both in machines and records, and judging from the confidence that abounds on all sides November will even be ahead of October.

There is a general shortage in machines of all grades and prices, this shortage having grown considerably during the past month, due, of course, to the steady active machine trade that the dealers are closing, and also in a measure to the fact that quite a number of dealers neglected to order their fall stock well in advance of their usual ordering date, thereby ignoring the suggestions of the factories and the distributers. In common with September's business, the machines retailing in the neighborhood of $75 and $100 are more scarce than the cheaper or most expensive models. This is usually the case when machines are short, the public, as a rule, showing a preference for the moderate priced machines in the fall and holiday seasons.

The record situation is in splendid shape, the dealers receiving practically 100 per cent. of their record orders from their distributers. It was freely predicted early in the summer that the factories would be in a position to handle their record trade with exceptional promptness this season, and these predictions have borne fruit. Standard records are proving the best sellers, with a sprinkling of one-step and waltz records. High-class selections are meeting with a steady sale, and with the start of the operatic season there is certain to be a greatly increased demand for this special class of record.

Your Opportunity

No matter what you do you can't get enough machines for your needs.

But record business is unlimited.

You *can* get records ***now.***

Don't overlook this opportunity.

Place your orders at once and provide against losing any record business.

C. Bruno & Son, Inc.
ESTABLISHED 1834
Victor Talking Machines
Musical Instruments
351-353 FOURTH AVE., NEW YORK

Great Advertising Campaign.

A feature of local activity in the talking machine trade the past month has been the remarkably large amount of advertising carried by the dealers. This advertising will doubtless continue until Christmas Day, as it has been increasing week by week. The leading and most successful members of the trade are represented in this publicity, together with a large number of smaller dealers, who are securing splendid returns from their advertising. In fact, the number of dealers now advertising in the daily newspapers is far greater than at any time in the past. Every section of the city is represented in this publicity, and advertising solicitors for several of the newspapers have fostered and promoted campaigns whereby a group of dealers may advertise in conjunction with one of the factory's advertisements or in combination together at a very moderate rate. The strength and stability of the talking machine trade is well evidenced in this publicity as differing radically from the publicity used by other retail trades; there is no attempt to knife one another with cut prices and damaging assertions, but straightforward business announcements devoted to the merits of the products advertised or the service which the individual advertisers are prepared to render.

The Benefits of Co-operation.

The New York Talking Machine Co., 119 West Fortieth street, closed the best October in its history, thereby keeping pace with the excellent sales registered since the first of the year. The extensive co-operation which this company is rendering its dealers is reflected in the consistent growth of its business, and many of the ideas introduced have enabled Victor dealers to add materially to their profits. The company is in close touch with its dealers throughout the East, R. W. Morey, general manager of the concern, having visited a number of representatives in Philadelphia and the nearby territory last week. His reports of conditions in the "Keystone State" are most enthusiastic, as he found Victor dealers enjoying a period of general prosperity. A. T. Doty, one of the company's traveling representatives, during the course of the month made one of his usual Southern trips, returning with a well-filled order book and a firm conviction that the South has entirely recovered from the temporary depression it suffered last year. As a matter of fact Victor merchants in the South were least affected of any industry by the commercial setback at the outbreak of the war, and found a ready market for Victrolas and Victor records at all times.

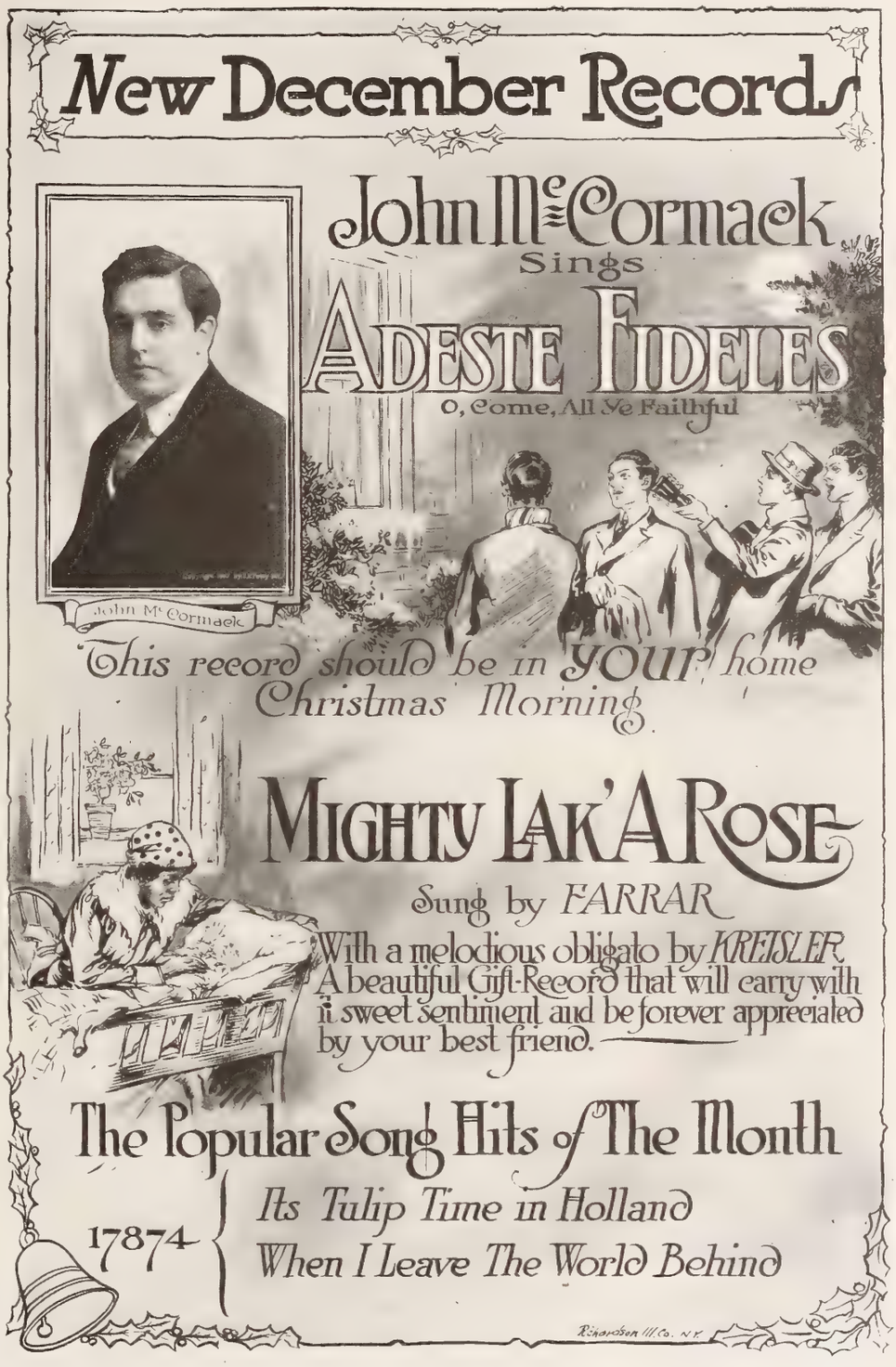
Closed Most Successful Month.

"The October we just closed was far and ahead the best we ever experienced," said R. F. Bolton, district manager of the Columbia Graphophone Co., with headquarters at 83 Chambers street, New York. "It proved to be the most successful month in the activities of this establishment, showing a gain of more than 15 per cent. over last December, our previous high-water mark. The demand for machines and records is pretty well spread out, the call being evenly divided among the many models in our line. The response to our new form of record supplement which was inaugurated with the November list has been very gratifying, increased record business being the order of the day in all sections of our territory. This new supplement seems to have taken the trade by storm, and a number of our dealers have referred to it in the highest terms of praise, attributing a considerable portion of their increased November record sales to the artistic and sales force of the new supplement. Collections the past few weeks have been unusually good, indicating the healthy financial status of the dealers' affairs."

Celebrate Edison Week.

Edison Week, which was generally celebrated by the trade throughout the country during the week of October 18-23, was fittingly observed by

(*Continued on page* 64.)



This is a specimen of the work put out by our Efficiency Department

A Window Card (in colors) size 14" x 21"

PRICE FIFTY CENTS

The drawing for this card alone cost more than the average Dealer would be justified in expending on Feature Cards for a year.

The quantity produced on this and other similar features makes it possible for us to serve the Dealer as he could not possibly serve himself.

NEW YORK TALKING MACHINE COMPANY

119 WEST FORTIETH STREET **NEW YORK**

THE TRADE IN NEW YORK CITY.

(*Continued from page 62.*)

the Phonograph Corp. of Manhattan in its beautiful establishment, the Edison Shop, at 473 Fifth avenue. The company spent considerable money to advertise a special series of Edison diamond disc recitals in honor of Mr. Edison. These concerts were well attended, capacity audiences crowding the auditorium on many days. The programs were prepared with great care and thought, including some of Mr. Edison's favorite records. A feature of the window display at the Edison Shop was a remarkable portrait of Mr. Edison, painted by A. A. Anderson, an artist of international fame, and depicting Mr. Edison with the first model of the Edison cylinder phonograph. The company, incidental to its Edison Week activities, arranged for a window display contest among its dealers, in which more than sixty dealers participated. The prize winners will be announced later. George L. Babson, manager of the Phonograph Corp. of Manhattan, states that during the past few weeks there has been a noticeable increase in the demand for the more expensive types of Edison diamond disc phonographs, the $250 type now being the most popular seller.

Some Remarkable Window Displays.

Landay Bros., 563 Fifth avenue, New York, Victor distributers, have been presenting a series of remarkable window displays in their various establishments in the leading shopping districts of the city. These displays have represented an expenditure of considerable time and money, although the results they have produced well warranted the efforts expended. Landay Bros. have for a number of years devoted more than passing consideration to their windows and their displays have given a prestige and standing to the Landay institution that is reflected in the steady growth of this successful Victor house. Landay Bros. are ready at all times to offer their dealers any possible assistance in the preparation of displays which will prove profitable in every way.

Advertising That Has Won Praise.

The Aeolian Co., New York, has introduced a series of advertisements on behalf of its Columbia department which is winning favorable comment from the members of the trade. This series will be divided into eleven separate advertisements, three of which have already appeared. Each one will be devoted to a separate phase of Columbia record quality or Aeolian service, large sized space being contracted for. These advertisements are dignified and effective, being well calculated to stimulate the sales of Columbia records.

Expanding Their Local Trade.

The Pathé Frères Phonograph Co., New York, has succeeded in building up an extensive trade in local circles, due to the aggressiveness of the company's sales division, coupled with the numerous talking points which the Pathephones and Pathé discs possess. J. F. Collins, sales manager of the company, states that the accounts opened in local territory have far exceeded their anticipations, the dealers arranging to handle the line numbering talking machine concerns, piano houses and furniture houses. One of the most successful Pathé dealers in this section is O. W. Wuertz, the well-known piano concern, who has stores in Brooklyn, N. Y., and New York City.

Open New Store.

The new store of Ormes, Victor distributer at 411 Fifth avenue, New York, was opened the first of this month.

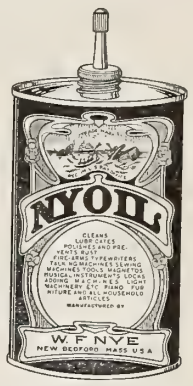
HAS HER OWN METHODS OF SELLING

(Special to The Talking Machine World.)

TOPEKA, KAN., November 10.—Miss M. L. Addis, a jeweler in Topeka, Kan., is developing a large trade in Columbia machines. Miss Addis has her own methods of salesmanship, which she has proved very effective. She has a host of friends and acquaintances whose taste she knows, and when she attempts a sale to a person with whom she is not so well acquainted she is careful to learn her tastes. Miss Addis is rather jealous of her prospects, because she has studied each one of them very carefully and has her mind made up as to just what kind of music to suggest, when to take certain steps in the effort to sell, and what to say.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

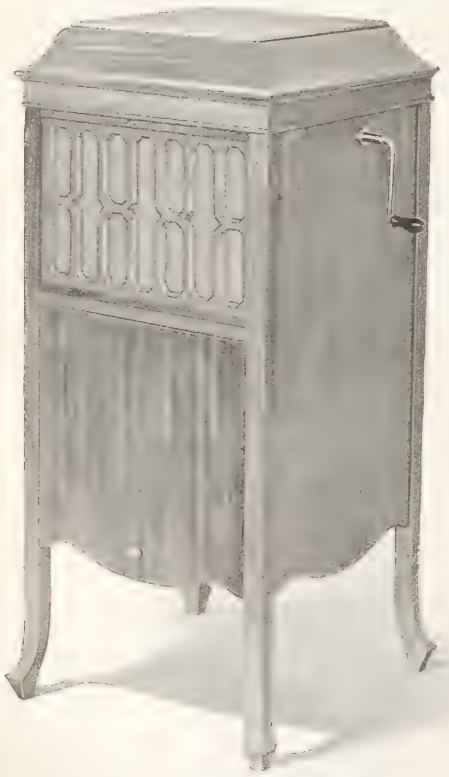
TO LAUNCH "THE BABY."

A new company has just been formed by experienced talking machine men to manufacture and market a new talking machine known as "The Baby." Full details regarding this new machine are not yet ready for announcement, although it is understood that it will be ready for the trade about the 15th of January, and will be marketed to play "Little Wonder" records. It will retail at $3.95. One of the features of the "Little Baby" machine will be an automatic stop.

C. S. HOTALING APPOINTED MANAGER.

Charles S. Hotaling, the well-known talking machine man, has been appointed manager of the retail department of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y.

Phonograph Cabinets for the Trade



Design No. 75
Made in Mahogany and Quartered Oak

¶ We manufacture a complete line of cabinets in designs suitable for instruments retailing from **$15.00 to $250.00.**

¶ We have had a large experience in building phonograph cabinets and we are equipped to install motor sets furnished to us and test and ship the Phonographs ready for use.

¶ We can also furnish complete phonographs with our customer's trade name, attaching labels furnished to us.

Century Cabinet Company
25 West 45th Street **New York City**

THE GOOD WORK OF K. R. MOSES.

Edison Laboratory Expert Conducting Lengthy Series of Successful Demonstrations in Providence, R. I., and Vicinity with Success.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 6.—K. R. Moses, the Edison laboratory expert, is having a busy time in this city and vicinity telling the descendants of Roger Williams about the wonders of the Edison diamond disc phonograph. He has met with great success in the work and states that he has sufficient engagements already booked to keep him busy until Christmas giving recitals for churches, clubs, etc.

K. R. Moses.

Mr. Moses has many original ideas about his work, which, combined with a polished manner and a thorough understanding of the Edison theories and accomplishments, greatly impress his audiences. Mr. Moses has been assisted in his public work by Robert C. Peck, of the J. A. Foster Co. Together, Messrs. Moses and Peck make quite a demonstrating team.

ARTISTS' VISIT HELP SALES.

Appearance of McCormack and Melba in Montreal Creates Demand for Their Records—Crowe Bros. to Handle Edison Line—Liberal Advertising the Rule With Dealers.

(Special to The Talking Machine World.)

MONTREAL, CAN., November 8.—Montreal the past month had the pleasure of visits from John McCormack and Mme. Melba. As both of these celebrities are Victor artists an increased demand was noticed in the call for recordings of these singers, and during their stay in Montreal considerable newspaper publicity was indulged in by the Berliner Gramophone Co., featuring these artists' various selections.

Edison Week was faithfully observed throughout Canada and the Edison diamond disc phonograph windows were the subject of much admiration and comment on the part of the public.

A. J. Freiman, of Ottawa, Ont., has opened a Grafonola department and is featuring the Columbia product in all styles of machines and a complete and up-to-date supply of records.

John McCormack, the celebrated Victor artist, stamped one of his own Victor records at the factory of the Berliner Gramophone Co. during his recent visit to Montreal. An illustration of the same appeared in good-sized space in all the Montreal dailies.

Gourlay, Winter & Leeming, Ltd., who recently opened a talking machine department, in which the Edison and Columbia lines are featured in a very artistic way, have been carrying some very striking advertising in the local papers, in which "the reason why of the new department" is told in a most interesting way.

A transfer of the Edison representation in Truro, N. S., has taken place, and hereafter N. W. Crowe, of Crowe Bros., will handle this line, instead of the Truro Music Store, which has assigned.

As announced in these columns last month, Goodwin's, Ltd., one of Montreal's largest department stores, opened a talking machine department. On the afternoon of the opening day they gave a Grafonola concert, featuring a special program of vocal and instrumental music of Columbia recordings. They also introduced to Montreal the Arinola talking machine at an introductory price of $15.50.

In Toronto during Edison Week ten moving picture houses played the new Edison diamond disc phonograph.

The Lakeside Craft Shops, of Sheboygan, Wis., of which F. A. Dennett is the head, has begun the manufacture of talking machines.

NEW CONCERN IN COLUMBUS, S. C.

Rustin's Talking Machine Co. to Handle Columbia Line Exclusively.

(Special to The Talking Machine World.)

COLUMBUS, S. C., November 6.—One of the recent additions to the business houses of this city is Rustin's Talking Machine Co., which is opened for business at 1519 Main street, where the company has handsomely appointed quarters, including three soundproof demonstration booths. Columbia graphophones and records will be handled exclusively. The firm is composed of Wallace B. Rustin, general manager, and M. Roy Rustin, sales manager. Both gentlemen were formerly connected with a furniture store in Savannah.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL. GIVE HIM THE REASONS WHY.

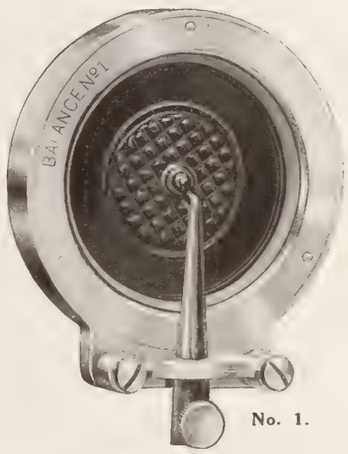
RELIC HUNTERS AFTER EDISON.

Make Strenuous Efforts to Get Records Used in Cross Country Demonstration.

Relic hunters have tried to induce Thomas A. Edison to give them the records used in the transcontinental telephoning of greetings by phonograph to him last month. A Boston man offered $2,000 for the record of greetings made by Dr. Miller Reese Hutchison, while another man has offered $300 for the Anna Case record, the first music to be transmitted across the continent.

ENTERPRISING HARTFORD HOUSE.

The Victrola department of the Brown-Thompson Co., Hartford, Conn., is using a series of four-page folders to excellent advantage. One of these folders was devoted to the Victor records of Harry Lauder, photographs of the famous Scotch singer in several of his famous costumes being used. This kind of publicity has secured good returns for this progressive Victor dealer.



No. 1.

No. 2.

No. 3.

Retail Prices

	Nickel Plate	24k Gold Plate
No. 1	$3.00	$3.50
No. 2	3.50	4.00
No. 3	5.00	5.50

Liberal Discount to Dealers

BALANCE Sound Boxes

Numbers 1 and 2 have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Number 3 has wonderful volume and is recommended for Concert work and for Dance Music.

Edison dealers may obtain their supply from Edison Jobbers.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. MEISSELBACH & BRO., Newark, N.J.

AN "EDISON TONE TEST RECITAL."

Elaborate Program Arranged by N. Snellenburg Co., Wilmington, Draws Enthusiastic Audience of 300 Music Lovers.

(Special to The Talking Machine World.)

WILMINGTON, DEL., November 6.—In connection with the twentieth anniversary celebration of N. Snellenberg & Co., held here recently, one of the features was a special recital in the talking machine department on the evening of October 31, and termed "The Edison Tone Test Recital."

An elaborate program had been prepared and the assisting artists included Miss Ruth Wilson,

"Talker" Department of N. Snellenburg & Co.

contralto; E. William Martin, violinist; Ernest Marks, cornetist, and John A. Thoms, Jr., pianist. The work of the artists was particularly noteworthy, especially in the manner in which they kept perfect time with the music of the Edison diamond disc phonograph. The manner in which the recital impressed the music lovers was indicated by the following article appearing in the Wilmington Star, which said in part:

"That recital in the talking machine department of N. Snellenburg & Co., Thursday night, was generally accepted by the audience, numbering more than 300, as a splendid manifestion of the miracles wrought by twentieth century science. By that recital the guests were convinced that it is next to impossible to detect the difference between the human voice, the piano, the cornet, the violin—as handled by talented artists in person—and the same as they are played on the Edison. During that recital the tones of the Edison were given a hard test and they proved true. Incidentally, the guests were so pleased and Clinton B. Eastburn, the manager, and his associates of the talking machine department were so delighted with the success of the affair that this recital may lead up to better concerts to follow."

UNICO BOOTHS IN GREAT DEMAND.

Showing the four ways of ordering Unico booths, the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, Pa., has just issued a folder illustrating the methods of buying these booths. It seems that the Famous & Barr Co., St. Louis, Mo., wired; the Hub Department Store, Baltimore, Md., phoned; the Buehn Phonograph Co., Inc., Pittsburgh, Pa., wrote, and Goetz & Co., Brooklyn, N. Y., called and placed the order. It calls particular attention to the fact that it isn't so much the "method" of ordering as it is the fact that the booths are ordered.

THE VOCALION IN DES MOINES.

(Special to The Talking Machine World.)

DES MOINES, IA., November 6.—The Guest Piano Co., the old established music house at Seventh and Walnut streets, this city, of which C. E. Risser is manager, has secured the local agency for the Aeolian Vocalion, the new improved phonograph manufactured by the Aeolian Co., New York, and has planned to exploit that line in an elaborate fashion.

NEW QUARTERS IN TOPEKA, KAN.

(Special to The Talking Machine World.)

TOPEKA, KAN., November 6.—The Emaheizer-Spielman Co., which handles the Columbia and Sonora phonographs and records very successfully in this city, recently held a formal opening of their handsome new music rooms at 519 Kansas avenue.

LEASE MORE ROOM.

Crescent Talking Machine Co. Secures Four Additional Floors at 109 Reade Street—Lease Wholesale and Retail Warerooms at 89 Chambers Street to House Main Offices.

Four additional floors of space are reported to have been leased at 109 Reade street, New York, by the Crescent Talking Machine Co., 99 Chambers street, New York, which will be utilized by this company as part of its manufacturing plant.

This company has also leased the store at 89 Chambers street, which will be devoted to the main offices as well as to wholesale and retail warerooms.

This is one of the houses which started in a small way, grew conservatively and is now said to be in a position whereby representatives are well cared for with both machines and records. On the machine line Crescent machines retail at all the popular prices, while in records two models are made—one 10½ inches in diameter, retailing for 65 cents, and the other is a 35-cent double-face record.

"Made in America" is a slogan adopted by the Crescent Co. in its promotion of business, and according to F. E. Parmly, one of the Crescent officers, dealers have been created in nearly every State of the Union, to say nothing of several foreign countries.

JOINS SONORA SALES STAFF.

F. H. Giles, a well-known talking machine salesman of New York, has been appointed to the sales staff of the Sonora Phonograph Corp., 57 Reade street, New York.

James L. Loder, who has had a long experience in the talking machine trade, has just been appointed assistant manager of the Victrola department of the Wiley B. Allen Co., Portland, Ore. Mr. Loder assumed the duties of his new office on November 1.

Look at the "BIG THREE SAVOYS!"

Creators of revolutionary new standards of talking machine value.

All SAVOYS equipped with a reversible reproducer playing all makes of records without any attachment.

A live-wire dealer cannot keep away from the fast selling SAVOYS.

If you want delivery for the holidays, write today.

SAVOY GRAMOPHONE CO.

Grand Street and East River NEW YORK

SAVOY—Style 10.
Retails at $10.
Mahogany Finish—Size, 15¾ Inches Square and 8½ Inches High.

SAVOY—Style 25.
Retails at $25.
Mahogany, Highest Grade Finish—Size 18½ Inches Wide, 14 Inches High and 22 Inches Deep.
Double Spring Wormgear Motor, 12-Inch Turntable.

SAVOY—Style 65
Retails at $65.
Mahogany, Highest Grade Finish. Size, on Casters, 48 Inches High, 22 Inches Wide, and 23 Inches Deep. Extra Heavy Double Spring Wormgear Motor All Nickel Plated, 12-Inch Turntable.

EDISON WEEK IN PROVIDENCE.

Staff of the J. A. Foster Co. Succeeds in Making the Week in That City a Noteworthy Event—Recitals Given in Churches.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 5.—K. R. Moses, of the Edison Laboratory, and the J. A. Foster Co.'s staff succeeded in making Edison Week the biggest phonograph event of many years. The Dorrance street side of Foster's big headquarters was devoted to a striking display of Edison goods embodying the department's main slogan, "You need music in your home."

Three big church recitals were held during the week at Elmwood Christian, Trinity Union and Fourth Baptist churches. Over 2,000 people attended these three events, which were conducted by Mr. Moses, assisted by Robert C. Peck, of the Foster Co. Mr. Peck's special feature of organ accompaniment with the diamond disc selection met with the usual favorable reception. One of the most pleasing combinations of the various programs was Carl Flesch's playing of Schubert's "Ave Maria," Edison record No. 82063, with Mr. Peck's skilful accompaniment on the organ. Musical critics pronounced the blending of instruments so perfect as to lead one to imagine the artist stood before them. Foster's advertising campaign was much in evidence during the week, as usual.

Special Edison Window Prepared by J. A. F oster Co., Providence.

Big Crowd Attending Edison Concert in Providence.

ISSUE ADVERTISEMENT CATALOG.

The advertising department of the Columbia Co. has just completed the compilation of a catalog of advertisements for Columbia dealers which is one of the most elaborate publications of this kind ever issued. This book contains advertisements of every conceivable character and size, exploiting machines, records, artists and outfits. A series of form letters which Columbia dealers may use to advantage are also presented, together with a page of short paragraphs and headings for advertisements, announcements, etc. This new book is complete in every detail and should prove of inestimable value to Columbia dealers.

TO MAKE TALKING MACHINES.

The Wilkes Manufacturing Co. has been incorporated under the laws of Delaware, with a capital stock of $50,000, for the purpose of manufacturing talking machines and mechanical goods and specialties.

THE COMPLETE LETTER WRITER.

[Received by a talking machine concern in answer to a request for information regarding a prospective customer.]

"Dear Sir—The information I can give is I could never give my name—for any reference. Whatever Miss ——— buys is none of my affairs I don't stand for anythink, hoping you understand. I give no permission to the effect hoping you understand I give no reference. Nothing doing. Respectfully yours, ———."

INCORPORATED.

The Triton Sales Co. has been incorporated under the laws of Delaware, with capital stock of $50,000, for the purpose of engaging in the manufacture of phonographs or talking machines and records.

Charles R. Simmis has been appointed traveling representative of the Gately-Haire Co., Inc., 108 State street, Albany, N. Y., Victor distributer.

LONG CABINETS

WELL MADE THROUGHOUT

These With Others Comprise the

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛ x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

ELEGANTLY FINISHED

Most Complete Line of Record Cabinets

ORDER NOW FOR HOLIDAY REQUIREMENTS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO., Hanover, Pa.

Address CLEMENT BEECROFT, 309 W. Susquehanna Ave., Philadelphia

The Columbia line is beautifully complete—a full line of instruments from $15 to $500, an unmatchable record product—and a rapidly growing popularity and good will in the name "Columbia" which gives the dealer something to look forward to.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

CABINET PLANT VERY BUSY.

Heavy Demand for All Types of Cabinets, Including the Wagon Cabinet.

Schloss Bros., the talking machine cabinet manufacturers of 637 West Fifty-fifth street, New York, are finding that their plans made for handling the holiday trade since they opened their new plant early this year have not been in any sense too ambitious, for, although every endeavor is made to fill orders promptly, it means that overtime work is prevailing at their factory regularly, the demands from the local trade being particularly heavy.

One of the features of the Schloss Bros. line that is most popular is the wagon cabinet, designed to permit of the talking machine and accompanying records being rolled to any part of the house or grounds desired. It is in demand both for city apartments and country homes.

W. A. Bowen & Son, Newanec, Ill., was one of the many concerns to arrange a special display for Edison Week recently. The company had a handsome window arrangement of Edison phonographs and records.

BUSINESS CONSTANTLY GROWING

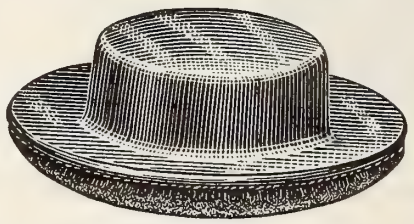
With the Pathé Frères Phonograph Co.—Sales Totals Well Advanced of Last Month, Says H. N. McMenimen.

"November business to date has been remarkable," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, in a chat with The World. "The sales totals to date are well in advance of last month, which was the best month in the history of the company.

"Pathé distributers in all sections of the country report the receipt of inquiries for the Pathé representation from some of the most successful retail concerns in their territory. Our list of dealers is growing by leaps and bounds, and from present indications Pathephones and Pathé discs will enjoy a 1916 representation in every way worthy of the standing of these products in talking machine and musical circles."

A. R. Coughlin has been appointed retail manager for the Columbia Co. in St. Louis, Mo.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

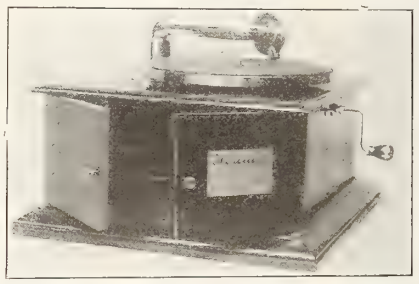
Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

THE HERCULES ATLAS
Reg. U. S. Pat. Office
RETAILS AT $10.00



This talking machine is built solid. Full tone. Quartered oak or mahogany finish. The instrument that made us famous. Size 16 inches wide by 16 inches deep.

Plays Largest 12 inch Record with One Winding
MOTOR GUARANTEED FOR ONE YEAR
WHOLESALE PRICE
$6.00
F. O. B. NEW YORK

Send check with order.
Can be returned if not as represented.

The HERCULES TALKING MACHINE CO.
611-621 BROADWAY NEW YORK CITY

CASH for your INSTALLMENT PAPER

We will pay 90 to 94 per cent of the face value for acceptable Installment Contracts on Talking Machines and Pianos

Details on Application

HAMILTON INVESTMENT COMPANY, 76 West Monroe Street CHICAGO

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone Main 4156 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD. MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

New Protective Tariff Imposed by the Government a Subject of Much Discussion in All Branches of Trade—Methods of Levying Duty Brings the Average Very High—New Half-Crown "His Master's Voice" Records Prove Very Popular—The Aeolian-Vocalion Wins Cordial Reception—New Record Lists Full of Interesting Material—British Zonophone Co.'s 18d Records—Fire Causes Heavy Loss in Liverpool—New Artists Contribute the Latest Record Lists—Other News from Great Britain of General Interest.

(Special to The Talking Machine World.)

LONDON, E. C., November 5.—The new protective or tariff duty imposed by the Government under the Finance Act continues to furnish an interesting subject for animated trade discussion. Parliamentary sanction has been given to this very radical departure, and it being to some extent retrospective, the 33 1-3 per cent. duty is now in full operation. British importers are, of course, adjusting trade prices accordingly, with the result that gramophones and, in fact, all musical instruments now cost the public more. In some cases it has been found necessary to increase prices to the full extent of the duty, but I should estimate the average all round increase more in the neighborhood of 25 per cent. on previous cost values. The increase may not show such a percentage on list prices, but there is a serious upward tendency going on all the time. Owing to the uncertainty of things few firms have issued new catalogs, which in some instances were prepared and finally held up at the last minute. Prices fluctuate almost week by week, thus rendering any printed list impossible.

Whatever one may think of the new tariff in principle, at least in one respect, it is altogether unsatisfactory. The general assumption—and a very reasonable one, too—was that the duty would be levied only upon the actual invoice value of the goods. Instances, however, have been given me which go to prove that in the value of the goods is included freight and insurance charges. Levied on this total the so-called 33 1-3 per cent. approximately averages more nearly 50 per cent. on the invoiced cost of the goods. An importer of organs clearly proved to me that his total increased charge under the new tariff rate was anything up to 60 per cent. So prohibitive is it that the London branch of a well-known American piano house has been compelled to cancel practically all further shipments. This, of course, meets with the Chancellor's expressed view that, "During the war this country could not afford a diversion of capital and labor from far more essential purposes, with the object of developing the musical instrument trade. Great Britain was spending more than she ought to spend, and when expenditure was cut down luxuries of this kind ought to be one of the first things to go." The purpose of the act is thus made clear, and if it accomplishes its avowed object our money will be retained in England for more patriotic use, and which will also tend to steady and uphold money equivalents abroad. Notwithstanding, it is a fact that the musical instrument trade continues to make a very strong showing. Although prices are up, the public is freely spending surplus money, mainly in the shape of war profits, on the purchase of luxuries. In some cases the tariff duty has already reacted unfavorably—the cheaper class of trade will perhaps suffer the most—but, broadly speaking, the musical instrument business is going as strong as ever.

One aspect of the tariff bill, that relating to the question of drawback or refund of duty paid on any article, if exported as merchandise, seems not very clear in its precise meaning. Whether "any article" means a complete article, or is equally applicable to an accessory or part of that complete article, remains shrouded in complexity. This may not be cleared up until access is given to the bill, which doubtless will be published shortly. There would be great difficulty in identifying component parts embodied in completed gramophones, pianos or other musical instruments exported as distinct from those sold in the home market. Recognizing this fact, section 12 (5) of the act provides that the drawback may not be allowed where satisfactory identification of any component part is not possible. It is a somewhat unsound system altogether, for the trader himself cannot reasonably be blamed if his goods do not permit of "satisfactory identification." Just how the Government proposes to handle this seemingly unworkable proposition may be vouchsafed us later.

Since the epoch-making announcement of a new double-sided category of records at the popular price of half a crown, the "His Master's Voice" company is simply inundated with orders from its agents all over the country. The new departure in itself was sufficient to arouse a demand second to none in the company's history, but, not content with this, the field is being developed still more by continuous advertisements of a striking nature in the chief London and provincial newspapers, magazines, etc. This important "H. M. V." move is

(*Continued on page* 70.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 69).

but the crowning example of the general tendency in the record world toward trade expansion along lines of giving increased value to the public. The fact is apparent when I mention that within quite recent memory a single side "H. M. V." disc cost a minimum of 3s. 6d. (10-inch) and 5s. 6d. (12-inch). Now, a first class 10-inch double record is purchasable for 2s. 6d., or one-third per title, as against the old figure of 3s. 6d.! And the repertoire is throughout in strict conformity with "H. M. V." quality, the standard of merit to which all uplook. Recent programs are compiled along the same lines of artistic and recording values, and to the wise that is sufficient.

Introducing the Aeolian-Vocalion.

Gramophone trade circles were recently, in the public press, afforded an opportunity of gleaning particulars of a new gramophone introduction styled the Aeolian-Vocalion, which is marketed by the Orchestrelle Co., this city. The new instrument in appearance and general principle of construction is little removed from that of the ordinary type of cabinet gramophone, but it embodies several new features which are of interest. The interior horn, mainly of metal, is backed by sounding boards installed under tension, which doubtless makes for a free and distinctive tone delivery. The tone arm is of one gauge, broadening out only from the elbow. Undoubtedly the most striking feature of the Aeolian-Vocalion is its unique tone-control method. Styled the Graduola, this ingenious device permits one to impart a certain amount of personal expression by actual control of the sound volume. It is a decided acquisition which assists toward the elimination of the mechanical aspect, just as the expression devices of a player-piano enable one to give to the interpretation of "perforated" music a sense of personal feeling in its reproduction. After a demonstration of this instrument my impression is that it represents a degree of progress in the field of mechanical music which will exert an important influence on the future development of the gramophone industry. Science and art are very closely allied in the Aeolian-Vocalion, but with due deference I would offer a friendly criticism in relation to the sound box, which, in my opinion, leaves a margin for improvement in the direction of eliminating surface scratch. An alteration in the mounting of the stylus bar might perhaps ease matters; it certainly merits the company's attention anyway.

Several models, all of the cabinet type, are illustrated in the company's fine catalog, which is produced in the best artistic style. I notice therein that the Aeolian-Vocalion is described as a phonograph. Whatever may be the exact meaning of the term in other countries, to so describe the new instrument in England represents a misnomer. The generic term for disc machines is gramophone and for cylinders phonograph. With the British public that is by now an accepted distinction, and to avoid confusion it would be well for the Orchestrelle directorate to note this in future publicity issues.

Cheery Note to the List.

Accompanying the issue to dealers of the November Zonophone record list is a cheery and inspiring letter which touches an exceptionally optimistic note pertaining to the huge influx of orders since the price reductions. At 18d. the Zonophone double disc is pre-eminently a cinch, especially from the public's viewpoint, and quickly appreciating this fact, the dealer everywhere has simply rushed the company for larger supplies than ever before experienced within its history. Look for a moment at the wonderful diversity of artistic talent whose contributions are starred on the list for November: Robert Radford, Sydney Coltham, Harry Lauder, Ernest Pike, George Formby, Florrie Forde, Black Diamond Band and Peerless Orchestra, to mention but a few, and you may understand the reason for Zonophone popularity. Apart from Harry Lauder and Robert Radford, all of the names mentioned figure on the 18 penny program. In addition to this high standard of artistic quality, Zonophones are renowned for excellent recording, which expression is truly applicable to every issue. What you want, too, in the way of titles is usually to be found on this make of record.

Recognized Standard Price.

In Great Britain the recognized standard price for a 10-inch double record is now 18d. It is something especially good for half a crown, the hitherto standard figure, and this latter charge is associated only with particularly exclusive artistic talent. As reported last month, the 18d. standard has received the seal of the British Zonophone Co.'s approval, and it is obvious therefore that future claims for popular suffrage must be based upon very defined lines in connection with good recording and artistic quality of a high standard. New developments must rest upon this foundation, otherwise success will not be achieved. My remarks are prompted by the almost careless disregard of modern requirements evinced within recent times by certain premature excursions upon the unsettled sea of gramophone commerce. If people would only look before they leap much heart-burning, time, trouble and money would be saved. For this reason new record ventures are foredoomed to failure unless very great care is exercised in every detail of organization along lines in conformity with the higher values of record production now demanded by a discriminating public. I would therefore urge recent and prospective record promoters to take stock of the present conditions in this branch of the gramophone industry before committing themselves to definite propaganda.

"Cheap" Records Disappearing.

Introduced by certain companies to meet the cheap German competition, the British 13d. double discs appear to be fast fading in the limbo of

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.

REGISTERED

TRADE MARK

ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 70).

"things that have been." Until the outbreak of war, which, of course, eliminated to a very great extent any justification for their continued existence, these competitive-priced records simply put the Teutonic stuff out of court on artistic merit alone. Having therefore achieved their object, it was about time for the various makers to ease up on an expenditure, which, in itself highly speculative, excluded from the outset any prospect of a fair return for the labor and capital involved. Apart from one or two comparatively insignificant lines, I am glad to say the continued manufacture of the shilling or 13d. record has almost ceased. As was to be expected, some of the cheap firms have been compelled to seek the sanction of Cary street, our national center for bankrupts, while others, the more important perhaps, are quietly sliding out of existence. One of the die-hard variety is now being retailed at the munificent figure of 9d.—half penny—or 19 cents. The sooner this class of trade is altogether abolished the better for the healthy progress of our industry.

To Be Heard in Winner Records.

Miss Haidee de Rance, the wonderful young violinist and who has taken a leading part in many of London's theatrical successes, will shortly make her bow to the great record public via Winner records. The wonderful mastery of her bowing has attracted unstinted praise from the press, musical critics, and from the public, with whom she is exceedingly popular. Like the Winner record, Miss Haidee de Rance is "British through and through," a fact in which she very naturally takes great pride. We shall await the issue of her records with unusual interest.

New Journal Makes Its Debut.

The first issue of a new gramophone journal—The Gramophone and Music Record—reaches me from its editor, Stuart Griffin. Its avowed object, I read, is to meet the call for an independent organ run absolutely in the interests of gramophone users. To that end the editor has put his hand to the plough, and I must certainly admit the brightly written interesting contents of his first number drives a very straight furrow toward the desired goal. My hearty good wishes for the success of the new venture!

Introducing a New Favorite.

Ever alert in the acquisition of popular talent, the Winner Co. announces this month a music hall favorite in the person of Morny Cash, whose first record contributions comprise "I've Been Married a Year To-day" and "I Will Have a Night To-night," songs with which his name is exclusively associated. A big demand is assured for this Winner record, and stocks should therefore be secured by oversea dealers who make a feature of handling London "hits."

Fire in Liverpool.

A serious outbreak of fire occurred last month in the Liverpool warehouse of the Johnson Talking Machine Co. and, despite the prompt and strenuous work of the fire brigade, the building was practically burned out. A big stock of machines and records, estimated of the value of $15,000, was unfortunately consumed, truly a serious loss at such a time as the present, when supplies are somewhat restricted. With characteristic energy, ably supported by the Columbia and other trade friends, Mr. Johnson lost no time in securing new premises and substantial consignments of new goods, with the result that business is again in full swing at 52 Wood street, Liverpool. Owing to insufficient insurance part of the loss will fall on Mr. Johnson's own shoulders, a matter upon which his many trade friends will naturally sympathize.

A New List of Guardsman Records.

Always to the fore with good selling issues, the Guardsman record people may well congratulate themselves upon an expanding trade, the demand being such, I am told, as to render it a real difficulty to cope with. In value and general quality this record maintains an exceptionally high level, price considered, and on this ground alone is due the growing universal support received. Take, for instance, the November list of titles. It certainly stands as an excellent example of "Guardsman" merit, for throughout every taste is catered in a manner bespeaking close study of public and trade requirements. One notes in addition to a pleasing range of vocal records (solo and duets), band, orchestral, solo instrumental and descriptive items in great variety. A descriptive by the Invicta Sketch Co., with the aid of a military band, No. 511, is a real sales plum. It bears the titles: "Departure of Kitchener's Army for France" and "Landing of Kitchener's Army in France." Some wonderful effects are obtained, and as a realistic presentment of a military event of this character the record is really wonderful. For particulars of this and the great variety of other equally good records itemized on this "Guardsman" list dealers should approach the Invicta Record Co., New Inn Yard, London, E. C.

One of the Busiest Spots in London.

One of the busiest spots in phonoland is at 45 City Road, London, the home of W. H. Reynolds (1915), Ltd., where unceasing activity prevails all day and every day, notwithstanding wars and tariffs. Here one finds an organized system of business which permits of each day's orders being completed (as far as possible, these unsettled times) and promptly dispatched the same night. Accessories, parts, etc., of almost any kind of gramophone ever made are a specialty of this up-to-date house. There is, owing to the war, a scarcity of certain accessories, and it sometimes happens that a little delay may result in the execution of isolated orders for such goods, but generally speaking, it is really remarkable how the company has overcome almost insuperable difficulties in satisfactorily meeting the great variety of claims upon its ever-fluctuating stocks.

On the record side W. H. Reynolds (1915), Ltd., offers an excellent 10-inch double disc, the "Favorite," at a competitive price. The monthly musical program teems with titles that represent a popular class of extreme sales value to all dealers. Dance music, patriotic songs, "revue" items, musical comedies, ballads, etc., you may be sure to obtain on Favorite records by artistes of reputation.

(*Continued on page 72.*)

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

17, 35, 37, 39, 41, 43 Clerkenwell Rd., London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10" and 12" double-sided)

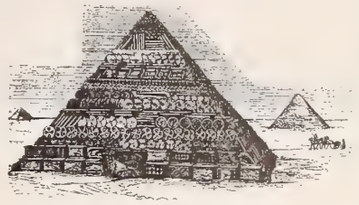
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer together with lists and other interesting pubilicity matter sent free upon receipt of your trade card.

Reno

The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record

Entirely British Made

Wide Selection of Up-to-date Titles
Best and Cheapest Record on the Market

Safiro Needle

Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day
and
Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of
Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE EDISON-BELL

VELVET-FACE (VF) RECORD

DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch

IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 71).

New Columbia Artists.

This month Vladimir de Pachmann is announced as playing exclusively for Columbia records. In these records are enshrined his genius and art. His eccentricity—that of addressing remarks of every character to his audience all the while he is playing, a foible that seems to make him all the more idolized—his eccentricity in this respect is absent; his Columbia records are pure piano art.

As was only to be expected, Kennerley Rumford's indorsement of his wife's (Mme. Clara Butt Rumford) decision to record exclusively for Columbia took the form of a similar action on his own behalf, and we have the result in a very happy record this month.

Mme. Elsa Stralia, at present sharing the honors with MM. Ysaye and de Pachmann on an extended tour of the country, is the latest important addition to Columbia exclusive artists. She hails from Australia, and has appeared in opera and concert.

What all who are interested in the progress of recording must concede to be the last word in musical authority is bound up in the announcement that our greatest British conductor, Sir Henry J. Wood, will record with his famous orchestra exclusively for Columbia. The importance of this decision can be judged from the fact that the great conductor has steadfastly refused to recognize the art of sound recording as having any musical value until now. What has brought about the change is the new recording process of Columbia, the process which is giving results that have astounded experienced record makers.

Clara Butt Delighted with Records.

Some may express surprise at the phenomenal success which has attended the new Clara Butt records on Columbia, particularly as the sales already run well up into five figures. But, hearing the records, surprise passes away; and then bearing in mind the enterprise which fixed the attractive prices, the results only go to show how readily the public appreciates the new and somewhat daring departure. Then, to crown all, comes the "Queen of Song's" own emphatic indorsement of her records in these words:

"I am more than delighted with my new Columbia records. I have never been so pleased about anything, for I consider that you have got my voice absolutely, which has never been done before. (Signed) Clara Butt-Rumford."

This month's new Clara Butt records include the majestic "God Shall Wipe Away All Tears," the specially popular "Promise of Life," and the exquisite "Fairy Pipers." Her grand opera record, "O mio Fernando," from "Favorita," is with orchestral accompaniment, conducted by Sir Henry J. Wood.

W. H. Squire's record on Columbia this month is a wonderful performance of Saint-Saens' "Le Cygne" (The Swan) and berceuse de "Jocelyn" (Angels Guard Thee).

Gerald Kirkby is another exclusive Columbia artist new this month, and on the lighter side of the list he is responsible for what he describes as an "imitation of George Grossmith in a song he has never sung," and in a half-spoken, half-sung ditty based upon the curious education of a boy yclept Willie.

MELBA'S MESSAGE TO FATHER.

How the Great Prima Donna Made Her First Record.

The first talking machine record made by Mme. Melba was for the purpose of carrying her voice to her father in far away Australia. The following story, which appeared in Pearson's Magazine, tells of this event in an interesting manner.

It should be understood that the gramophone is the name by which the Victor product is known in Europe.

For five years efforts had been made in vain to induce Mme. Melba to make a gramophone record of her own songs. To say that she was indignant at the proposal was—well, to put it very mildly.

One day it happened that Mme. Melba was trying to think of some original birthday present to send to her father. Somebody suggested, "Why not send him a message through the medium of the gramophone, for think how delighted he would be to hear your own voice speaking to him?"

Mme. Melba's father is now an old man, and lives in Australia. No father has a daughter more passionately devoted to him. He is now too old to come over to Europe to see his beloved daughter; nor is the journey from Europe to Australia easily to be made by the great prima donna. The idea that the gramophone should be used as a vehicle for a birthday greeting appealed, therefore, to her; and she asked the head of the Gramophone Co. if he could arrange to send her message. To this he readily assented.

But the plan was doomed to failure. Mme. Melba, overcome by the thought that the very tones in which she was speaking would be carried to the ears of her father so many thousands of miles away from her, broke down after speaking only three words.

Then, instead of sending a message, she decided to sing a song. The song chosen was Reynaldo Hahn's beautiful "Si mes vers avaient des ailes," so touchingly pathetic and so appropriate.

And this is how Mme. Melba came to sing into the gramophone, to make the first of that long series of records which since have delighted myriads of people in all parts of the world.

It was at Monte Carlo, in March of 1905, that Melba first heard her own voice as reproduced by the gramophone. Lunching with her at her villa were the veteran master, Dr. Saint-Saens, and Jean de Reszke, the great tenor. The gramophone was played in an adjoining room suddenly during the lunch.

"Heavens!" exclaimed Melba, in surprised tones, when the last notes of the song she had sung for her father died away. "Heavens, but it's me!"

That luncheon party was unique. Never did the gramophone receive such praise.

Mme. Melba now can never hear one of her own records without singing in unison. What price would not the wealthy music lover pay to hear such a duet—"Melba and Melba!" Her own delight at every new record is almost childish, remembering that nothing can be more keen and strong than the delight of a child. Multiply that delight by millions, and you have some idea of the pleasure Melba has given the world by making gramophone records.

Only the other day a letter found its way into Mme. Melba's post-bag from the opposite end of the earth. "All the wonderful things you have ever done," wrote her unknown correspondent, addressing his letter from some home for incurable invalids in Australia, "all your wonderful triumphs have been eclipsed by the scene of delight in this home when the inmates were given a selection of your songs on the gramophone."

Mme. Melba receives many letters by every post begging for her autograph.

But nowadays she receives almost as many expressing the delight her gramophone records have given to the poor, the sick and the suffering, to the crippled and to the paralyzed. Her life would not have been spent in vain had she done nothing more than to make the simple gramophone record which allows her rendering of Gounod's "Ave Maria" to be reproduced in our hospital wards.

THE WINNER RECORD CO., LTD.

LATEST DOUBLE DISC RECORDS—10 Inch.

IVOR FOSTER (Baritone).

2879 Until ..... (Sanderson)
At Dawning ..... (Eberhart and Cadman)

LIEUT. HERBERT HEYNER (Baritone).

2880 The Admiral's Broom ..... (Weatherley and Bevan)
The Last Watch ..... (Weatherley and Pinsuti)

MITCHELL AND SHEPHERD (Concertina Duets).

2881 Under the Double Eagle ..... (J. Wagner)
Belphegor March ..... (Brepsant)

BAND OF H.M. IRISH GUARDS.

2882 Semiramide, Part 1 ..... (Rossini)
Semiramide, Part 2 ..... (Rossini)

WILL EVANS & CO. (The "Dry" Humorist).

2883 Building a Chicken House, Part 1. (Arthurs and Evans)
Building a Chicken House, Part 2. (Arthurs and Evans)

COVE AND CHARMAN (Comedians).

2884 You're Such a Lovable Girl.. (Edgar and Cuthbertson)
The Mississippi Barbecue ..... (Dave Reed)

ROYAL MILITARY BAND.

2885 The Wayside Chapel ..... (Gordon Mackenzie)
Sabbath Memories ..... (Gordon Mackenzie)

ROYAL MILITARY BAND.

2886 Bells of Peace ..... (Victor Locksley)
Victorious Chimes ..... (Victor Locksley)

THE TWO BOBS (Ragtime Monarchs).

2887 Winter Nights ..... (Clarke and Schwartz)
She Lives Down in Our Alley. (McCarron and Bayha)

MORNY CASH (Comedian).

2888 I've Been Married a Year ..... (Tom Sanson)
I Will Have a Night To-night ..... (Chas. Collins)

BILLY WHITLOCK (Laughing Comic).

2889 Chuckles ..... (Whitlock)
A Laughing Dream ..... (Whitlock)

RITA SQUIRE (Soprano).

2890 I Wonder if Love Is a Dream ..... (Teschemacher and Forster)
April Morn ..... (Dowers and Batten)

DENMAN HUGHES AND QUARTETTE.

2891 A Little Bit of Heaven ..... (Brennan and Ball)
When Irish Eyes Are Smiling. (Olcott, Graff and Ball)

STANLEY KIRKBY (Baritone).

2892 Good-bye, Virginia ..... (Clarke and Schwartz)

TED YORKE.

I Want to Go Back to Michigan ..... (Irving Berlin)

ROYAL COURT ORCHESTRA.

2893 Mon Bijou Waltz ..... (C. E. Lepaige)
Destiny Waltz ..... (Sydney Baynes)

"NOTE THE NOTES"

This is the trade-mark music lovers are looking for—and *asking for.* Are you benefiting by its display?

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

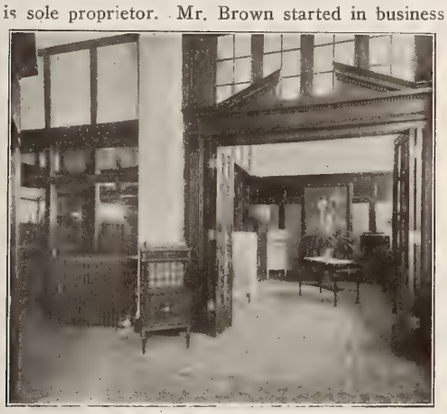
Columbia Graphophone Company
Woolworth Building, New York

DOUBLES SPACE IN ONE YEAR.

Wallace Brown Edison Shop Meets with Unusual Success in Detroit with the Edison Diamond Disc Phonograph—Liberal Advertising Largely Responsible for Success.

(Special to The Talking Machine World.)

DETROIT, MICH., November 5.—One of the genuinely successful business enterprises of this city is the Wallace Brown Edison Shop at 31-33 East Grand River avenue, and of which Wallace Brown is sole proprietor. Mr. Brown started in business



Display Room of Edison Shop.

at 31 East Grand River avenue just about a year ago, or on October 28, 1914, to be exact, and arranged to handle the Edison diamond disc phonograph exclusively. The success of his venture is

Main Reception Room, Edison Shop.

best indicated by the fact that in less than a year his original quarters proved too small to care for his business properly and he was compelled to take the adjoining store at No. 33. The new and old stores were thrown into one by knocking out the dividing wall, and the result is that Mr. Brown now enjoys 35 feet of valuable show space on the avenue and interior space equal to the present business demands. In making the changes the services of expert decorators were utilized and the excellent results of the remodeling operation are shown in the accompanying illustrations. Mr. Brown has been advertising his new quarters liberally, and has installed a large stock of machines and records and is thoroughly optimistic regarding the business outlook, especially as it affects the Edison product.

PHONOGRAPHIC GOLF BALL?

Briggs, the Cartoonist in the California Papers, Suggests This Novelty Which Has Come in for Considerable Notice in the Local Papers.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., November 4.—That the local golfing population has become attracted by the presence of the Briggs cartoons on the sporting pages of the Chronicle is attested to by the experience related by A. R. Pommer, of this city, one of the State's prominent green enthusiasts.

Quite recently, through one of his cartoons, Briggs made the suggestion that some kind of mechanical device be attached to all golf balls of such a nature that when the ball became lost an automatic whistle or bell might announce its presence to the searcher. Pommer, among many, read this and with interest aroused sent a copy of the cartoon to Thomas Edison, the American inventor, with the suggestion that some practical method of putting the theory of the cartoonist into practice be adopted.

Edison returned a note to Pommer stating that he had looked upon the proposition with interest and that he had turned the matter over to his department for the development of sirens and other mechanical devices. And so we may soon have the phonographic golf ball. Those of the golfing population of the entire country who have met with the bogey of lost ball should read this article with interest. Imagine the satisfaction of a siren note from the tall grass where the lost ball lies telling that the search is over and despair at an end.

SELLING LIKE COURTSHIP.

In a commercial sense, all selling effort can be divided under two heads, as follows:

1. The kind of selling that requires the salesman to go to the customer.

2. The kind of selling that requires the customer to come to the salesman.

RECORDS OF SCOTTISH RITE CHOIR.

The personal record department of the Columbia Co. has been unusually busy the past month, its activities including the recording of many unique selections. The Scottish Rite Choir of St. Louis, Mo., which visited Washington, D. C., recently to attend the dedication of the Scottish Rite Mother Temple, journeyed to New York and made two records in the Columbia personal record department's laboratory. This choir, which is composed of twenty-three prominent members of the Masonic order, is well known in the Middle West.

Raymond Gould, a piano dealer of 193 Cohuac street West, Battle Creek, Mich., has secured the agency for the Pathé Pathephones.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.

Like another extensively advertised product, our

Tru-Tone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET NEW YORK

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., November 9.—The talking machine business during October was of most unusual activity. The volume of business with every dealer has been limited to the number of machines he was able to secure. This is usually the condition with the Victor dealers, but during that month it has been equally the condition with the Columbia and Edison dealers. It was a banner month, and November has started with a rush—a rush that would indicate that everyone who wants a talking machine for entertainment this winter is not going to be supplied.

The Penn Phonograph Co. reports that its business has been phenomenal and that November has begun with the condition in keeping with the past at this time of the year. It has been impossible, it says, to get special machine stock to keep up with the orders, but in most instances it has been possible to fill record stock at the rate of 100 per cent.

Most of the Penn Co. dealers had the foresight to place their orders for machines early in the season and are now in pretty good shape, but they have begun to send in requests for additional supply and already the firm has received a number of orders for January delivery.

Morris Fitzpatrick, formerly connected with the Penn Co., but who is now with the Eclipse Music Co., of Cleveland, O., has written to the Penn Co. that he is enjoying a good business in the State of Ohio and is well satisfied with his new field of labor.

F. B. Elkington, the talking machine dealer at Twenty-ninth street and Susquehanna avenue, has sold out his business to W. M. Johnson, who will conduct it at the same place.

Among the out-of-town men here this week were Charles K. Bennett, of Cleveland, O., formerly with the Victor Co., and Thomas Towell, of the same city. They came on here to urge the Victor Co. to rush orders to them on account of their heavy demand.

William J. Elwell, manager of the wholesale department at Heppe's, has the sympathy of the trade in the death of his wife, which occurred on last Monday.

Blake & Burkart, the big handlers here of the Edison, had a tremendously big business in October, and from the way November has started they expect to have a rush business from now on to the first of the year. Their business has entirely outgrown their present quarters, and they have leased the other half of the first floor of their present building and will occupy it the first of January. This new addition has a floor space of more than 3,000 square feet, and it will be arranged, besides selling rooms, into a large hall for recitals which will seat from 125 to 150 people. Altogether this will be the largest individual talking machine store in the city when this new addition is occupied.

Blake & Burkart have also started an auto truck delivery service, and with the securing of their addition they will have access to a rear entrance and exit for their machines. The mechanical force has been trained in the Edison factory at West Orange, N. J., and their service is gratis to purchasers. They have equipped their repair men with motorcycles, and their salesman, Mr. Bentley, has put on an automobile himself—a Buick runabout—for canvassing work. A new man has been added to the repair department.

The Ludwig Piano Co., which recently took on the Edison, has been meeting with great success and has been advertising liberally. This week a window placard, which is seen by everybody, contains the line, "Did you ever hear a phonograph?" They have a series of photographs in the window of leading Edison artists.

There is a growing demand for an Edison agency in Philadelphia, to be located in some section of Germantown, either on Chelten or Germantown avenue, and it would be a good field for someone.

M. Hybeman, of Norristown, with his "Sam'l of Posen" dialect, was the jovial visitor among the trade here this week.

The Edison dictating machine has had a large sale in October, some of the leading new firms who purchased these machines being Arthur Thomas, dealer in surgical instruments; the Keating Co., 715 Sansom street; the Nelson Valve Co., John T. Lewis, the Atlas Powder Co., the North American Co. and the Fayette R. Plumb Co., Inc., and most of these firms, as well as firms already using the Edison, have added the Telescribe for recording telephone conversations.

The Louis Buehn Co. reports that its business has been increasing right along. It is difficult to get Victor talking machines fast enough, although a greater percentage is being received than at this time last year, but business has been doubled.

J. N. Blackman, of the Blackman Talking Machine Co., of New York, was a Philadelphia visitor the past week.

Charles Koch, the Victor dealer at Logan, is going to considerable expense in remodeling his store, which will enable him to take care of his increased business. He will have three new booths.

The talking machine department of Gimbel Bros. will be moved to the new location in the store on the seventh floor on Monday of the coming week. The department will occupy more than double the previous amount of space and will have a much more prominent location. There are a dozen booths, all of them sound-proof, with ventilators in the ceiling. They are all in white and neatly furnished.

The Columbia Dictaphone is benefiting from its recent publicity campaign. The local house had in October the biggest month this year, so naturally all are highly elated. Among some of the new accounts were the Charles Felin Lumber Co., the Philadelphia Steam Heating Co., the Schutte-Koerting Co., S. H. Burbank & Co., Antonio, Roig & Langsdorf, cigar manufacturers; the Westinghouse Electric Co., the Sydney J. Burgoyne Co., printers; the Harrison Bros., paint manufacturers, as well as a number of others.

J. D. Westervelt, manager of the Edison dictating machine department, gave a dinner to all his salesmen, as well as some invited guests, this week. The guests included W. T. Sibbet, of Baltimore, Md.; M. Lee Goldsmit, and W. D. Reinard, of Harrisburg. They had a most enjoyable time and talked over the coming campaign.

Manager Eckhardt, of the Pennsylvania Talking Machine Co., is to be seen frequently on the streets in the finest touring car owned in this city. It is yellow, which is the only thing of that color about the owner. The car is to be seen every day in front of the Pennsylvania Co. store, and there is always a crowd around admiring it.

Mr. Eckhardt reports that the demand for Columbia machines has been very fine, but, like other dealers, he complains of a shortage of goods, and his business has been limited to the amount of stock he could secure. Last year's business has been beaten by 100 per cent. Mr. Eckhardt is endeavoring now to take care of his customers in every possible way. A lot of very good new accounts have been opened recently at the Baltimore store. He says his firm is in a position to do the business, and if they could have gotten the goods this past October they would have been able to do several hundred per cent. over last year.

Penn Phonograph Co.

VICTOR

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on "shorts" during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.

PHILADELPHIA PENNA.

Pen Your Victor Orders to Penn

NEW QUARTERS IN ALLENTOWN, PA.

(Special to The Talking Machine World.)

ALLENTOWN, PA., November 9.—The J. M. & E. D. Cameron Music House has thrown open to the public its remodeled quarters at 905 Hamilton street, where a new Columbia Grafonola department is one of the features. The business here was established in 1907, and its expansion has required the gradual absorption of the entire building, which was taken on a long-time lease last spring. Immediately after the lease was signed the company started work in remodeling the entire interior and has provided more convenient quarters for its pianos, player-pianos and Grafonolas. The Cameron Co. handles the Lauter, Milton, Weser Bros. and Francis Bacon pianos and player-pianos with great success. In addition to the local store the concern also has branches in Bethlehem and Easton, Pa.

The Victor Talking Machine Co. sent out to its dealers recently a special list of records appropriate for the Christmas and holiday season. A special supplement and a suitable Christmas hanger will be forwarded shortly, and a new Christmas street car card is also ready for distribution, containing illustrations and text pertinent to Christmas.

On record orders we fill from stock over 98% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines, are as well filled as factory conditions permit. Complete stocks of repair parts and accessories as well as for repair parts and accessories, are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE
Victor Distributors

Record numbers are worse than telephone numbers. More things happen to record numbers than you can imagine. Wrong numbers go Sherman one better.

So will you co-operate with us and double-check record lists? It means a great deal to both of us at all times, but the urgency of the next six weeks' business requires the saving of every possible minute.

Since our specializing in Victor exclusively, and Victor exclusively wholesale, we know we can show you that Buehn Service is "keyed up" service with every one working on pins and needles to make good.

There is a spirit of co-operation between us that makes every one in our immense establishment ever on the "job" for your protection.

Records! Records! Records!
We have the Records.

THOS. A. EDISON TALKS ACROSS THE CONTINENT.

Friends at the Laboratory at Orange Converse with the Inventor in San Francisco—Send Edison Music 3,400 Miles Over Wires—A Record Breaking Order Day for Edison Products.

While Thomas A. Edison was surrounded by his friends in a specially arranged booth on the grounds of the Panama-Pacific Exposition at San Francisco on October 21, the evening of Edison Day, a number of his friends had gathered in the Edison laboratory at Orange to receive what he termed his "first real telephone message" across the continent. In the laboratory were nearly 200 invited guests, who enjoyed to the utmost the historic evening.

An amplified receiver made possible for Mr. Edison his use of the telephone in the across-continent conversation, which was arranged as a part of the celebration to commemorate the thirty-sixth anniversary of his invention of the incandescent electric light.

The great Edison plant was well illuminated, and over the laboratory floated the American flag, brought out in distinct contrast by electricity against the darkened sky.

As the visitors were ushered into the library of the laboratory they found the place lighted with numerous incandescent lamps, while Mr. Edison's picture was surrounded by them. American colors draped the hall and the platform erected over Mr. Edison's own desk, on which the instruments that were to amplify the sound and carry on the event were placed.

One of the interesting exhibits was one of the first generators devised by Mr. Edison. There was also a section of the Atlantic submarine cable over which the first message was sent.

Dr. Miller Reese Hutchinson, chief of the recording laboratory, had charge of the Orange entertainment.

On the chair of each of the guests was an individual receiver, and before getting the San Francisco connection Dr. Hutchinson remarked that a record had been completed that day which would convey a message to Mr. Edison from his friends in the Orange laboratory. The record in part contained the following:

"In commemoration of the thirty-sixth anniversary of your great invention, the incandescent lamp, many of your friends, including members of your family, associates of the early days of Menlo Park, heads of departments of your great organization and all the members of your engineering staff, are gathered in the library of your laboratory. We are all distinctly Edison. This address, for instance, is being made to you by your greatest favorite, the Edison diamond disc phonograph."

When asked to reply Mr. Edison insisted on having his joke and said, "Let me get my glasses." He then said:

"It may seem strange to those who know my work on the telephone carbon transmitter that this is the first time I have ever carried on a conversation over the telephone. Trying to talk thirty-four hundred miles on my first attempt at a telephone conversation seems to be a pretty big undertaking, but the engineers of the Bell system have made it easier to talk thirty-four hundred miles than it used to be to talk thirty-four miles. In my research work I have spent a great many years listening to the phonograph, but it gives me a singular sensation to sit here in California and hear the new diamond disc phonograph over the telephone all the way from Orange, N. J. I heard the record of Hutch's talk very plainly. I should now like to hear a musical record. If you have one handy I wish you would play that Anna Case record from 'Louise.'" The selection from "Louise" could not be found, but Anna Case's Charmant Oiseau from "The Pearl of Brazil" was played instead. Mr. Edison expressed great pleasure at the end with the perfect reproduction.

"That's fine," he said.

He was asked to play the record back from San Francisco, and a machine at that end was started and the West Orange audience heard the record repeated.

Mr. Edison then carried on a conversation with a number of friends at the laboratory, among whom was Carl H. Wilson, vice-president and general manager of the Edison interests. After he congratulated Mr. Edison upon the honors paid him at San Francisco, he remarked: "I have got some good business news to convey to you, Mr. Edison."

"What is it?" asked the great inventor.

"We have been celebrating Edison Day at this end of the line, and to-day we have received orders for 7,300 machines, reaching a total value of $563,000."

"Sounds good. Looks like business, doesn't it?" remarked Mr. Edison.

The conversation then shifted to Chicago, and the guests in Orange listened to a talk between Mr. Edison and John J. Carty, chief engineer of the American Telephone & Telegraph Co. Mr. Carty congratulated Mr. Edison, and said that he was pleased to give him the first information of the wireless conversation from Arlington, Va., with the Eiffel Tower in Paris. "A notable achievement," replied Mr. Edison. "You and I ought to get together with my phonograph and your wireless telephone to increase sound waves. With a megaphone attachment an entire audience on the Pacific Coast might readily hear a concert on the Atlantic seaboard."

The conversation with Mr. Edison 3,400 miles away with his various friends was perfectly audible and distinctly characteristic of the man. After Mr. Edison had left the booth at San Francisco Mrs. Edison was placed on the wire and spoke to her two sons, Charles and Theodore, in Orange.

In the first rows were members of Mr. Edison's

Guests in Edison Laboratory at Orange, N. J., Listening to Cross Country Telephoning.

family, among them the following: Charles and Theodore Edison, Mr. and Mrs. Thomas A. Edison, Jr., Mr. and Mrs. William Edison, John B. Miller, brother of Mrs. Edison; Charles Edison Poyer, a nephew of the inventor; Mr. and Mrs. Henry Nicholl, of New York.

Among the guests were Benjamin S. Whitehead, of Newark; Capt. George E. Burd, U. S. N.; Charles Wirt, of Philadelphia; M. F. Moore, of Roselle; T. Commerford Martin and Edward H. Johnson, of New York; Mr. and Mrs. Frank A. Potter, of East Orange; Edward Lyman Bill, editor of The Talking Machine World; Dr. G. F. Kunz, New York; Mr. and Mrs. George Merck, of Llewellyn Park; Dr. and Mrs. John H. Bradshaw, of Orange, and Mrs. William G. Bee.

Among the old associates of Mr. Edison were George F. Morrison, of Harrison, general manager of the Edison Lamp Works; Dr. Frank J. Sprague, of New York; Sidney B. Payne, of Schenectady; J. C. Walker, William J. Hammer, Charles L. Clarke and John Ott, of West Orange.

At the San Francisco end were Mr. and Mrs. Edison, William G. Bee, who traveled with him; Mr. and Mrs. Helen Miller and Mr. and Mrs. Henry Ford and their son, Edsall, besides Governor Johnson.

Listening at Chicago was Dr. John J. Carty, chief engineer of the American Telegraph & Telephone Co., who was unable to be present.

The evening was an historic one and was greatly enjoyed by the assemblage.

After the conversation with San Francisco had ceased the guests were invited to a moving picture exhibiton, showing some of Mr. Edison's early inventions, in one of the huge concrete structures adjoining the laboratory.

NEW TALKER STORE IN BROOKLYN.

Ranah Co., Inc., Opens Handsome Quarters in the Times Plaza, That City—To Feature Victor Line Exclusively—D. W. Moor in Charge.

One of the latest additions to the talking machine trade in Brooklyn, N. Y., is the Ranah Co., Inc., which on Wednesday of last week opened a handsome store in the Times Plaza, that city. The new company will handle Victor talking machines and records exclusively, and is under the management of Dan W. Moor, well known to the talking machine trade throughout the country.

The interior of the store has been handsomely decorated. The decorative scheme is in French gray, white and rose. The store has been laid with parquet flooring throughout, and several sound-proof demonstration booths have been provided, all of them handsomely furnished.

Mr. Moor thinks that his location is especially favorable, and intends to make a specialty of the Long Island trade. In fact, he has made arrangements for placing posters and cards in the Long Island Railroad station and upon the trains.

"We are going to establish a unique service, which I think has never been put into operation by a talking machine company before," said Mr. Moor. "We will encourage our Long Island customers to telephone us what records they wish, and then when they pass through the Plaza on their way to catch the train we shall have our messengers to meet them with the records, thus saving time."

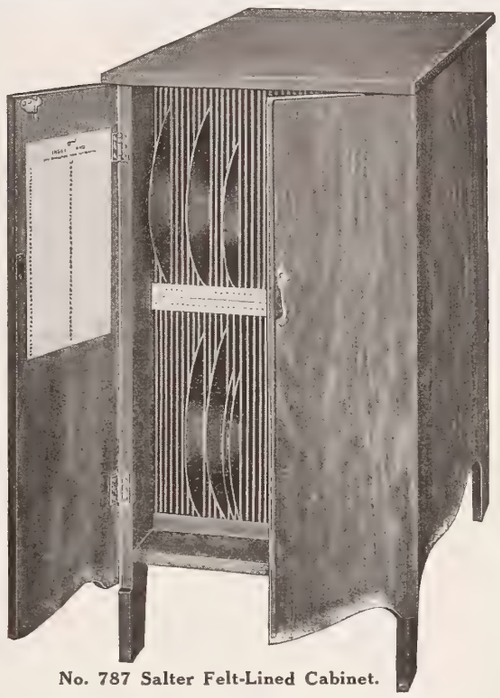
SONORA

Representatives will do well to order several of this style Salter Cabinet right away.

It furnishes a particularly attractive appearance when used in conjunction with "Monarch" or "Excelsior" Sonora models.

Its *felt-lined* compartments hold 90 records and protect them from scratches, dust and warping. Equipped with indexing system.

Complete catalogs show other cabinets for Sonora and other makes of machines.



No. 787 Salter Felt-Lined Cabinet.

SALTER MFG. CO.

337-339 N. OAKLEY BLVD. CHICAGO

THE PATHE IN PORTO RICO.

The Pathé Frères Phonograph Co., 29 West Thirty-eighth street, New York, received this week

Showroom of R. A. Macfie, San Juan, P. R.

the accompanying photograph from R. A. Macfie, Pathé dealer in San Juan, P. R., who recently opened attractive warerooms in that city. Mr. Macfie is enthusiastic regarding the prospects for his Pathé business in San Juan, and has spent considerable money in fitting up an attractive, comfortable establishment, which he is making a Mecca for San Juan music lovers. Mr. Macfie reports the closing of a splendid Pathé business during the past few weeks, and has made plans for a banner fall trade.

NEW QUARTERS IN BERKELEY, CAL.

Omer N. Kruscke Co. Opens Handsome New Phonograph Salesrooms in That City.

(Special to The Talking Machine World.)

BERKELEY, CAL., November 4.—The Omer N. Kruscke Co., which handles the Edison diamond disc phonographs in this city, held the formal opening of its handsome new store at 2206 Shattuck street last month, upon which occasion a free concert was provided for the many visitors by local talent and the Edison diamond disc phonograph was demonstrated. The new store is appropriately decorated and affords excellent display space for the instruments handled. Separate sound-proof rooms are provided for the demonstration of machines and records.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUT-RATERS WIN, STOCK VALUES WILL TUMBLE.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE

NEEDLES

All the music of all the world, and most of the fun of it, too, can be heard on Columbia instruments. And can be heard to the best possible advantage. Why? Columbia *tone.*

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

BETTER FEELING IN THE SOUTH.

J. Newcomb Blackman Tells of Improving Conditions as Noted in Recent Southern Trip—Mission Was in the Interest of the Stevens Bill—Met with Support from All Sides.

"There is an optimistic feeling throughout the South which is very pleasing," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., of New York, who returned last week from a two weeks' trip through the South, which he took as a member of a special committee of Victor jobbers who visited the Hon. W. C. Adamson in the interests of the Stevens bill at his home in Carrollton, Ga. "This optimism is apparent on the part of both the farmers and merchants, and in Atlanta, Chattanooga and other large trade centers there is every indication of improving business.

"A year ago the South was in bad shape, and I am told the planters were willing but unable to get eight cents per pound for their cotton, whereas the market now, through generally improved business conditions, as well as a reduced crop, has made them hesitate to accept thirteen cents, and they are holding out in many cases for a price of fifteen cents.

"It is also apparent that the Southerners are beginning to realize the value of diversified crops and that the West and other sections of the country are permanently on a better basis because of not having to depend on the success of one crop.

"With conditions in the South as steady as they now are and a bountiful crop in the West, coupled with the returning general prosperity in the East, there is certainly forecast a most wonderful outlook for future business.

"The committee of three, including myself, was very successful in its campaign among merchants and others in the interests of the Stevens bill. In not a single instance did it have any difficulty in immediately getting the support of the merchant and banker, and with the farmers it was merely necessary to explain what the Stevens bill really was to have them also agree that it was a big protection to the consumer.

"What we need, I feel, is more business education among the consumers, and it is in this way that more effective results will be obtained, for after all the masses are made up of consumers. There cannot be too much personal work done on the part of the trade to help educate the ordinary purchaser to the value of fair prices on dependable merchandise."

INCORPORATED.

Among the incorporations filed with the Secretary of State at Albany, N. Y., last week was that of the Utica Music Co., of Utica, N. Y., for the purpose of handling phonographs, records and supplies. Capital, $10,000. Those interested are R. G. Dunmore, C. R. Dewey and E. M. Coughlin.

E. R. Hamler, special representative of the Edison diamond disc phonograph, has been spending some time in Aberdeen, S. D., demonstrating the Edison machine in D. G. Gallett's jewelry store.

THERE is character to Andrews Service. You are handled by men who know the talking machine business, and since we dropped the sporting goods department, there is more time for over-pleasing you. On Records, particularly, you can get what you want at Andrews.

We specialize on Victor and Edison (cylinder) machines and records, and all accessories adapted to the talking machine industry.

W. D. ANDREWS
BUFFALO, N. Y.

When you think of Buffalo, think of Andrews.

ANNOUNCES NEW ELECTRIC MOTOR.

Tiffany Motor Co. Introducing Motor to Be Installed in New or Old Talking Machines Which Operates with Dry Batteries.

Announcement is made by the Tiffany Motor Co., 75 Fulton street, New York, of its new electric motor for talking machines. This was created several years ago by Mr. Tiffany, and some time reached the state of perfection that prompted the company to feature it to the trade. Made so that it can be easily installed in new or old phonographs, and operates with dry batteries. W. P. De Saussure, Jr., president of the concern, states that about 2,000 records can be played on two batteries, and that with the elimination of gears and belts, with the creation of the self-oiling system, it gives no trouble. The motor is built with ball bearings, and in addition has an automatic stop that works. One feature is that this motor works independent of any kind of electric current and can go into any house, whether wired or not.

NEW COLUMBIA FACTORY UNDER WAY

When Ready for Completion Will Represent Outlay of $250,000—Gathering of Managers.

The Columbia Graphophone Co. has awarded the contract for the erection of its new factory addition at Bridgeport Conn., to the T. J. Purdy Construction Co., of that city. This building will be 60x325 feet, with ells 15x57 and 15x19 feet, five stories high, of reinforced concrete and steel fireproof construction. The cost of the building will be in the neighborhood of $125,000, and work is to be started at once. When ready for occupancy the new building will represent an expenditure of $250,000, and will be furnished with the most advanced improvements in mechanical equipment. This addition to the Columbia plant is much needed at the present time, as the company is far behind its orders in both machines and records, although working to capacity and employing three shifts of workers. The new plant will materially increase the output of the Columbia record division.

A number of the district managers of the Columbia Graphophone Co. arrived in New York recently to confer with the executive officers relative to the plans in view for the handling of fall and winter trade, and to generally discuss production and sales activities. Among those in attendance at these conferences were Walter L. Eckhardt, district manager of Philadelphia territory; W. C. Fuhri, Middle West district manager; S. H. Nichols, district manager with headquarters at Pittsburgh; R. F. Bolton, district manager, New York, and H. A. Yerkes, New England district manager.

L. W. Collings, manager of the contract department of the Victor Talking Machine Co., has advised Victor dealers of the annulment of the "Victor dealers' identification card." In the future a distributer, when closing orders for Victor products from a Victor dealer with whom he has no countersigned agreement, instead of having the dealer again execute one, will merely request the Victor Co. to issue a "permit" to supply that dealer.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

WASHINGTON, D. C., November 6.—SOUND-BOX.—Albert C. Diehl, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,156,217.

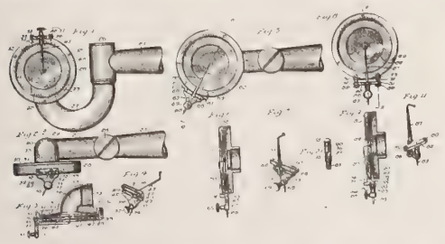
This invention particularly relates to the mounting which supports the stylus needle, and which is connected with the diaphragm by a stylus bar in sound boxes for recording and reproducing machines.

The principal objects of this invention are to provide a simple and efficient stylus mounting, wherein the number of separable parts is reduced to a minimum; to provide a stylus mounting wherein the axis of oscillation of the vibratory portion is invariable; to provide a stylus mounting with a reduced region which substantially approaches a knife edge, and which supports the vibratory portion of said mounting, independent of other retaining means; to provide a stylus mounting wherein the rigid and vibratory portions are formed of a unitary structure, capable of a limited oscillatory movement; and to provide means to limit the range of oscillation of the vibratory portion of said mounting.

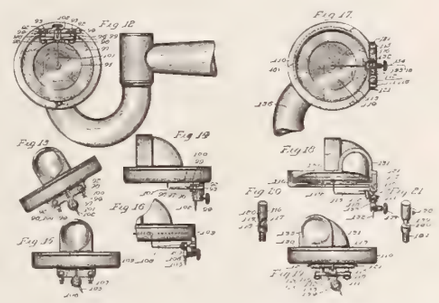
Other objects of this invention are to mount the sound box in substantially horizontal position to reduce the height of said sound box, and to permit a reduction of the casing in which it is to be inclosed; and to dispose the sound conduit adjacent to the edge of the sound box, local to the needle mounting, to balance the weight of said box on said needle, in a position for the convenient attachment of the gooseneck therewith.

The form of this invention provides a sound box with a stylus mounting connected with the diaphragm of said sound box by a stylus bar and comprising a holder for the stylus needle; a support secured to said sound box casing and connected with the holder by posts which are provided with notches having converging walls approaching substantially a knife edge, to form a thin web, providing a fulcrum; a projection extending between said posts rigidly secured to one part of said mounting and extending adjacent to the other part of said mounting, and arranged to prevent such relative movement of the parts as would tend to fracture said posts on the fulcrum line of connection between said parts; and provides a mounting, arranged to hold a stylus needle in transverse relation to the plane of the diaphragm.

In the accompanying drawings, Figure 1 is an inverted plan view of a horizontal sound box, showing the preferred embodiment of this invention,



mounted upon the gooseneck of the swinging arm of a talking machine; Fig. 2 is a side elevational view of said sound box, together with a gooseneck and swinging arm shown in Fig. 1; Fig. 3 is a central vertical sectional view of said sound box, taken on the line 3—3 in Fig. 2; Fig. 4 is a perspective view of the stylus mounting; Fig. 5 is a side elevational view, showing a convenient embodiment of this invention as applied to a sound box having its diaphragm disposed in a vertical plane; Fig. 6 is a central sectional view taken on the line 6—6 in Fig. 5; Fig. 7 is a perspective view of the stylus mounting shown in Figs. 5 and 6; Fig. 8 is a side elevational view of a sound box conveniently embodying a modified form of stylus mounting adapted to a vertically disposed sound box; Fig. 9 is a central sectional view of the sound box shown in Fig. 8, taken on the line 9—9 in said figure; Fig. 10 is a perspective view of one of the flexible posts which connect the needle holder with the mounting support; Fig. 11 is a perspective view of the stylus mounting, shown in Figs. 8 and 10; Fig. 12 is an inverted plan view of the horizontal form of sound box embodying the form of flexible connector shown in Fig. 10; Fig. 13 is an elevational view of the sound box shown in Fig. 12; Fig. 14 is a side elevation and partial sectional view of the sound box shown in Figs. 12 and 13; Fig. 15 is a side elevational view showing a sound box and a mounting embodying another form of this invention; Fig. 16 is a fragmentary sectional elevation of the sound box and mounting shown in Fig. 15; Fig. 17 is an inverted plan view of another form of sound box and stylus mounting; Fig. 18 is a sectional view of the sound box shown in Fig. 17, taken on the line 18—18 in said figure; Fig. 19 is a side elevational view of the sound box shown



in Figs. 17 and 18, showing a slightly modified construction of the flexible posts; Fig. 20 is a perspective view of one of the flexible posts shown in Figs. 18 and 19; and Fig. 21 is a modification of the post shown in Fig. 20.

PHONOGRAPH.—Clinton B. Repp, Plainfield, N. J. Patent No. 1,156,931.

This invention relates to phonographs, and more particularly to a type wherein sound vibrations are transmitted to a diaphragm through a vibrant transmitter arm.

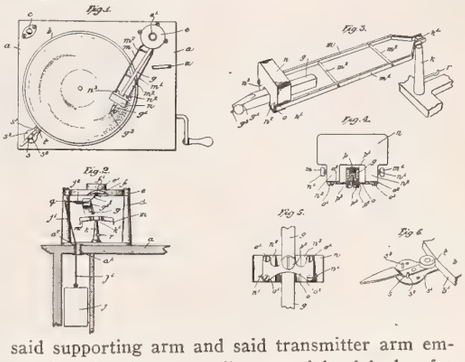
The main object of this invention is to provide a phonograph of this type wherein the end of the transmitter arm adjacent to the needle or stylus will be supported in a manner to develop the requisite pressure of the needle or stylus upon the record, while at the same time minimizing or preventing the development of vibrations in the supporting means for or the transmission of vibrations through said means from the transmitter arm.

A further object is to connect the transmitter arm with the supporting means in a manner to permit the adjustment of the machine for use with different styles of records, such as vertical cut with V-shaped bottom, or cupped bottom, lateral cut, or combined lateral and vertical cut.

A still further object is to provide a phonograph of this type wherein a vibration absorbent body is arranged between the transmitter arm and the supporting arm therefor, said means being connected to the transmitter arm and the supporting arm therefor, said means being connected to the transmitter arm in a manner to minimize the tendency of vibrations to pass from said arm to said vibration absorbent body.

A still further object is to provide a phonograph of this character wherein the various supporting means for the transmitter arm and the supporting arm therefor will be so constructed as to afford no loose parts which, by rattling, will have a tendency to develop cross vibrations or overtones resulting in blasts or interference with the tone quality of the sound reproduction. And a still further object is to provide in a phonograph of this character means whereby the direction of the tensioning stress upon the diaphragm may be controlled to secure a more perfect reproduction with the vertical cut, or combined vertical and lateral cut records.

The invention consists primarily in a phonograph embodying therein a stationary diaphragm, a transmitter arm, means whereby vibrations passing through said arm are conveyed to said diaphragm, tensioning means for the diaphragm, a pivotal weighted supporting arm, and connections between



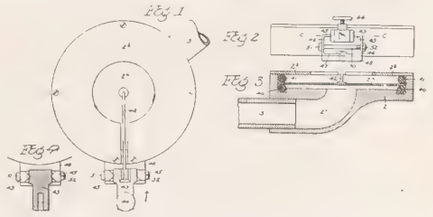
said supporting arm and said transmitter arm embodying therein a non-vibrant weighted body of a mass sufficient to absorb vibrations passing thereto.

Referring to the drawings: Figure 1 is a plan view of a phonograph embodying the invention, with the amplifier removed therefrom; Fig. 2 is a back view of the sound box and transmission mechanism; Fig. 3 is a perspective view of the transmitter arm supporting means, the outer portion of the transmitter arm being shown in connection therewith; Fig. 4 is a front view of the connecting means between the transmitter arm and its supporting means, the transmitter arm and side bars of the supporting frame being shown in cross section; Fig. 5 is a bottom view of the vibration absorbent body and the flexible connection between same and the transmitter arm, a portion of said transmitter arm being shown; and Fig. 6 is a detail view of the stopping lever.

SOUND-BOX FOR TALKING MACHINES.—Horace Sheble, Philadelphia, Pa. Patent No. 1,158,316.

The object of this invention is to so construct a talking machine sound box as to tend to maintain in one position the lever which carries the stylus or needle and to return said lever to such position when it has been deflected therefrom.

Figure 1 is a face view, on an enlarged scale, of



a sound box constructed in accordance with this invention; Fig. 2 is an edge view of the same, looking in the direction of the arrow, Fig. 1; Fig. 3 is a transverse section of the sound box and part of the tone arm connected thereto, and Fig. 4 is a sectional view on the line *c—c*, Fig. 2.

RECORD-CLEANING ATTACHMENT FOR TALKING MACHINES.—Joseph W. Pitcher, Washington, D. C. Patent No. 1,157,958.

This invention has for its object to provide improved means for cleaning the grooves in a record in advance of the needle, said cleaning device being detachably mounted on the sound box.

The chief aim of this invention is to provide a cleaning attachment of the kind described which may be adjusted to correspond with needles of different lengths, it being well understood that needles of different lengths are used to secure different tone effects. Obviously, a cleaning device which is not adjustable on the sound box may be effective when one length of needle is used and have little or no effect when a longer needle is substituted, hence the desirability of providing an adjustable cleaning device which will be equally effective with different lengths of needles.

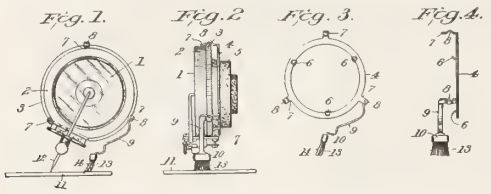
A further object of the invention is to increase the effectiveness of the cleaning device by having it act against the record under spring pressure in an improved manner to be presently described.

(*Continued on page* 80.)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 79).

Other objects are to eliminate the unpleasant sounds caused by the contact of the needle with the surface of the record in use, and to bring the cleaning device in close proximity to the needle, whereby any disagreeable screechy or other noises are appreciably muffled or deadened.

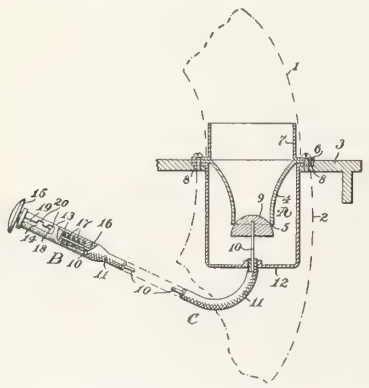
Figure 1 is a side elevation of a sound box equipped with an improved cleaning attachment, a



portion of the record also being shown in edge view; Fig. 2 is a rear edge view of the sound box, showing more clearly how the attachment is detachably mounted thereon; Fig. 3 is a detailed rear view of the attachment, and Fig. 4 is an edge view of the same.

Talking Machine.—Frederick James Empson, Sydney, New South Wales, Australia, assignor to the Aeolian Co., New York. Patent No. 1,158,401.

This invention is for improvements in talking machines, phonographs and other automatic musical instruments, relating particularly to improved control means for regulating the expression valve means in such instruments; and is a division of an earlier application for United States patent serial No. 739,521, filed December 31, 1912. In said musical instruments wherein expression effects are sought by the manipulation of a valve, Mr. Empson has discovered that the best effects musically are obtainable only when the valve control means possesses preferably both of the following characteristics: First, said control means should comprise an immediate operative connection with the expression valve so that its every adjustment by the performer, whether great or slight, smooth or sudden, in opening direction or closing, is instantly correspondingly communicated to the valve. Secondly, said control means should also be freely portable or adapted to be swayed, in spite of its said connection, so that it does not require the performer, in operating it, to assume or maintain any fixed relationship either to it or to the instrument. In other words, it has been discovered that the eminently suitable control means for the expression valve means in automatic musical instruments should comprise a freely portable handle having parts which in the hands of the performer are delicately adjustable relative to each other with an immediate flexible operative connection to the expression valve, whereby every kind of adjustment of the handle parts on each other immediately adjusts said valve appropriately and whereby the



said performer, because not compelled to maintain any definite position, is free to move rhythmically with the music without in the slightest losing or jeopardizing his control of the handle or bringing about any undesired adjustment of its parts or of the valve due to said sympathetic movements of the hands, arms or body generally.

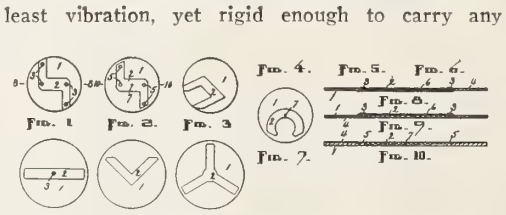
The accompanying drawing shows diagrammatically an embodiment of the invention in connection with a phonograph or talking machine, the parts being shown broken away and in section.

In said drawing the base of the tone arm 1 and the neck of the horn 2 are indicated by the dotted lines; 3 is a horizontal part of the casing of the instrument or a shelf or partition therein.

Acoustic Diaphragm.—William W. Young, Agawam, Mass., assignor to Frank H. Young, St. Louis, Mo. Patent No. 1,153,837.

This invention relates to improvements in diaphragms for use in telephones, talking machines and the like, to reproduce sound, and consists essentially of a thin metallic or fiber base or body piece, to which is closely, intimately and securely attached a stay or brace which extends from the center of such body piece in one or more directions, all as hereinafter set forth.

It has been found that an acoustic diaphragm should, in order to give the best results, be made of very thin material, but inasmuch as a diaphragm, if made of too thin material, is unable to endure the strain to which a diaphragm must necessarily be subjected, means must be provided for reinforcing, stiffening and strengthening the same, without impairing its acoustic qualities or rendering it appreciably less sensitive than would be the case if the device were not provided with said means. As just intimated, however, a diaphragm as sensitive as desired would be impracticable without the addition of the aforesaid reinforcing, stiffening and strengthening means or brace, the body part being too thin to endure for any length of time what may be termed the piston action to which said body is subjected when in use. A centrally disposed member having an extended part or parts, which member with its parts is properly secured to the main portion or body of the diaphragm, is quite capable of affording the necessary amount of reinforcement to said body, however thin the latter may be, so that a most serviceable diaphragm is produced. The reinforcing member or brace may be made in various shapes or forms, so long as there is a part to augment the central portion of the body and one or more parts to support directly and indirectly the other portions of said body. Thus constructed, the diaphragm is sensitive to the least vibration, yet rigid enough to carry any



volume of sound or combination of sounds, either vocal or instrumental, without blasting, rattling or flatting out.

The piston action, to which reference has been made, covers or includes practically the entire area of a diaphragm constructed in accordance with the invention, the brace never being heavy or thick enough to prevent or interfere with such action, but on the contrary augmenting or enhancing it, wherefore the vibrations imparted to the diaphragm produce sound waves that bring out fuller, clearer, rounder and more natural reproductions than is possible with single-piece plain or crimped diaphragms. With either of the latter the vibrations have only a limited range from the center, and blasts on high vocal and instrumental notes are inevitable.

The primary object of the invention is to produce, in accordance with the foregoing, a sound-reproducing device or diaphragm which gives out sound that more nearly simulates the original sound than has been possible heretofore, and this with increased rather than diminished volume.

Figures 1 to 7, inclusive, are plans of various diaphragms which embody practical forms of the invention; Fig. 8, an enlarged cross-section taken on lines 8—8 in Fig. 7; Fig. 9, a similar cross-section but showing a slight modification in construction, and Fig. 10, a cross-section on lines 10—10, Fig. 3.

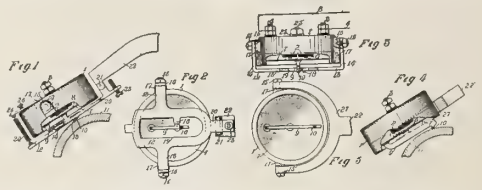
Phonograph.—Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,155,572.

This invention relates to phonographs and more particularly to an improved mounting for a phonographic sound box.

The principal object of the invention is to provide an improved mounting of such a character that the desired pressure of the usual sound-box stylus upon the record is effected by the action of gravity upon the sound box itself, the latter being preferably mounted for up and down movement about a horizontal axis located eccentrically with respect to the same. In the preferred form of my invention the sound box is carried by a support which tracks the phonographic record and serves to take a part of the weight of the sound box off the stylus.

The invention is primarily intended for use in connection with electro-magnetically operable phonographic recorders, but it is not limited to such use.

Figure 1 is a view partly in side elevation and partly in section of one form of the invention applied to an electro-magnetically operable phono-

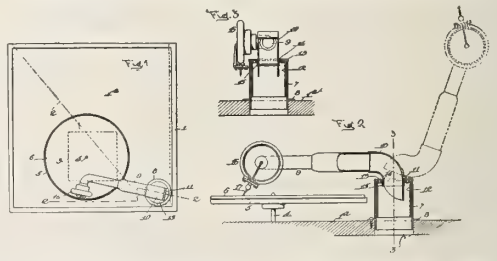


graph recorder; Fig. 2 is a bottom plan view of the same; Fig. 3 is a view of the same partly in front elevation and partly in section; Fig. 4 is a view partly in side elevation and partly in section of a modification, and Fig. 5 is a bottom plan view of the modification.

Tone-Arm Connection for Talking Machines.—William H. Hoschke, New York, N. Y., assignor to the Crescent Talking Machine Co., same place. Patent No. 1,155,064.

The object in view is to produce a tone arm for talking machines or the like which will provide an uninterrupted passage for the sound waves from the reproducer to the horn, resonator or other sound-conveying means. Other objects are to produce a tone arm in which all the movable connections are outside the path of the sound waves, wherein the moving parts are so proportioned and arranged as to offer the least possible resistance to the movements of the arm; a tone arm by means of which the needle socket may be rendered easily accessible to facilitate the insertion and removal of the needle.

Figure 1 is a plan view partly in section of a talking machine with the invention illustrated and



properly adjusted, and in working condition. Fig. 2 is a transverse section of the same taken on the line 2—2 of Fig. 1, and Fig. 3 is a detail section taken on the line 3—3 of Fig. 2.

Note.—So as to keep our patent record in order, we print the numbers and titles of the following patents issued in August and which were not inserted in the September issue of The Talking Machine World: Sound reproducer, A. N. Pierman, Newark, N. J., patent No. 1,148,619; attachment for talking machines, E. S. Antisdale, Chicago, Ill., patent No. 1,149,804; sound box, E. H. Kaufman, New York, patent No. 1,151,472; record disc, A. Ettlinger, New York, patent No. 1,150,020; horn for phonographs, A. P. McArthur, and Elmer Fletcher, Chicago, Ill., patent No. 1,150,215; sound reproducing machine, W. N. Dennison, Merchantville, N. J., patent No. 1,150,346; sound reproducing instrument, A. B. Walker, Chicago, Ill., patent No. 1,150,563; talking machine, W. N. Dennison, Merchantville, N. J., patent No. 1,150,347; sound record and other object, Jonas W. Aylsworth, East Orange, N. J., and Edward L. Aiken, Springfield, Mass., patent No. 1,151,849; gramophone, Joseph Sanders, Washington, D. C., patent No. 1,152,343.

RECORD BULLETINS FOR DECEMBER, 1915.

THE COLUMBIA GRAPHOPHONE CO.

DOUBLE DISC RECORDS.
Popular Hits of the Month.

No. Size.

A1848 Back Home in Tennessee (Donaldson). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
I'm All Alone (Herman and Fox). Soprano and Tenor Duet, orch. accomp. Ethel Costello and Henry Burr 10

A1847 Bounce Me, John, I've Rubber Heels On (McCarthy and Fischer). Orch. accomp. Peerless Quartet 10
Beatrice Fairfax, Tell Me What to Do (Monaco). Tenor Solo, orch. accomp. Dan W. Quinn 10

A1846 Chin Chin (Lowry) "Ballymooney and Biddy McGee". Baritone Solo, orch. accomp. James F. Harrison 10
My Own Home Town in Ireland (Solman). Tenor Solo, orch. accomp. Will Robbins 10

A1850 Listen to That Dixie Band (Cobb). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10
On the Good Ship Whip-Poor Will (Donaldson). Baritone and Tenor Duet, orch. accomp. Arthur Collins and Byron G. Harlan 10

A1849 In the Glory of the Moonlight (Wenrich). Tenor Solo with Columbia Mixed Quartet, orch. accomp. Henry Burr 10
If It Takes a Thousand Years (Ball). Tenor and Baritone Duet, orch. accomp. James Reed and James F. Harrison 10

A1860 Love, Here Is My Heart (Leo Silesu). Tenor Solo, orch. accomp. Reed Miller 10
What an Irishman Means by "Machree" (Gartlan). Tenor Solo, orch. accomp. H. McClaskey 10

Dance Records for the Month.

A5729 Back Home in Tennessee (Donaldson and Berlin).—One-step. Prince's Band 12
To Lou (Lange)—One-step Prince's Band 12

A5730 The Girl Who Smiles (Briquet and Phillip)—Waltz. Prince's Orchestra 12
Sphinx (Popy)—Waltz. Prince's Orchestra 12

A5727 It's So Temptin' (Monaco)—One-step. Prince's Band 12
Que Voulez Vous Encore (What More Do You Want?) (Al. Gumble) — One-step. Prince's Band 12

A5728 The Globe Trot (Vesey). Prince's Band 12
Remick Medley Fox Trot (Botsford, Van Alstyne, Gumble)—Fox Trot. Prince's Band 12

A1845 Blue Danube Waltz (Strauss). Royal Marimba Band 10
The Three Jewels (Moreno)—Two-step. Royal Marimba Band 10

A1843 Down in Bom-Bombay (Carroll) Accordeon Solo. Guido Deiro 10
Put Me to Sleep with an Old-Fashioned Melody (Jentes). Accordeon Solo. Guido Deiro 10

A1836 Danse Macabre (Saint-Saëns). Prince's Orchestra 10
Dance of the Goblins (Recker-Loraine). Prince's Orchestra 10

A1844 Toy Shop Symphony (Hager)—Descriptive. Prince's Orchestra 10
Christmas Morning with the Kiddies (Hager)—Descriptive. Prince's Orchestra 10

A1837 Little Alabama Coon (Starr). Tenor Solo, orch. accomp. Henry Burr 10
Sweetest Girl in Dixie (R. J. Adams). Tenor Solo, orch. accomp. Henry Burr 10

A1835 American Patrol (Meacham). Xylophone Solo, orch. accomp. Howard Kopp 10
Call to Arms (Imaginative Present Day Descriptive). Peerless Quartet 10

Famous Ballet Music Played by Full Orchestra.

A5725 Le Cid (Massenet). Ballet Music: 1. "Castillane" Prince's Orchestra 12
Le Cid (Massenet). Ballet Music: 2. "Andalouse"; 3. "Aragonaise". Prince's Orchestra 12

Recording of Beethoven's "Leonore" Overture.

A5726 Leonore Overture No. 3 (Beethoven). Part 1. Prince's Orchestra 12
Leonore Overture No. 3 (Beethoven). Part 2. Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS.

A1857 Macushla (Dermot MacMurrough). Tenor Solo, orch. accomp. Hardy Williamson 10
Mother Machree (Olcott and Ball). Tenor Solo, orch. accomp. Hardy Williamson 10

A1855 Trust Scene (Weber and Fields). Comedy Sketch. Joe Weber and Lew Fields 10
Restaurant Scene. (Weber and Fields). Comedy Sketch Joe Weber and Lew Fields 10

A1853 Never Mo' (Williams and Rogers). Comedy; orch. accomp. Bert Williams 10
Purpostus (King and Williams). Comedy, orch. accomp. Bert Williams 10

A1854 Frank Tinney's First Record (Tinney and Hobart). Monologue Frank Tinney 10
Frank Tinney's Second Record (Tinney). Monologue. Frank Tinney 10

A1851 Funiculi Funicula (Denza). Tenor Solo, with Columbia Stellar Quartet and orch. accomp. Charles Harrison 10
Estudiantina (Lacome). Soprano and Contralto Duet, orch. accomp. Grace Kerns and Mildred Potter 10

A1852 Prince of Pilsen (Luders). "Heidelberg Stein Song" with orch. accomp. Columbia Stellar Quartet 10
My Wild Irish Rose (Chauncey Olcott). Song with orch. accomp. Columbia Stellar Quartet 10

A1861 Kaiwi Waltz (Kaiwi). Hawaiian Guitar Duet. Palie K. Lua and David K. Kaili 10
Honolulu Rag. Hawaiian Guitar Duet. Palie K. Lua and David K. Kaili 10

A1856 Underneath the Stars (Herbert Spencer). Violin and 'cello with piano. Taylor Trio
Somewhere a Voice Is Calling (Tate). Violin, and 'cello with piano. Revillon Trio 10

A1794 Der Tiroler Und Sein Kind (The Tyrolese and His Child). Tenor Solo, orch. accomp. Karl Jörn 10
Auf Der Alm Da Gibt's Koa Sünd (On the Alps There Is No Sin). Tenor Solo, orch. accomp. Karl Jörn 10

A1795 Hobellied, aus "Der Verschwender" (Da streiten sich die leut' herum) (The Carpenter's Plane). Tenor Solo, orch. accomp. Karl Jöorn 10
Mädle Ruck, Ruck, Ruck (Come Near to Me, My Little Maid). Tenor Solo, orch. accomp. Karl Jorn 10

A1859 Adeste Fideles (Oh Come, All Ye Faithful). In Latin, with orch. Columbia Mixed Quartet 10
Viderunt and Alleluia (Chas. Wels). In Latin with Orch. Columbia Mixed Quartet 10

A1859 Silent Night, Hallowed Night (Old German Folk Song). With orch. accomp. Columbia Mixed Quartet 10
Oh Come, All Ye Faithful (Adeste Fideles). With orch. accomp. Columbia Mixed Quartet 10

A5731 The Messiah (Händel) "Worthy the Lamb." With orch. accomp. Columbia Oratoria Chorus 12
Attila (Verdi). "Praise Ye," With orch. accomp. Columbia Trio 12

SYMPHONY DOUBLE-DISC RECORDS.

A5733 Love's Old Sweet Song (Molloy.) Soprano Solo, orch. accomp. Corinne Rider-Kelsey 12
Ye Banks and Braes o' Bonnie Doon (Old Scotch Melody). Soprano Solo, orch. accomp. Corinne Rider-Kelsey 12

A5734 Herodiade (Massenet). "Vision fugitive" (Fleeting Vision). Baritone Solo, orch. accomp. Oscar Seagle 12
Damnation of Faust (Moussorgsky). "Chanson de la puce" (Song of the flea). Baritone Solo, orch. accomp. Oscar Seagle 12

A5732 Rinaldo (Händel). "Lascia ch'io pianga" (Ah, let me weep). Mezzo-soprano Solo in Italian. with orch. accomp. Julia Claussen 12
Shadows (Carrie Jacobs-Bond). Mezzo-soprano Solo, with orch. accomp. Julia Claussen 12

THE VICTOR TALKING MACHINE CO.

THE DECEMBER DANCE RECORDS.

No. Size.

35495 My Little Girl Medley—One-step (Patrick Conway, Director) Conway's Band 12
Down in Bom-Bombay—Medley One-step. Conway's Band 12

35501 Hezekiah—One-step (Don Richardson) Conway's Band 12
In Alabama, Dear, with You—Medley Fox Trot. Conway's Band 12

35502 Blue Paradise—One-step. Conway's Band 12
Miss Vixen—Fox Trot (R. H. Bowers) Conway's Band 12

POPULAR SONGS AND MUSICAL COMEDY NUMBERS.

17877 To Lou (J. Branen-A. Lange) Peerless Quartet 10
When You're in Love with Someone Who is Not in Love with You (Grant Clarke-Al. Piantadosi) Charles Harrison 10

17878 You'll Always Be the Same Sweet Girl (B. Sterling-H. von Tilzer). James Reed-J. F. Harrison 10
There's a Little Lane Without a Turning ("On the Way to Home, Sweet Home") (Sam M. Lewis-Geo. W. Meyer) Henry Burr 10

17882 There's a Long, Long Trail (Stoddard King-Zo Elliott) James Reed-J. F. Harrison 10
For Better or For Worse, from "Princess Pat" (Henry Blossom-Victor Herbert) Olive Kline-Elsie Baker 10

17883 Little Honolulu Lou (A Hula) (Jesse G. M. Glick-Henry Kailimai) Charles Harrison 10
In Monterey (Harry Williams-Neil Morét) Elizabeth Wheeler 10

35494 Flying Dutchman—Spinning Chorus (Wagner) Victor Women's Chorus 12
Lohengrin—Bridal Chorus ("Faithful and True") (Act 3) (Wagner) Victor Opera Chorus 12

COLLECTION OF CHILDREN'S PLAY SONGS.

35497 Children's Games (Emil Ascher) 1—"Lazy Mary"; 2—"London Bridge Is Falling Down"; 3—"Here Stands a Red Rose"; 4—"Round and Around the Village"; 5—"Let Your Feet Tramp! Tramp!"; 6—"Farmer in the Dell"; 7—"Ring Around a Rosy"; 8—"Here We Go Round the Mulberry Bush"; 9—"Little Ball"; 10—"Soldier Boy." Conway's Band 12
Children's Songs 1—"Looby Loo"; 2—"Three Blind Mice"; 3—"Scissors Grinder"; 4—"Lily White Daisy"; 5—"The Farmer"; 6—"Round and Round the Village"; 7—"Water, Water, Wild Flower" Conway's Band 12

35498 Songs of the Past—No. 7 "See-Saw" (Crowe); "Marguerite" (White); "Grandfather's Clock" (Work); "Silver Threads Among the Gold" (Danks); "Wait Till the Clouds Roll By" (Wood-Fulmer); "The Blue Alsatian Mountains" (Stephen Adams). Victor Mixed Chorus 12
Songs of the Past—No. 8 "Baby Mine" (Mackey-Johnson); "Daddy Wouldn't Buy Me a Bow-Wow," "I Don't Want to Play in Your Yard" (Wingate-Petrie); Emmett's Lullaby "Go to Sleep My Baby," "Bring Back My Bonnie to Me" Victor Mixed Chorus 12

17835 A Perfect Day (Carrie Jacobs-Bond) Violin, 'cella and piano. McKee Trio 10
Mother Machree, from "Barry of Ballymore" Violin, 'cello and piano. (Chauncey Olcott-Ernest Ball) McKee Trio 10

17842 Noël (Holy Night) Christmas Song (Adolphe Adam). Violin, 'cello and harp. Venetian Trio 10
Stille Nacht, heilige Nacht (Silent Night) (Gruber) Celesta Solo. Felix Arndt 10

17864 Ainahau (Music by Princess Likelike) (Hawaian Sextet with native instruments) Irene West Royal Hawaiians 10
Meleana (Hula) (Hawaiian Sextet with native instruments) Irene West Royal Hawaiians 10

17865 Wedding of the Winds—Waltz (John T. Hall) (Accordeon Solo) Pietro Diero 10
Estudiantina Waltz (Emil Waldteufel) (Accordeon) Pietro Diero 10

17871 Last Rose of Summer (Moore) Violin with orch. Samuel Gardner 10
Believe Me, If All Those Endearing Young Charms (Moore) Violin with orch. Samuel Gardner 10

17866 Juliet's Slumber (Prelude to the Tomb Scene, Act V, Romeo and Juliet) (Gounod) Victor Concert Orchestra 10
Venetian Love Song (Canzone Amorosa), from "A Day in Venice" (Ethelbert Nevin, Op. 25, No. 3) Victor Concert Orchestra 10

17876 Love in Springtime (Se saran rose) (Arditi) Master William Pickels 10
Bohème—Musetta Waltz (Puccini) Master William Pickels 10

17881 Till the Boys Come Home (Keep the Home-fires Burning) (Lena Guilbert Ford-Ivor Novello) Frederick Wheeler 10
The Drummer Boy (Harold Boulton-Edward German) Frederick Wheeler 10

17884 The Georgia Grind—Fox Trot (Dabney) Street Piano. Signor "Grinderino" 10
It's Tulip Time in Holland—Medley One-step. Street Piano Signor "Grinderino" 10

17695 Exhortation (A Negro Sermon) (Alex. Rogers-Will Marion Cook) Reed Miller 10
Dah's Gwineter be er Lan'slide (A Negro Sermon) (Lily Strickland) Reed Miller 10

BLUE LABEL RECORDS.

45072 To My Guitar (Zur Guitarre) (Spanische Tänze) (David Popper, Op. 54, No. 1) Violoncello with orch. Beatrice Harrison 10
Slumber Song (Schlummerlied) (Arr. by Popper, Op. 46, No. 1), from Rimsky-Korsakow's Opera "The May Night"—Die Mainacht). Violoncello with orch. Beatrice Harrison 10

45073 I Couldn't Distinguish the World (Comic Song) Taylor Holmes 10
If I Could Be By Her (Ben King) (Humorous Recitation) Taylor Holmes 10

45074 My Own Home Town in Ireland (Bartley Costello-Alfred Solman) George MacFarlane 10
The Heart (Francis P. Donnelly-Ernest Torrence) George MacFarlane 10

55059 Ah! Moon of My Delight, from "In a Persian Garden" (Khayyam-Lehmann) Paul Althouse 12
Onaway! Awake, Beloved! from Longfellow's "Hiawatha's Wedding Feast" (Coleridge-Taylor, Op. 30, No. 1) Paul Althouse 12

NEW RED SEAL RECORDS.

64491 Lullaby, from "Indian Songs" (Thurlow Lieurance) Contralto Solo in English. Julia Culp 10

64498 Morning (Frank L. Stanton-Oley Speaks) Tenor Solo in English. John McCormack 10

64500 Liebestreu (Faithful Love) Op. 3, No. 1, (Brahms) Contralto Solo in German, pianoforte by Arthur Arndt. Margarete Ober 10

64505 Trovatore—Di quella pira (Tremble, Ye Tyrants) (Act III, Scene 2). (Verdi) Tenor Solo in Italian Giovanni Martinelli 10

74436 Adeste Fideles (Oh, Come, All Ye Faithful. With chorus and chimes) (Portugal) Tenor Solo in Latin. John McCormack 12

74437 Slavonic Dance, No. 2 (In E Minor) (Dvorák-Kreisler) Violin Solo, pianoforte by Carl Lamson. Fritz Kreisler 12

74448 La Bohème—Mi chiamano Mimi (My Name is Mimi) Act 1. (Puccini) Soprano Solo in Italian Frances Alda 12

74450 Calvary (Henry Vaughan-Paul Rodney) Bass Solo, in Italian Herbert Witherspoon 12

74454 Seek Ye the Lord (with chorus) (Dr. J. V. Roberts). Tenor Solo in English. Evan Williams 12

87229 Der Tannenbaum (The Christmas Tree) (Volkslied). Soprano and Tenor Duet in German. Alma Gluck and Paul Reimers 10

87235 Ballo in Maschera—Volta la terrea (Masked Ball—Reading the Stars on High) Act 1. (Verdi) Soprano Solo in Italian. Frieda Hempel 10

87236 Wenn die Schwalben heimwärts zieh'n (When the Swallows Homeward Fly) (Franz Abt). Soprano Solo in German, violin accomp. Alma Gluck and Efrem Zimbalist 10

88537 Mighty Lak' a Rose (Ethelbert Nevin) Soprano Solo in English, with violin accomp. Geraldine Farrar and Fritz Kreisler 12

88545 Oberon—Ozean! Du Ungerheuer (Ocean, Thou Mighty Monster) Part 2. (Weber) Soprano Solo in German. Johanna Gadski 12

88547 Lorelei—Volkslied (The Loreley) (German Folk Song) (Friedrich Silcher—1837) Contralto Solo, in German. Ernestine Schumann-Heink 12

NEW EDUCATIONAL RECORDS.

17868 (1) Christmas Eve (M. B. Foster); (2) O Bienheureuse Nuit (Normandie Carol), from Dann's "Christmas Carols," American Book Co. Elsie Baker 10
(1) Christmas Day in the Morning; (2) Good Night! and Christmas Prayer (M. B. Foster) from Dann's "Christmas Carols," American Book Co. (With Chorus) Olive Kline 10

17869 (1) Merry Christmas; (2) Sleighing Song, from "Songs of Child World" No. 1. (Riley-Gaynor) With orch and sleighbells. Olive Kline 10
(1) Around the Christmas Tree (Old Swedish Folk Song), from "Lilts and Lyrics" (Riley-Gaynor); (2) Little Christmas Shoes, from "Dutch Ditties for Children" (Anice Terhune) Elsie Baker 10

35418 The Night Before Christmas (Clement C. Moore) Reading. Cora Mel Patten 12
Gingerbread Boy (Original version of an Old Folk Tale). Reading. Georgene Faulkner 12

35499 Messiah—And the Glory of the Lord (Handel) Victor Mixed Chorus 12
(1) Messiah—Pastoral Symphony (Handel) Victor Concert Orchestra 12
(2) Messiah—Glory to God (Handel) 12
Victor Mixed Chorus 12

THOMAS A. EDISON, INC.

NEW EDISON DIAMOND DISC RECORDS.

50237 I Wish I Was (Harry Lauder). Comic Scotch Song Alick Lauder
Dingle Dangle (Alick Lauder). Comic Scotch Song Alick Lauder

50255 Bohemian Girl—I Dreamt That I Dwelt in Marble Halls, and Then You'll Remember Me (Balfe). Harp and Zither Kitty Berger
Old Folks at Home and Annie Laurie. Harp and Zither Kitty Berger

50267 Espoir—Melodie Variée (Mattei) Sodero's Band
Thunderer March (Sousa) New York Military Band

50276 Bird Imitations—Whistling Charles C. Gorst
Explanatory Talk on Bird Imitations

50284 Land of My Dreams and You (Brooke). Tenor Solo Walter Van Brunt
Sailing on the Good Ship Sunshine (Reed). Tenor Solo with Male Chorus. Irving Kaufman

50285 Ballet Music—William Tell (Rossini) Sodero's Band

50286 Fest Overture (Leutner) Sodero's Band
Gladiator March (Sousa) New York Military Band

50287 Navy Swing (Lenox) New York Military Band
Dance of the Skeletons (Allen) Sodero's Band

50288 Porcupine Rag (Johnson) New York Military Band
Aloha Oe Waltz Medley. Hawaiian Guitars. William Smith and Walter K. Kolomoku
Waipio Medley. Hawaiian Guitars. William Smith and Walter K. Kolomoku

50283 They All Did the Goose-step Home (Mills, Scott and Godfrey). Tenor Solo with Male Chorus. Irving Kaufman
Which Switch Is the Switch, Miss, for Ipswich? (David, Barnett and Darewski). Tenor Solo. Billy Murray

50295 Little Pep'—One-step (Barron). For dancing. Jaudas' Society Orchestra
Roberts' Globe Trot—Fox Trot (Roberts.) For Dancing Jaudas' Society Orchestra

50296 Firefly (My Pretty Firefly) (Glogau and Piantadosi). Tenor Solo with Male Chorus. Irving Kaufman
Over the Hills to Mary (Wells). Tenor Solo with Male Chorus. Walter Van Brunt

80230 Boys in Khaki, Boys in Blue (Scott). Tenor Solo with Chorus Frederick Wheeler
Farewell Isabelle (Hargreaves, Collins and Wright). Tenor Solo. Reed Miller

80249 Maple Leaf Forever (Muir). Tenor Solo with Chorus Harvey Hindermeyer
O Canada! Beloved Country (Lavallée). Male Voices and Soprano Solo. Knickerbocker Quartet and Elizabeth Spencer

80251 Pirates of Penzance Airs—No. 1 (Gilbert-Sullivan) New York Light Opera Company
Pirates of Penzance Airs—No. 2 (Gilbert-Sullivan) New York Light Opera Company

(*Continued on page 82.*)

RECORD BULLETINS FOR DECEMBER—(Continued from page 81).

82532 Bedouin Love Song (Pinsuti). Bass Solo.....
Arthur Middleton
Explanatory Talk for Bedouin Love Song.....
82535 Pro Peccatis (For His People)—Stabat Mater (Rossini). Bass, in Latin.....Arthur Middleton
Explanatory Talk for Pro Peccatis (For His People) .....

LATEST AMBEROL EDISON LIST.

CONCERT LIST.

28218 O, Dry Those Tears (Teresa Der Riego). Soprano Solo, orch. accomp.....Helen Stanley
28217 Una furtiva lagrima—Elisir d'Amore (Gaetano Donizetti). Tenor Solo, orch. accomp...Karl Jörn

REGULAR LIST.

2728 Absent (John W. Metcalf). Tenor Solo, orch. accomp.....Hardy Williamson
2740 Ah! Could I But Once More So Love, Dear (W. Aletter). Tenor Solo, orch. accomp.....
Emory B. Randolph
2747 The Call of the Motherland (Edward W. Miller). Baritone Solo, with Male Chorus, orch accomp.
Frederick Wheeler
2725 Chasse aux Papillons—Serenade (L. Fontbonne). Flute Solo, orch. accomp.....Weyert A. Moor
2743 Dat's What I Calls Music. Recitation..Edna Bailey
2724 Firefly (My Pretty Firefly) (Glogau and Piantadosi). Tenor Solo and Chorus with orch. accomp. .....Irving Kaufman
2729 A Flower of Italy (D'Agostino). Violin Solo, orch. accomp.....Isidore Moskowitz
2730 Garden of Roses Waltz (Ellis Brooks).....
New York Military Band
2732 If You Can't Sing the Words You Must Whistle the Tune (Hermann Darewski). Tenor Solo, orch. accomp. .....Billy Murray
2738 Mother Machree (Olcott and Bull). Tenor Solo, orch. accomp.....Walter Van Brunt
2727 My Big Little Soldier Boy (Mabelle Carolyn Church). Baritone Solo with chorus and orch. accomp.....Glen Ellison
2736 My Hula Maid—The Passing Show of 1915. (Leo Edwards). Soprano and Tenor Duet, orch. accomp. .....Gladys Rice and Irving Kaufman
2742 Parla Waltz (Arditi). Whistling Solo..Guido Gialdini
2739 Porcupine Rag (Chas. J. Johnson).....
New York Military Band
2734 Ragging the Scale—Fox Trot (Edward B. Claypoole). For dancing.....Jaudas' Society Orchestra
2723 The Relic Hunters. Negro Vaudeville Sketch with Banjo.....Billy Golden and James Marlowe
2733 Spring Flowers (R. Mattiozzi). Soprano Solo, orch. accomp.....Mary Carson
2741 They All Did the Goose-Step Home (Mills, Scott and Godfrey). Tenor Solo with Male Chorus, orch. accomp. .....Irving Kaufman
2744 Treasure Waltz—Gypsy Baron (Strauss).....
Hungarian Orchestra
2731 Twinkle Waltz (Vanderpool and Reimer). Xylophone Solo, orch. accomp.....Charles Daab
2726 Waipio Medley. Hawaiian Guitars.....
William Smith and Walter K. Kolomoku
2746 We'll Never Let the Old Flag Fall (M. F. Kelly) Baritone Solo with Male Chorus, orch. accomp.
Frederick Wheeler
2735 Where the Water Lilies Grow (Harry Green). Tenor Solo with Chorus, orch. accomp...Royal Fish
2737 Woodland Songsters—Waltz (C. M. Ziehrer)...
American Symphony Orchestra
2745 You're My Girl (Meher and Silbermann). Tenor Solo, introducing Helen Clark in Refrain, orch. accomp. .....Walter Van Brunt

USED TO ILLUSTRATE LECTURE.

(Special to The Talking Machine World.)

LEBANON, KAN., November 9.—The Library Club of Lebanon has discovered the very effective use that the Victrola can be put to in connection with its educational programs. This instrument was used most delightfully on two occasions recently when the subject was music. One program had for its title the history of music, covering its development in several parts of the world, and the talks were illustrated with selections on the Victrola. Another study was grand opera, and naturally each talk was based on an example played by the Victrola.

RECORD EXCHANGE IN BUFFALO.

(Special to The Talking Machine World.)

BUFFALO, N. Y., November 4.—Headquarters and display rooms have been opened here by the International Record Exchange at 628 Main street. Their plan is to accept discarded records from talking machine owners, and at a cost of five cents for every record exchanged give a record of equal value, one that the owner does not possess in his or her collection.

PUSHING THE CRESCENT LINE.

(Special to The Talking Machine World.)

PROVIDENCE, R. I., November 9.—Frank H. Witman, the gingery sales manager of the Crescent Sales Co., has just returned from a two months' drive over the New England territory, bringing a bunch of contracts that would make many of the big companies' eyes bulge.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, was one of the prominent business men of East Orange, N. J., who last week actively directed the campaign for the Boy Scouts in that city to collect a fund of $15,000. Mr. Blackman has been a leading factor in the Boy Scout movement for many years, assisting in the growth of the East Orange division.

RECORDS BY MISS DUNMORE.

Prominent Singer Makes Records for the Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., New York, has just added to its staff of recording artists Miss Eveleen Dunmore, who is known to theatregoers in all parts of the country as possessing a brilliant and unusually sweet soprano voice. Miss Dunmore has recorded a number of selections for the Pathé library which will be announced in the near future. Miss Dunmore was the prima donna of "The Three Twins" and "Comin' Thro' the Rye," and was the star in "The Arrival of Kitty," "A Half Way to Paris" and "The Rose of Panama," all of which were very successful and enjoyed lengthy runs at the leading theatres.

Eveleen Dunmore.

CO-OPERATIVE ADVERTISING.

Group of Victor Dealers Getting Good Results from Publicity Under Title "Associated New York Victrola Dealers."

A group of Victor dealers in New York City have joined together in a form of co-operative advertising, which is producing very pleasing results. These dealers advertise under the name of the "Associated New York Victrola Dealers," and one dealer from each section of the city is represented in the advertising. At the top of the advertisement, which usually occupies about eight inches, a small cut is displayed, representing a Victor salesroom, with the famous Victor trade-mark in the center. This is in turn followed by a few lines of text reading: "It's a pleasure to make selections at an 'Associated' Victrola store. Always the newest machines, the latest records and service that's 'complaint proof.'"

Underneath this text is placed the list of dealers who are working together in this advertising plan. The names of the dealers are arranged on a straight line chart, showing the street where their establishments are located. These Victor dealers are Owens & Beers, 81 Chambers street; Globe Talking Machine Co., 9 West Twenty-third street; Charles H. Ditson & Co., 8 East Thirty-fourth street; Sol Lazarus, 216 East Fifty-ninth street; I. Zion, 2300 Broadway; Emanuel Blout, 2799 Broadway; Albert Sichel, 233 West 125th street; James Brooks, 540 East 138th street; F. L. Steers Co., 3496 Broadway; L. J. Rooney Co., 1451 St. Nicholas avenue.

SECURES THE SONORA AGENCY.

(Special to The Talking Machine World.)

DUBUQUE, IA., November 5.—The A. A. Deckert Piano Co., 850 Main street, this city, has secured the local agency for the Sonora phonograph and has installed a large assortment of those machines.

Benjamin F. Clark has opened a new music store at 14 East Main street, Walla Walla, Wash., where he will handle pianos, talking machines, musical merchandise and sheet music.

Mrs. E. J. Parvin has opened a new store at 18 North Main street, Hutchinson, Kan., where she will handle the Edison phonographs and records.

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &C.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS
Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.
THE REGINA CO.
11 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

Mermod & Co.
505 Fifth Avenue New York
Manufacturers of
Talking Machine Supplies
Motors—Sapphire Points
Diamond Points a Specialty

Keep Your Record Stock with
THE Heise SYSTEM TRADE MARK
Costs about $2.00 for 250 records for 50 years
Send for 20-page catalog
THE SYRACUSE WIRE WORKS,
SYRACUSE - NEW YORK

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READ your trade paper! Get The Talking Machine World regularly—It is worth many times to you its annual cost.

There is but one talking machine paper covering this entire industry, and it is admitted by all that it is of great aid to the dealers in every part of this country.

New economic conditions make certain knowledge necessary on the part of merchants, and in every issue of The World there is contained educational matter, instructive service, business news and technical articles which are worth many times the cost of the paper.

Thousands have been benefited by the business articles which appear in The World, and every talking machine dealer should receive it regularly.

The only way to do that is to pay for it, and the cost is trifling—a little over eight cents a month, and for that small sum The World, with all its mine of information, is at your service.

If you do not receive the paper regularly just put your dollar in an envelope and address it to the office of the publication, and you will say that it is the best investment that you have ever made.

Do not delay but send on your dollar now.

Recollect that your competitor is getting The World—getting it regularly, and in it he is securing some valuable pointers—information which places you at a disadvantage if you do not read the paper.

Do not overlook such a valuable contributing factor to your business success.

EDWARD LYMAN BILL
PUBLISHER
373 Fourth Avenue New York City

The Jury of Awards at the Panama-Pacific Exposition

HAS AWARDED

THE HIGHEST SCORE FOR TONE QUALITY

TO THE

Sonora

CLEAR AS A BELL

"The Highest Class Talking Machine in the World"

THIS IS THE STRONGEST KIND OF AN ENDORSEMENT

You, Mr. Dealer, surely recognize the strength of this endorsement and just as the tone experts at the Exposition recognized the superiority of the SONORA, so will ALL who hear it note its clearer tone and other leading features.

YOU WILL HAVE CALLS FOR SONORA MACHINES. Have you the SONORA line to show these prospective customers? For not only does the SONORA excel in tone, but is superior in individual and selling features—viz.—

¶ Plays perfectly every make of Disc Record—Diamond—Sapphire—Steel Needle—which means the "Record Library" of the world.

¶ A Tone Modifier that controls volume of tone according to the size of the room.

¶ Powerful Noiseless Motors that are scientifically perfect and play from 3 to 15 records with one winding.

¶ Cabinets beautifully designed and constructed and finished on all four sides.

¶ An Automatic Stop *that works* perfectly—as well as a Motor Meter and Spring Control.

Exclusive Territory is the liberal policy of the SONORA, which means that SONORA Dealers reap the benefit of all their work. Write for Catalogue and Dealer Proposition.

DISTRIBUTORS:

C. W. SNOW & CO., Syracuse, N. Y. **W. B. GLYNN PHARMACIST CO., Saxtons River, Vt.**
E. S. ADAMS, Norwalk, Conn. **SONORA PHONOGRAPH CO., 344 Geary St., San Francisco, Cal.**
SONORA PHONOGRAPH CO. of Illinois, 305 So. Wabash Ave., Chicago.
PIERSOL CARPET CO., Lancaster, Pa.

SONORA PHONOGRAPH CORP., Manufacturers, 57 Reade Street, NEW YORK

VOL. XI. No. 12.

SINGLE COPIES, 1
PER YEAR, ONE 1

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 373 Fourth Avenue, New York, December 15, 1

The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—*Collier's Weekly.*

Entered as second-class matter May 2, 1905, at the post office at New York, N... der the act of Congress of March 3, 18...

Remarkable for their Musical Quality

The name "Thomas A. Edison" on a phonograph or record signifies to the public that it has been designed and finished according to the highest Laboratory Standards.

Edison Amberola Phonographs and Edison Blue Amberol Records

are more than mere musical merchandise. They have met the high standard of excellence imposed by Mr. Edison and are remarkable for their Musical Quality.

Place a Blue Amberol on an Edison Diamond Amberola and play it. The result will be a surprise to many accustomed to a talking machine tone. The difference is to be accounted for in many ways, but chiefly because it is an Edison product and has been made on Laboratory lines far beyond the ordinary talking machine. Test an Edison Blue Amberol alongside of any talking machine record. You will realize the difference.

We want a few more live wires to push this superior product.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., Orange, N. J.

Edison Diamond Amberola Model 75
Price, $75.00

Edison Diamond Amberola Model 50
Price, $50.00.

Edison Diamond Amberola Model 30
Price $30.00

The Talking Machine World

Vol. 11. No. 12. New York, December 15, 1915. Price Ten Cents

MAKING THE RAINY DAY COUNT.

How Bad Weather Gives the Canvasser Special Advantages and the Store an Opportunity to Make New Friends—Timely Suggestions.

A rainy day is so proverbially a thing of gloom and pessimism that people speak of putting something by "for a rainy day" with much the same feeling as they speak of "keeping the wolf from the door." As a matter of fact, a rainy day contains certain possibilities which cannot be found in the finest weather ever brewed.

Not long ago we heard of a Victor dealer who makes it his business to send out canvassers on rainy days. That doesn't sound particularly attractive—for the canvasser—but rain doesn't hurt the man who is prepared for it.

The men are not sent out haphazard but an appointment is made by telephone and any canvasser will be quick to realize what a splendid chance there is to get people interested when they are afflicted by the general gloom of a rainy day. In most cases it is only necessary to assure the prospective customer that there will be no expense and that the canvasser is an accredited representative of a reputable concern which will be responsible for him. In the preliminary telephone conversation a touch of frankness will help. People know perfectly well that the object in sending them a Victrola is to interest them in the idea of having one. They don't mind that, but they don't like the idea of being pestered ever after. That is the point to make clear. Admit your purpose, but assure them that you are perfectly willing to take a sporting chance and wait upon their convenience for further developments, or none, as the case may be.

Another rainy day possibility is the lunch hour concert. It may not seem desirable to admit a number of wet and muddy people into a store on the off chance of creating a little business. This, too, is a matter of special preparation. There's no need to spoil your rugs and chairs. Roll the rugs up out of the way and use folding chairs. A rainy lunch hour in any city big enough so that people don't go home to lunch is apt to be a rather dismal time, and an opportunity to listen to a little music would be eagerly welcomed

One of our big distributors has made its Victor concerts a feature in the life of a metropolitan city. It was started as a lunch hour proposition.

Ordinarily there is little retail business to be done on a rainy day and such days are devoted to neglected jobs of one sort and another around the store. There will be plenty of time for them and for a lunch hour concert, too. And the friends your hospitality makes on the rainy days will remain your friends under kindlier skies.—Voice of the Victor.

SECURE THE PATHE REPRESENTATION

(Special to The Talking Machine World.)

CINCINNATI, O., December 8.—One of the most recent additions to the lists of Pathé Frères dealers in local territory is the Lowry & Goebel Co., which arranged on Saturday to handle the complete Pathé line. The Southern Pathé Phonograph Co., Pathé distributer in this territory, closed this deal and also set in motion a number of other dealer arrangements which will probably be consummated the first of the year.

The Brooks Export-Importing Co. has been incorporated by the Secretary of State at Albany, N. Y., to engage in the publishing of self-teaching phonograph records. The capital is $10,000, and the incorporators are I. B. Brooks, Herbert Nathan and H. M. Levy, New York.

Wegner Bros., who handle the Edison diamond disc phonographs in Grand Rapids, Mich., have opened a large recital hall in their store for demonstration purposes.

GREAT BELIEVER IN SERVICE.

E. G. Evans, Who May Be Termed an Exclusive Victor Man, Is Developing a Large and Growing Business for C. Bruno & Sons, Inc.

The record of E. G. Evans in the talking machine field has been one of wide experience and training. He started in the business nine years ago as the protege of George Ornstein, manager of salesmen of the Victor Talking Machine Co, remaining with him for two years. At that time he was a pioneer traveler in Colorado in the exploitation of Victor goods.

E. G. Evans.

After this training (and it may be mentioned that Mr. Evans pays great tribute to Mr. Ornstein as a developer of men), Mr. Evans went to the Alexander-Elyea Co., Atlanta, Ga., which was a distributer. Later he became associated with the Zonophone Co., after which he went with the New York Talking Machine Co., and then to C. Bruno & Sons, Inc., 353 Fourth avenue, New York, where he has been for the past four years.

Mr. Evans is what may be termed an exclusive Victor man, and since he became associated with the house of Bruno sales have shown an increase, not only with the customers that he personally handles, but with many other concerns who are desirous of securing the co-operation of this house.

Mr. Evans is a great believer in fast service, and his aim is to see that customers get the goods as quickly as possible, for any loss of time means a loss of profits. Bruno service is known as fast service, not only having customers within the ordinary average radius, but also shipping to such points as Florida, Texas, and, in fact, nearly every State in the Union.

THE "TALKER" PLAYS NOVEL PART

In the Demonstration of the Transcontinental Telephone Line of the American Telephone & Telegraph Co.—Music Over the Wire.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 6.—The talking machine played a novel part in the demonstration of the transcontinental telephone line of the American Telephone & Telegraph Co. which was given here at the German House under the auspices of the Central Union Telephone Co.

A score of prominent men from all walks in life listened to a talking machine at San Francisco, nearly 3,000 miles away, play the popular Indiana song, "On the Banks of the Wabash."

Receivers were distributed along long rows of tables and citizens and officials of Indianapolis exchanged greetings with citizens and officials of San Francisco. When the talking machine finished its record there was much applause, and this feature of the demonstration seemed to please the audience more than any other.

TAKES OVER THE MERMOD BUSINESS.

The business of the late Marc K. Mermod, 810 Broad street, Newark, N. J., has been taken over by Mermod & Co., 505 Fifth avenue, New York, which will in future handle the motor and talking machine specialties trade of the former.

NEW VICTROLA DEPARTMENT.

The Musical Instrument Sales Co., New York, has opened a Victrola department in the store of J. Bacon & Sons, Louisville, Ky., which will be under the management of A. N. Ansdale, formerly associated with Cohen & Hughes, Baltimore, Md., Victor distributers.

WANT ASSOCIATION IN KANSAS CITY.

Believed That an Organization of Talking Machine Dealers Would Do Much to Eliminate Prevailing Evils and Promote Harmony.

(Special to The Talking Machine World.)

KANSAS CITY, MO., December 8.—Kansas City is a great town—the best on the map, as most Kansas Citians, and many outsiders, will admit. It is progressive and profitable, a delightful place to live in and the center of a highly prosperous territory. But Kansas City isn't doing the right thing by the talking machine business.

It is very generally known and might as well be admitted, and the reasons stated conservatively. One reason is that dealers are not charging interest on instalments. Kansas City dealers know that dealers in most other large cities are getting interest, as is their due. But Kansas City practically gives a rebate to its customers on talking machines by throwing off the interest which dealers elsewhere exact. Kansas City dealers like to be on the square with their friends and with the whole world. And it does go a little against the grain to feel that they are thus evading the ethical requirement of one-price sales. Another reason is that Kansas City can't seem to get away from the approval evil. Some stores are getting as far away from it as they can, but the evil persists in more or less violent form. Unfortunately Kansas City has no association of talking machine men at which such subjects could be discussed and remedies suggested. But there is likely to be an organization next year, or at any rate a tremendous effort to effect one. The Victor dealers have come to the conclusion that it is an absolute necessity, and one or two of them are so much in earnest that they are going to hammer away until it is a fact. It isn't going to be any easy job to build such an organization, for there is pronounced opposition to it in some quarters; but the value and advantage of it are so apparent to its advocates that they believe it inevitable and are making plans accordingly.

TALKER MUSIC BY TELEPHONE.

Two New Yorkers Working on a New Scheme—Some of the Details.

A pair of bright young men in New York are at present working on a scheme for supplying talking machine music over the telephone to a list of subscribers yet to be enrolled. According to the plan two dozen of the ordinary types of spring motor, equipped with turntable, reproducer and tone-arm, are to be mounted on a long table. The subscriber calls up on the 'phone, asks for a certain selection, and is connected with one of the machines. A special type of telephone mouthpiece that magnifies and intensifies the sound is one of the features of the scheme. Just what the charge to subscribers will be has not been announced.

THE DEMANDS WERE MODEST.

Mail Order House Wanted Machine to Cost $10 and Be Good Value at $37.50 Retail.

In a recent letter to one of the newer local talking machine manufacturers a Western mail order house asked for quotations on machines of the cabinet style, to be sold on the mail order system, the letter stating, among other things, that "the machines must be made to sell at $37.50 retail, and be good value. They must bear our name, and the cost to us must not exceed $10." Turning out a machine to sell wholesale at $10, offer him a profit and at the same time be worth $37.50 retail was a problem the manufacturer in question was unable to solve, and he was therefore compelled to turn down the order.

If you must boast, it is better to boast of what you have done than of what you intend to do.

GREAT ACTIVITY IN ALL LINES IN KANSAS CITY.

Chief Complaint of Talking Machine Dealers Is That Stocks Will Give Out—Numerous New Dealers Listed—Various Houses Advertising Liberally—Exchanging Pianos for Victrolas—Talking Machine Department for G. B. Peck Dry Goods Co.—News of Month.

(Special to The Talking Machine World.)

KANSAS CITY, MO., December 8.—The talking machine business in Kansas City is a delight. And this "goes" three ways.

"No trouble at all to sell goods," say the dealers. "The only hardship is the ability to supply the demand," say the jobbers.

The third phase of the delight? That of the merchant or business man in some other line. When he feels grouchy and blue and utterly discouraged with the world, the United States, the State of Missouri, Kansas City, his ward and his street and home—when he's ready to quit—he can drop in any time on a friend handling talking machines and gather a bunch of cheer. Such friends are always happy, even when apologizing for delayed deliveries.

The Edison Co. has placed, through the Kansas City house, several very substantial agencies in the past few weeks in the best towns of the territory. There is fine representation in Joplin, for instance, with the Newman Mercantile Co., which now has an exclusive Edison department. Miss Mary Goodsell is now operating an exclusive Edison Shop at Fort Scott, Kan. The Lape Furniture Co. has an exclusive Edison department at Coffeyville, Kan., and the Snyder Drug Co. at Winfield, Kan., has put in Edisons. There are many smaller agencies also, in excellent locations. Good work is being done by the Jacoby & Lee Co. at its exclusive Edison Shop at Enid, Okla.

The Edison Shop at Kansas City has established a new department which, M. M. Blackman, manager, believes, will prove highly successful and useful. Two demonstrators have been secured from the Thomas A. Edison laboratories, who will travel among the dealers, providing all the advice and assistance possible in the way of lectures, recitals, sales methods, concert work and mechanical familiarity with the machines. These demonstrators are W. N. Purple and S. T. Patterson. The Edison Shop has already been doing a great deal in similar ways for the education of the dealer and this addition provides further facilities for such purpose.

No new agencies have been established for the Victrola in Kansas City territory, and there have been no changes. There are plenty of dealers who want agencies, but they can't get them. With the present dealers writing, wiring and telephoning for machines, A. A. Trostler, manager of the department of the Schmelzer Arms Co., wouldn't have the heart to turn available machines to new dealers. "It's the same thing over again—orders piling up," said Mr. Trostler. The record business is in much better situation, with supply meeting demand, but that demand growing rapidly.

The Victor Co. has been using page publicity in Kansas City recently, maintaining the widespread favor in which Victrolas are held and not allowing competing machines to edge into a larger share of their popularity than might accrue to them if the Victrola was not consistently exploited.

The November special list of records has been going extraordinarily well in Kansas City, and the November record business made a fat increase over the same month last year.

The Schmelzer Arms Co. has started its daily concerts, and will keep them up until after Christmas. They are given from 10 until 5.

W. P. Talbot, of Parsons, Kan., who is neutral—he carries Victor, Columbia and Edison goods—was a visitor in Kansas City recently.

M. W. Bardwell, manager of the Grafonola department of the Household Fair, is preparing for a large holiday trade. On December 1 Edward H. Wilkie, of the store, arranged for the department a handsome display in one of the company's large windows. This display remained ten days, and another Columbia display will be given before Christmas.

The Columbia Graphophone Co. is not going after new agents, and E. A. McMurtry, manager, is even considering calling the men in from the road. What's the use of getting dealers all excited and eager to buy, when machines can't be delivered? He had an order in hand, while speaking, to meet which the office force had been able to figure out only ten machines—and the order called for 104!

The only agency appointed by the Columbia the past few weeks was the Hartman Furniture Co., at St. Joseph, Mo., a very substantial account with an enterprising house of high standing.

The Columbia Co. at Kansas City is doing much co-operative advertising with local dealers. Early in December full-page publicity was employed in the newspapers.

The Emahizer-Spielman Co. at Topeka, which was recently announced as having opened an elaborate Columbia department, is a member of the Co-operative Club, of Topeka, representing the furniture interests.

The Starr Piano Co. has nine Starr phonographs on hand at the present writing and is not placing any agencies.

The Hall Music Co. has been almost forced into the piano business through its uncovering of bargains profitable to the company in the exchange of Victrolas for pianos. "There are many families where the young people have gone away or have married, and the old folks never use the piano," said Mr. Hall. "Then there are many homes where the housewife plays a little, but doesn't practice enough to maintain her interest. In such cases the pianos have absolutely no value to the owners; but they would get much pleasure from Victrolas. The result is that we get many valuable instruments, secured on terms favorable to us, of course. And having the stock, it is necessary, to move them, that we pay a little more attention to the casual requests of patrons regarding pianos."

The Henley-Waite Music Co. has got its Grafonola departments and its stock of records in nice shape for the holiday season. The company handles Victor as well as Columbia records. The department is in charge of Miss Jean Kendrick, a singer.

Miss M. L. Addis, jeweler and Columbia dealer of Topeka, Kan., suffered a slight loss to the stock from water and smoke recently, when the building adjoining her store was burned.

The George B. Peck Dry Goods Co. has recently added another phonograph department, entirely distinct, and handled by different forces than the Victrola department. The new division is promoting the sale of the Wondertone machine, which is being sold only by mail, no advertising and no machines being placed in the city. John F. Ditzell, who manages the Victrola department, also has general charge of the Wondertone department.

DEATH OF MARC K. MERMOD.

Marc K. Mermod, well known in the talking machine trade, passed away at his home in Newark, N. J., recently. Mr. Mermod was only thirty-five years of age and his death came as a great shock to his friends. It was due to an operation for gall stones and complications. Mr. Mermod had been associated with the phonograph industry for many years, being a member of Mermod Frères, St. Croix, Switzerland, makers of motors. He was also fond of traveling, only recently coming back from one of his trips around the world.

REMOVED TO MAIN FLOOR.

The piano and talking machine department of the Atherton Furniture Store, Lewiston, Me., has been moved from an upper floor to the main floor of the company's building, where two sound-proof booths have been provided for demonstrations.

Very Sorry, We Haven't That Record In Stock

One of our dealers writes us that by reason of being obliged to say the above to their customers repeatedly last year, their till "missed approximately $500.00." And to guard against a repetition this year they placed with us a stock order for 666 Victor Records of 299 selections which by experience they felt would be difficult to get promptly during the rush season. Upon delivery of the order, this dealer writes us as follows:

"WHY WE LIKE EASTERN SERVICE"

"We wish to congratulate your efficient Wholesale Department upon the delivery of our order for 666 Victor Records, selected from 299 title numbers. Every Record we desired was sent us—in other words, the order was filled 100% complete."

While We Do Not Claim To Be Able To Fill All Orders Complete We Do Claim That Eastern Service Is the Best

Successful New England Dealers Are Using It, Why Not You?

THE EASTERN TALKING MACHINE CO.

177 TREMONT STREET, BOSTON, MASS.

Largest Exclusive Victor Distributors in the East

Victrola XVI, $200
Victrola XVI, electric, $250
Mahogany or oak.

Victrola VI, $25
Oak

Victrola IX, $50
Mahogany or oak

Victrola XVIII, $350
Victrola XVIII, electric, $400
Circassian or American walnut.

"Will there be a Victrola in your home this Christmas?"

We do the questioning—in our advertising which reaches every part of the country.

People do the answering—by going to the stores of Victor dealers everywhere.

You do the business—demonstrate the Victrola and turn the prospect into a customer.

This is going to be a big Victrola Christmas. Be sure to get *your* share.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

Always use Victor Machines with Victor Records and Victor Needles—*the combination.* There is no other way to get the unequaled Victor tone.

Victor Distributors

Albany, N. Y.	Gately-Haire Co., Inc.
Altoona, Pa.	W. F. Fredericks Piano Co.
Atlanta, Ga.	Elyea-Austell Co. Phillips & Crew Co.
Austin, Tex.	The Talking Machine Co., of Texas.
Baltimore, Md.	Cohen & Hughes, Inc. E. F. Droop & Sons Co. H. R. Eisenbrandt Sons, Inc.
Bangor, Me.	Andrews Music House Co.
Birmingham, Ala.	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. The Eastern Talking Machine Co. The M. Steinert & Sons Co.
Brooklyn, N. Y.	American Talking Mch. Co. G. T. Williams.
Buffalo, N. Y.	W. D. Andrews. Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy. The Talking Machine Co. The Rudolph Wurlitzer Co.
Cincinnati, O.	The Rudolph Wurlitzer Co.
Cleveland, O.	The W. H. Buescher & Sons Co. The Collister & Sayle Co. The Eclipse Musical Co.
Columbus, O.	The Perry B. Whitsit Co.
Dallas, Tex.	Sanger Bros.
Denver, Colo.	The Hext Music Co. The Knight-Campbell Music Co.
Des Moines, Ia.	Chase & West Talking Mach. Co Mickel Bros. Co.
Detroit, Mich.	Grinnell Bros.
Elmira, N. Y.	Elmira Arms Co.
El Paso, Tex.	W. G. Walz Co.
Galveston, Tex.	Thos. Goggan & Bro.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Indianapolis, Ind.	Stewart Talking Machine Co.
Jacksonville, Fla.	Florida Talking Machine Co.
Kansas City, Mo.	J. W. Jenkins Sons Music Co. Schmelzer Arms Co.
Lincoln, Nebr.	Ross P. Curtice Co.
Little Rock, Ark.	O. K. Houck Piano Co.
Los Angeles, Cal.	Sherman, Clay & Co.
Memphis, Tenn.	O. K. Houck Piano Co.
Milwaukee, Wis.	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith, O'Neill Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Can.	Berliner Gramophone Co., Ltd.
Nashville, Tenn.	O. K. Houck Piano Co.
Newark, N. J.	Price Talking Machine Co.
New Haven, Conn.	Henry Horton.
New Orleans, La.	Philip Werlein, Ltd.
New York, N. Y.	Blackman Talking Mach. Co. Charles H. Ditson & Co. Landay Bros., Inc. New York Talking Mach. Co. Ormes, Inc. Silas E. Pearsall Co. Emanuel Blout. C. Bruno & Son, Inc. I. Davega Jr., Inc. S. B. Davega Co. Greenhut Co., Inc.
Omaha, Nebr.	A. Hospe Co. Nebraska Cycle Co.
Peoria, Ill.	Putnam-Page Co., Inc.
Philadelphia, Pa.	Louis Buehn Co., Inc. C. J. Heppe. Penn Phonograph Co., Inc. The Talking Machine Co. H. A. Weymann & Son, Inc.
Pittsburgh, Pa.	C. C. Mellor Co., Ltd. Standard Talking Machine Co.
Portland, Me.	Cressey & Allen, Inc.
Portland, Ore.	Sherman, Clay & Co.
Providence, R. I.	J. Samuels & Bro., Inc.
Richmond, Va.	The Corley Co., Inc. W. D. Moses & Co.
Rochester, N. Y.	E. J. Chapman. The Talking Machine Co.
Salt Lake City, U.	Consolidated Music Co.
San Antonio, Tex.	Thos. Goggan & Bros.
San Francisco, Cal.	Sherman, Clay & Co.
Seattle, Wash.	Sherman, Clay & Co.
Sioux Falls, S. D.	Talking Machine Exchange.
Spokane, Wash.	Sherman, Clay & Co.
St. Louis, Mo.	Koerber-Brenner Music Co.
St. Paul, Minn.	W. J. Dyer & Bro.
Syracuse, N. Y.	W. D. Andrews Co.
Toledo, O.	The Whitney & Currier.
Washington, D. C.	Robt. C. Rogers Co. E. F. Droop & Sons Co.

VICTROLA EXHIBIT FOR TEACHERS.

How the Stewart Talking Machine Co. Entertained the Teachers During Their Visit to Indianapolis, When They Were Addressed by B. M. De Cou, of the Victor Educational Departments—Tells of the Victor's Many Uses.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 4.—To allow B. M. De Cou, of the educational department of the Victor Co., to present in full detail the merits of

Stewart's Educational Victor Exhibit.

the Victor school machine, the Stewart Talking Machine Co., Victor jobbers at Indianapolis, arranged special receptions for teachers attending the recent annual meeting of the Indiana State Teachers' Association in this city. Approximately 12,000 teachers from all parts of the State were in Indianapolis.

The demonstration room on the first floor of the Stewart Building was lined with palms and cut flowers setting off in tasteful display a complete Victrola exhibit, with the school machine in prominence on a platform. An oil painting of the Victor trade-mark, six feet by eight feet, hung above the doorway of the demonstration room, and directly in line with the eye of one entering the room was the Victor dog in papier mache facing a talking machine, one of the first instruments made by the Victor factory. The same photograph display as that shown at the Ohio teachers' convention was ranged along the wall just outside the room, and from bowls of carnations on tables were given favors to the teacher guests.

The invitation was in the form of a personal letter signed "Johnny" recalling the character of the school room terror as spoken of in the stories, and was sent to each music teacher before the music division held its separate meeting Thursday.

Mr. De Cou's interesting discussion of the various uses of the Victor in the schools, and his well-chosen program of school music, was a delightful feature of the music division's morning session. In the afternoon the informal reception in the Stewart building began and was continued between certain hours until the last convention evening. Many phases of music teaching by use of the Victor were discussed by Mr. De Cou, with especial emphasis on the teaching of penmanship and typewriting, to the tune of "Yankee Doodle" and other rhythmic records, and on the use of the machine at the playgrounds. Much interest was expressed by teachers in the Victor XXV, and many compliments given the Stewart Talking Machine Co. on its commodious building and attractive decorations.

TO INSTALL NEW FEATURE.

The Pathé Frères Phonograph Co. announced this week that in the future the $200 Pathephones will be equipped with an automatic start and stop device which was carefully tested and perfected before being marketed.

A. T. Emerson, purchasing agent of the Pathé Frères Co., controls and owns this new automatic start and stop device, which has won commendation from all members of the trade who have tested it. The only operation incidental to its use consists of setting the point at the end of the record, and the return motion of this same movement starts it. The device is exceedingly simple and Pathé dealers are awaiting its arrival with interest.

MIXED BUSINESS WITH PLEASURE.

E. A. McMurtry, Manager for Columbia Co. in Kansas City, Takes $100 Machine on Club Trip and Sells It Before Returning.

(Special to The Talking Machine World.)

KANSAS CITY, MO., December 8.—E. A. McMurtry, manager of the Columbia Graphophone Co., is the "talking machine" member of the Co-operative Club, of Kansas City. This club made an expedition to Topeka recently to install a club there, and Mr. McMurtry took along a $100 machine to provide music for the bunch. As a nice little compliment and "thank you" for Mr. McMurtry, the boys raffled off the machine and surprised him with the $100, on the way home. The winner, while the final process of the raffle was taking place, was complaining of his hard luck in such events. He had tried a million times, and never won anything! In the midst of his good-natured railing his name was called as the winner. Mr. McMurtry was sitting near by and the winner turned to him. "Just my luck," he said whimsically. "Of all the things I didn't want, a $100 Columbia was one of them. I wanted a $200 machine." "We can fix that easily enough," said Mr McMurtry. "You pay me $100 extra and I will give you a $200 machine instead of this one." The winner instantly acceded to this remedy. The next day he came in, selected his model, and had it sent to his house.

He lost his job: By talking at his customer, not with him. He argued with his customer. He didn't smile. He was long-winded. He did not bring his whole manhood to the task in hand, like some talking machine salesmen.

TO OUR DEALERS

A MERRY CHRISTMAS

WE KNOW THAT YOU HAVE ALL HAD A SUCCESSFUL YEAR DURING 1915 AND THAT YOU WILL FINISH STRONG.

IT IS OUR WISH THAT YOU WILL ALL ENJOY THE BENEFITS OF AN INCREASED BUSINESS DURING THE YEAR 1916 AND WE WISH YOU

A HAPPY NEW YEAR

WE WILL BE AT YOUR SERVICE WITH AMERICAN SERVICE, WHICH IS GOOD SERVICE. REMEMBER US.

AMERICAN TALKING MACHINE CO.

368 LIVINGSTON STREET BROOKLYN, N. Y.

Victrola IV, $15
Oak

Victrola VI, $25
Oak

Victrola VIII, $40
Oak

Victrola IX, $50
Mahogany or oak

"Will there be a Victrola in your home this Christmas?"

That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and "Will there be a Victrola in your home this Christmas?"

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

Always use Victor Machines with Victor Records and Victor Needles—
the combination. There is no other way to get the unequaled Victor tone

Victrola X, $75
Mahogany or oak

Victrola XI, $100
Mahogany or oak

Victrola XIV, $150
Mahogany or oak

Victrola XVIII, $350
Victrola XVIII, electric, $400
Circassian or American walnut

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - - - Editor and Proprietor.

J. B. SPILLANE, Managing Editor.

Trade Representatives: Glad. Henderson, C. Chace, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, August J. Timpe, L. M. Robinson.

Boston: John H. Wilson, 324 Washington Street.

Chicago Office: E. P. Van Harlingen, Consumers' Building, 220 South State Street. Henry S. Kingwill, Associate. Telephone, Wabash 5774.

London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. Lionel Sturdy, Mgr.
The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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REMITTANCES should be made payable to Edward Lyman Bill by check or Post Office Money Order.

☞ NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, DECEMBER 15, 1915.

THE talking machine business for Christmas has broken all previous records. The producing factors being larger this year than ever before, there has, of course, been more stock created, and never has there been in the history of the trade such a demand for the finished product. The business is going ahead by leaps and bounds, and the greater creative facilities which are promised for next year will perhaps be able to change unsatisfied trade conditions.

The holiday trade has been unprecedentedly large, and the manufacturers have done everything possible to take care of the rush orders which have come in upon them. It may be truly stated that during the entire year of 1915, the talking machine trade has been specially favored. While other industries were languishing, and factories were completely closed in many lines, there was no slowing up whatsoever in the demand for talking machines.

The Christmas trade has annihilated all previous sales annals. There is every reason to believe that 1915 has been a profitable year for the talking machine trade in general, and that there should be pleasant memories of the year during Christmastide.

DURING 1915, as in the previous ten years, The Talking Machine World has sought fairly and impartially to serve the best interests of the trade, and it is with some degree of satisfaction that we may say that 1915 marks the best year in point of business prosperity ever reached by this trade newspaper institution.

The World has come to be a recognized constructive factor in the talking machine trade, and no one engaged in selling talking machines should be without it. That is conceded by readers everywhere, many of whom have written us repeatedly that they would rather pay ten times its annual subscription cost than to be without it. It is with a degree of pride that we look back upon years of persistent effort, devoted to the development of the talking machine trade. That we have been a modest force in its upbuilding some of our friends are good enough to say. The words of encouragement which have reached us will serve as an inspiration for the accomplishment of better things.

As this is the last issue of the publication to appear during 1915, we desire to express our thanks for the continued favors which we have received at the hands of friends, and to wish them all good things during this Yuletide season and for the many years to come!

PAYDAY is a very important date in the mercantile world, and every merchant who sells merchandise on the deferred payment plan should see to it that each and every one of his patrons is instructed that PAYDAY means PAY, because a definite due date is a very important factor in the collection business.

It is easy to keep the machinery of business moving when instalment purchasers are trained to meet their payments promptly. All of these deferred payments act as a lubricant to the business machinery, and it is a mighty dangerous thing for any merchant to intimate, or to have his salesmen say, that the time of payment will be permitted to be adjusted somewhat at the customer's convenience, or, in any way to give the idea of uncertainty in point of payment time.

In conducting a talking machine business it is apparent that sales opportunities increase in proportion to the inducements which may be made to purchasers in the way of time, but it is a mighty poor policy to encourage any purchasers in the belief that payments should not be made with unvarying regularity. By adhering to such a plan the talking machine dealers can meet their own obligations, because they can rely unerringly upon a certain amount which will be coming in every month from their instalment purchasers, but the moment laxity is permitted to sway this important part of the business, just so soon they also will be seeking special favors in the way of credits.

It is just as easy to train men systematically as it is to permit them to conduct such a vital thing as credit along an easy-slipshod-any-old-time basis.

Getting your money is at all times a necessity, and getting it according to schedule goes a few points better.

Again, if purchasers are trained to meet their payments with regularity, they allow for that amount of money out of their income each month, but if they are nursed along with the belief that pay means some indefinite period later on, presumably they will fail to make the proper arrangements so that their payments may be made to the talking machine merchant.

Much of our trouble in this world would be avoided if men were taught that a promise to PAY means what it says.

MAKING territory profitable is a subject which possesses never-ending interest to merchants in all lines of trade. Naturally where vast aggregations center there are always selling possibilities far beyond those offered by the smaller towns, but as a matter of fact, no matter whether we go in the great centers of population or in the sparsely settled localities, there is everywhere a rich field for the development of new business.

There is at the door of every talking machine dealer, trade potentialities which are beyond estimate.

If a dealer would make a canvass of the various residences in a certain defined district and find out how few of the people who live there actually own talking machines, he would be amazed, not at the number, but at the few, and thus figure, if you will, that everyone who does not possess a talking machine to-day is a future prospect, it will be seen that the business has possibilities of growth which are amazing.

The assertion that the talking machine business has reached its apex is an absurdity, for it has now just reached a point of recognition, as it were, as a home essential. Its admittedly great entertaining features have favorably impressed the people, who years ago viewed it as a fleeting whim—an ephemeral toy, if you please. With the association of the great artists with the talking machine came a vast change, and with the constant improvements in reproductive powers, the talking machine gradually overcame the early antipathies and crushing indifference—stimulated interest everywhere. And the statement that is made by outsiders that the talking machine success is only temporary, shows crass ignorance on the part of those who make such assertions. They have not looked into the fundamentals underlying the talking machine structure. It is built on a foundation which insures permanency.

SOME piano manufacturers for a long time were loathe to regard the talking machine as having reached the dignity of a musical instrument, but they have gradually succumbed to its captivating powers, and the very ones who years ago were indifferent and spoke slightingly of this new creation are to-day handling it in their various branches. They understand full well its money-making powers. Hence an alliance with this new claimant for trade patronage is one to be considered as desirable by progressive business men.

If we study the future opportunities of the talking machine it will be found that they are practically illimitable, purely as a complement to the American home equipment, aside from its sales possibilities as an educational factor.

When we consider for a moment that the opposition to the talking machine has been overcome by the very eloquence of the product itself, and that the avenues of distribution have materially widened by reason of the annihilation of that opposition, it will be seen that the sales possibilities are vast indeed.

No locality is oversold notwithstanding the enormous sales which have been made. There is no spot in all America that has been half worked, and there is on every hand undeveloped and unworked territory which should afford the progressive man satisfactory profits.

IN all lines of human endeavor there is evidenced a new spirit—a will be found that they have grown at an astonishing rate—really for no other reason than that it has been found that the business is profitable. It affords good returns, does not require great capital to establish, and with complete price protection, there is no underselling of the small man by the large one. In brief, there is a good incentive for everyone to do his part in trade development.

The individual profit on a sale does not mean a cutting off of future business. On the contrary, it means nothing more nor less than the development of new and profitable business which comes through the sale of records.

If every dealer will adopt the plan of sending around salesmen to old customers to ascertain if their machines are working satisfactorily, and at the same time exhibit new records, they will come away with a bunch of orders which will be paralyzing. Old customers can be made to pay as well as the new, and there is where the business should be taken care of in a better way than it is by many at the present time.

Old customers in point of record business are frequently neglected. The mere matter of sending out record lists for the month does not suffice. There is too much attractive matter of various kinds sent through the mail to-day to have any which smacks of advertising receive fair consideration. But if a salesman calls representing a house, it shows at once that the house is interested in the old customer, that it is looking after his needs, and a trial of new records means good orders. It means increased business right along. The liking for music may be encouraged, and it means boiled down a strangle hold on old trade, and not letting anyone get by.

There are opportunities in the talking machine trade which are wonderful, and it is small wonder that a lot of young, energetic men are coming into the business because they can see that it has money-making possibilities, and these possibilities are increased by reason of the fact that stocks are non-depreciable by reason of a fixed price system which is just to all, and a protection to the public as well.

The maintenance of that system is of vital interest to all in the trade, and if anyone in the talking machine trade neglects to impress upon his Congressman that the passage of the Stevens Bill means business stability to many trades, then he is not doing his full duty to himself or to his family. Just remember that!

IN all lines of human endeavor there is evidenced a new spirit—a spirit of co-operation.

If we analyze the inner conditions of every industry we will find there an obvious desire on the part of the creating and distributing forces to co-operate. The reason of this has been to produce greater efficiency, to eliminate waste and to work together with clearer views and a better appreciation of each other's position.

Co-operation is a broad and comprehensive word, and one of the most powerful illustrations of just what co-operation means, is evidenced in the special holiday advertising put forth by the Victor Talking Machine Co.

In all of the principal cities in the land there has been carried on a definite, clean-cut campaign of publicity, by which page advertisements have appeared in the leading dailies.

All of this attractive publicity has appeared without the name of the Victor Talking Machine Co. or its address being connected with the advertising. It has been simply a great co-operative plan of Victor publicity involving a vast expenditure of money, which has carried a knowledge of the entertaining possibilities of the Victor product into millions of homes. It has whetted the appetite of thousands of purchasers for talking machines, and as a result of this great outlay, Victor representatives in every city and hamlet in the land have profited in a practical sense.

It would have been easy to have saved this money, because it is known that the factory is not advertising to sell its present product, which is oversold, but this co-operative work, involving a vast sum of money has been carried on so that the dealers themselves have profited in Victor prosperity. It has made the people of the United States sit and think talking machines.

Great co-operative work indeed!

INTELLIGENT advertising is a proposition that enables a man to become rich with the help of the multiplication table. The manufacturer or business man can establish universal demand for his product with the aid of advertising, and sales can be multiplied in direct proportion to his advertising.

AN analysis of the advertising pages of the magazines of great circulation and of the daily papers shows that the holiday publicity of the talking machine manufacturers eclipses that of almost any other line save that of automobiles.

Small wonder that the talking machine leads at Christmas.

THE SILAS E. PEARSALL CO. has established record service whereby every dealer will secure every record desired. Any Victor catalog of records is representative of the Pearsall stock, and we are offering individualized attention for quick action on small orders.

You cannot have too many numbers of the more popular selections, for records are becoming more and more fashionable as holiday gifts.

PEARSALL VICTOR SERVICE

THE SILAS E. PEARSALL CO.
18 W. 46th St. (near Fifth Ave.) New York, N. Y.

LIVELY HOLIDAY TRADE ANTICIPATED IN CANADA.

Dealers Well Prepared to Take Care of Unusual Demand—Elaborate Advertising and Window Displays the Rule—How Various Dealers View the Trade Situation—New Retail Houses—General Talking Machine News of Interest from Across the Border.

(Special to The Talking Machine World.)

MONTREAL, CAN., December 8.—The returns in Montreal quite evidently justify all the enterprise and all the hopeful activity that the retailers who feature talking machine departments have put into effect to secure business this season. Backed by the publicity enterprise and other selling helps of the manufacturers and distributers, the retailers' efforts have been directed at a readily responsive public.

The Canadian Graphophone Co., of this city, wholesale distributers for Columbia products in the Province of Quebec, states that it is placing a large number of the more expensive types of Grafonolas, indicating that dealers in every section of the Province anticipate a lively and profitable Columbia trade. "The advertising now appearing in the local dailies has succeeded in creating a still greater and wider demand for these goods," said the Canadian Graphophone Co.

After spending a month at the local plant of the Berliner Gramophone Co., Ltd., familiarizing himself with its lines and policy, A. G. Farquharson has returned to Toronto, where his headquarters will be with His Master's Voice Gramophone Co. until December 1. He then removes to Winnipeg in the capacity of manager of the Western Gramophone Co., distributer in the West of Victor and Berliner lines.

E. van Gelder, of I. Montagnes & Co., which firm is Canadian distributer of the Sonora phonograph, reports gratifying results from his efforts in placing Sonora agencies. Montagnes & Co. announce a policy of exclusive territory to dealers. The Sonora is shown at a considerable range of prices, and can be had with electric motor.

The magnet which attracts so many eyes to the show windows of the various stores of the Berliner Gramophone Co., Ltd., apparently is due not only to the method and originality of window dressing but principally to the attractive arrangement of the different models manufactured by this firm.

The coming appearance in Montreal of Mischa Elman, the famous Victor artist, will undoubtedly create a large demand for this artist's renderings.

W. J. Whiteside is now featuring a full line of Columbia Grafonolas and records in this city.

The Berliner Gramophone Co., Ltd., has voluntarily contributed $500 in aid of the Red Cross Society in Montreal.

Charles Cubross, of this city, has been appointed Canadian distributer for the Cortinaphone Method of Language Study.

The majority of Montreal dealers are now using printers' ink very freely, featuring talking machines as the ideal Christmas and holiday gift.

Layton Bros., in the recent window contest of Edison dealers during Edison Week, have been advised that they have been awarded fourth prize.

Some Montreal dealers claim that it is a question as to whether, at this particular season of the year, it pays to feature recitals. It being so near Christmas, they claim that the average person will not take the time to be entertained for an hour or less, while on the other hand some dealers state that in their opinion recitals during the month of December are productive of profitable business, basing their claim on the assumption that the main thing is to induce the purchaser to come to the store. That done, it is then easy to get and hold their attention, and it brings to the mind of the buyer the many possibilities and enjoyments a talking machine would bring as a Christmas gift.

In speaking to one representative Montreal dealer he voiced his opinion that altogether too much attention in the past has been given to featuring machines, and not enough publicity has been given to the selling and advertising of records; not so much the artists featuring the different makes of machines, but the comparisons of records along educational lines—why one make is so much superior to the other.

Layton Bros. are fully stocked in anticipation of doing a large holiday business in Edison and Columbia machines. They state that Edison business has been particularly good, especially in the demand for the higher priced models, while the less expensive types are being sold in large numbers to men earning anywhere from $25 to $100 weekly in the manufacture of shells.

Can a talking machine department situated on the fifth floor of a public building and reached by elevator be made to pay and show a profit? The average dealer will say no, only basement and particularly main store entrances are profitable. Yet it has been proved otherwise, and if you are in doubt as to how it can be done and is being done, simply write or ask Norman F. Rowell, manager of the Victrola department of C. W. Lindsay, Ltd., Montreal. This gentleman's zealous enthusiasm for Victor quality together with a most pleasant nature, has won for him a big success. With the Lindsay Co. the Victrola Model II seems to be the popular seller. Good inquiries exist for the electric Model XVI, and several sales are pending in this direction.

Gerhard Heintzman, Ltd., of this city, has taken on the Sonora representation in addition to the Columbia line.

C. W. Lindsay, Ltd., in one of its recent Saturday afternoon recitals in the Ottawa branch, featured the electric Victrola and the Apollo piano.

The Cecilian Co., Ltd., of this city, has completed arrangements whereby it will feature the Sonora line.

The R. S. Williams & Sons Co., Ltd., in its Hamilton, Ont., branch, recently featured an invitation Victrola and Edison recital, assisted by Miss Ethel Clowes, a promising young violinist.

The Nordheimer Piano & Music Co., Ltd., has opened a new Victrola parlor with a number of demonstrating rooms in its new Hamilton branch.

THINK of this! Nearly an acre of floor space right on State Street in the best section of Albany, which could be devoted to stocking Victor machines and records.

Hundreds of thousands of records could be put into this place, and we intend to keep our stock of records in such a fine shape that dealers even from remote locations will be sure of getting records at the G-H station.

Albany is now on the map for fair; it has shown that the many dealers of this territory CAN get the proper Victor service here, and as the months go on, you will find that "Albany—for Capital Service"—means a whole lot.

GATELY-HAIRE COMPANY

John L. Gately, President **James N. Haire, Treasurer**

Albany, N. Y.

Albany—for CAPITAL Service

a Christmas Greeting

We Extend to

The Talking Machine Trade

our holiday Greeting and our appreciation
of the privilege of having facilitated through

The Unico Demonstrating Room System

an increased Holiday business for many dealers

THE MODEL UNICO SHOP

a New Year Resolution

for the Dealer who has not yet installed

The Unico System

Make Mental Note, during your holiday rush, of the increased business which an installation of **Unico Rooms** would make possible—then—

Start the New Year right by calling to inspect our **Model Unico Shop** and adopting many or all of the improvements in store equipment which it suggests.

If you can't call—write for our suggestions

THE UNIT CONSTRUCTION COMPANY

121-131 SOUTH THIRTY-FIRST STREET **PHILADELPHIA, PA.**

Preparedness

Our November Announcement of 24 hour Special Delivery Service resulted in rush orders from New York to Nebraska, from Mississippi to Massachusetts. By wire—By phone—By special delivery mail. These orders were shipped in record time and as a result many dealers are counting extra profits many times the cost of their Unico installation. All of which indicates that

Preparedness is the right Policy

We **WERE** prepared to give holiday service.
We **ARE** prepared to give 1916 sale suggestions.
You **SHOULD** prepare to increase your facilities.

Unico Sales

RESULT

PLANT No. 1

PLANT No. 2

FROM

Unico Service

These two plants employing over 500 hands, are working night and day on Unico products for 1916 delivery

Unico Service does not end with the sale and installation of a few demonstrating rooms. **The Unico System** once incorporated into your store or department becomes an integral part of your organization and a sales factor for all time.

The Unico System Stimulates Sales—Produces Profits—Guarantees Growth.

Every dealer owes it to himself to secure our Sales and Service Suggestions. **Call and Consult** with us if possible—if not **Clip the Coupon.**

The Unit Construction Co.

121-131 So. 31st Street - - Philadelphia, Pa.

DISTRIBUTORS IN PRINCIPAL CITIES

THE UNIT CONSTRUCTION CO.
121-131 So. 31st St., Philadelphia Pa.

Date.....

Gentlemen: Kindly send us your Sales and Service Suggestions. The dimensions of our store (or dept.) are.....
We now have.....Demonstrating Rooms.
Signed .....
Address .....

A1863—another Columbia "Cohen" telephone record in the Columbia record list for January. This time written by Montague Glass, the famed Hebrew character creator. It's going to be just as big a trade creator as the first "Cohen" record.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

GREAT PROSPERITY MEANS GOOD BUSINESS IN DETROIT.

Dealers Unable to Supply the Demand for Both Machines and Records—Real Salesmanship Much in Evidence—Unique Pathé Announcement in Newspapers—F. K. Andrew Believes in Window Displays—New Quarters Occupied.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—With building operations breaking all past records, with bank clearings thousands of dollars ahead of a year ago, with the population increasing every day, with crops throughout the State very satisfactory, with conditions in the copper country improving and with less men out of employment than ever in the history of the city, how can Detroit—the City Beautiful—famed "Detroit the Dynamic"—be otherwise than prosperous, and how can its talking machine dealers be otherwise than prosperous? The fact is that never before since the existence of the industry have a set of dealers had so much business thrust upon them as those of Detroit. When you ask a retailer to tell you frankly and honestly how his business is going he will answer you, "Well, selling machines is really the easy part of it this year. The thing is to get enough machines and the particular styles which you can sell the most of." In other words, what the retailers are up against this year is to satisfy the customer with some style other than the one he really would like to purchase. Fortunately, most of the dealers had enough foresight early in the fall to place good-sized orders for holiday goods, knowing full well that there would be a shortage and that they would be left in the trenches if they attempted to rely on last-minute shipments.

To advertise Columbia phonographs and Columbia records, Summerfield & Hecht, Michigan avenue furniture dealers, had two professionals dance the latest dances in their windows. The crowds on the streets were so large that traffic was blocked and several policemen were assigned the task of keeping the traffic open.

The Goodfellowship Club (Grinnell Bros.' employes) gave its first fall dance at the store on Thursday evening, December 2. About 200 people were present.

The J. L. Hudson store will not be open later than 6 p. m. during the month of December. This is a radical departure. This includes the piano and talking machine store.

An advertisement, rather unique, was inserted in the Detroit newspapers recently, consuming a quarter-page. The top showed a chart of the city at Grand River, Library and Farmer streets, being in the form of a magnifying glass. It was headed "This is the talking machine center of Detroit." It showed the locations of the Pathé store, the two Strasburg stores and the Wallace Brown store. These three concerns paid for the cost of the advertisement. It was the first time in the history of the city where three dealers in the same neighborhood pooled together for advertising purposes. These stores will be open Saturday evenings until Christmas.

The Elliott-Taylor-Wollfenden store, Woodward and Henry streets, Detroit, has added a Columbia Grafonola department.

Wegner Bros., Grand Rapids, have established a concert hall and are giving daily recitals to demonstrate the Edison diamond disc machine. The room is on the first floor, finished in white enamel and can accommodate about 100 people. The firm has also several sound-proof booths.

F. K. Andrew, of the J. L. Hudson piano store and manager of the talking machine department, is a firm believer in window displays that will be as attractive as it is possible to make them. He said any kind of advertising is good for indirect results, but "give me the windows for direct results." One day he filled one window with talking machines (Victors) at $15 and $25, stacking them as high as they would go. The first day he sold $800 worth. "What a store in the downtown district of any big city pays enormous rents for is to get prominent window space, and the store that does not study its windows and get out of them all that he can is not taking advantage of his big rent. That man might just as well be on a side street or in some location not so expensive. The window is the best asset of any store. You can't make them too attractive."

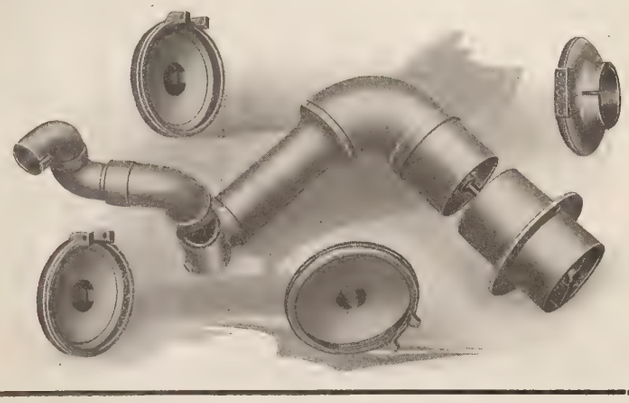
W. H. Goldblum, manager of the Story & Clark store, which handles all well-known makes of talking machines, makes this suggestion: "Why don't the dealers handling the same kind of machine—say, the Columbia, for instance—located in the same town, get together once in a while and talk things over? Why don't they visit each other's stores, get better acquainted and help one another? It is surprising the ideas you can get by talking to your competitors and exchanging visits." As a result of this suggestion there is to be a meeting in the near future of all the Columbia dealers in Detroit—simply a get-together meeting for good-fellowship purposes.

The Goldberg phonograph store is now located at 167 Gratiot avenue, where it has a larger store.

J. H. Heinsman has been appointed manager of the talking machine department of the Bayley music store, 10 Witherell street. Mr. Bayley, by the way, is seeking a temporary location on account of the building he now occupies to be torn down. John H. Kunsky, who has leased the ground and who will erect a new building on the property, has leased space in the new structure to Mr. Bayley. This means that Mr. Bayley will be away from 10 Witherell street temporarily only. The new building will start after the New Year and will be completed by fall of 1916.

Max Strasburg is now occupying his new store at 74 Library avenue, Detroit, which is to be his permanent location. He will hold on to his present store at Grand River and Farmer streets until the lease expires, April 1, 1916. Until that time both stores will be operated, although Mr. Strasburg will gradually work all business over to the new location.

Doehler Die-Cast means a more perfect and more economical production of talking machine parts than when machine-finished



Doehler Die-Cast Talking Machine parts can be produced faster than you can use them.

When castings are delivered they will have all holes, slots, etc., accurately located, and a smooth surface ready for buffing, polishing, plating or enameling.

Send us blue prints or models of parts, and let us tell you what the actual cost will be to have them Doehler Die-Cast. Write for our literature.

DOEHLER DIE-CASTING CO.
Court and Ninth Sts.
BROOKLYN, N. Y.
WESTERN PLANT: TOLEDO, OHIO
Producers of Die-Castings in Aluminum, Zinc, Tin, and Lead Alloys
Also manufacturers of Die-Cast Babbitt Bearings and Babbitt-Lined Bronze Bearings

How Closely Do Records Resemble the Original?

How will you make the test? Will you be guided by claims, by testimonials, or by your own ears? Suppose you, Mr. Dealer, were a music-lover in search of the best instrument—how would you decide *which* is best? That's the kernel of your retail merchandising to-day, for it is the ultimate end every prospect is in search of.

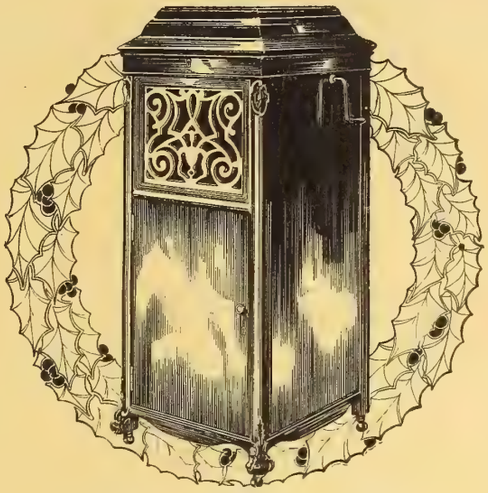
THE EDISON DIAMOND DISC PHONOGRAPH

in its many Tone-Tests offers you the only satisfactory way to decide this question. It brings the artist and her re-created voice before you on the same rostrum, and allows your own ears to decide how closely Mr. Edison has re-created the original. Competent critics say it is PERFECT!

Model B 450 Louis XVI
Price $450

Model B 375 Louis XV
Price $375

Model B 275 Sheraton-Inlaid
Price $275



OFFICIAL LABORATORY MODEL
Model B 250 Modern Renaissance
Price $250

Among Edison Artists whose Voices have been heard in conjunction with their Records are:—

Mlle. Alice Verlet, of the Paris Opera.
Miss Anna Case, of the Metropolitan Opera House.
Miss Christine Miller, the celebrated concert contralto.
Mr. Thomas Chalmers, of the Boston Opera.
Miss Elizabeth Spencer, the popular concert soprano.

Other great artists are preparing to make similar tests.

Musical critics have conceded their inability to distinguish the living voice of these artists from the Edison Re-Creation of their voices on Edison Diamond Disc Records.

Write us to-day where you can hear an Edison Tone-Test.

THOMAS A. EDISON, Inc., 279 Lakeside Ave., ORANGE, N. J.

Model C 200 Adam
Price $200

Model C 150
Price $150

Model A 100 Moderne
Price $100

THE TRADE IN BOSTON AND NEW ENGLAND

JOHN H. WILSON, MANAGER, 324 WASHINGTON STREET, BOSTON, MASS.

(Special to The Talking Machine World.)

BOSTON, MASS., December 8.—With Christmas decorations beginning to manifest themselves in the windows the fact is being borne home forcibly that the great yearly holiday is near at hand. All the talking machine shops are finding business excellent, and the disposal of machines and records exceeds anything known in a long time in the trade. The year as a whole is going to make a record in amount of business done.

Club Postpones Its December Dinner.

The Boston Talking Machine Club has been obliged to postpone its dinner planned for December, because of the many demands made upon the members incident to the approaching holidays. Many of the men will be extremely busy, and it would be hard to get a sufficient number of them together. This is the second time a postponement has been in order, for the November dinner was put over until December 2, and then came still another postponement. Meantime all the members are most enthusiastic over the bowling teams, which are doing some great work.

Introduce the Solophone.

The Solophone is one of the latest talking machines to be put on the market, and it is being retailed by the Hallet & Davis Piano Co. This house has entirely made over for the new uses a room on the third floor heretofore used for piano records. The leaflet makes the announcement that this new instrument "plays any record, absolute control of tone, purest tonal quality, new art case design." There is only one style, which retails at the flat price of $100. The Solophone is getting considerable attention from the public, as it is being well advertised in the daily papers.

Enormous Columbia Business.

Manager Arthur Erisman, in discussing the enormous business done by the Columbia Graphophone Co., especially during the month of November, says that there are literally thousands of machines ordered that cannot possibly be supplied before the Christmas holidays. At the present time no effort is made in the advertisements of the company to push the machine business, interest largely being centered in the disposal of records. As far back as July the house made it plain to dealers that it would be necessary to place their orders early. Some of those keenly alive to the situation and men of real business ability were quick to see the necessity, and they accordingly sent in their orders. The first warning was followed by a second, and then a third; yet there were many who paid no attention to it. Instead, they rather laughed at the management for what some called a clever scheme to dispose of goods. It was made plain that there would come a time that the dilatory ones would not be able to get goods, but little heed was given the suggestion. It is some of these very dealers who now are abusing the management, for not a few have sent letters bitterly complaining that their orders are not being promptly filled. But as Manager Erisman explains, it is entirely their own fault, for they failed to take advantage of the opportunity which was one man's as well as another's. The unfilled orders that are accumulating on Mr. Erisman's desk are simply appalling, and throughout the day there are letters and telegrams urging that if the whole order cannot be filled at least a part of it should be sent. With the Boston headquarters the year's business promises to make a showing way beyond Mr. Erisman's fondest hopes.

Tell of Scarcity of Goods.

Business at the Eastern Talking Machine Co.'s Tremont street establishment is all that can be desired, and the difficulty which is experienced is the same as one hears everywhere at this season of the year, namely, a scarcity of goods. Both the wholesale and retail departments of the business are daily on the increase, and it is stated at this house that the year is to make an unusually good showing, with a large percentage of increase over the previous twelve months.

An Interesting Recital.

There was a concert a few nights ago in the rooms of the Choralcelo, on the tenth floor of the Colonial Building, it being a joint recital between this remarkable orchestral instrument and an Edison diamond disc machine, which was operated by John Alsen, who is in charge of the Edison department of George Lincoln Parker. The Choralcelo was operated by Kenneth Shaw Usher, and quite a large audience of invited guests enjoyed the recital immensely. The fine qualities of the Edison in particular were shown to their fullest value.

Why He Wears a Happy Smile.

Manager Wallace L. Currier, of the Victor and Edison departments of Chickering & Sons, is wearing a happy smile these days; and well he may, for he is finding business right up to the top notch of success, and both he and all his able assistants are busy until a late hour each day.

A Window Feature That Attracts.

In one of the windows of the Eastern Talking Machine Co.'s Tremont street store is a large likeness of Julia Arthur, the actress, who in private life is Mrs. Ben Cheney, and who is now playing a successful engagement in New York in "The Eternal Magdalen," having returned to the stage after a number of years' absence. In another window is a likeness of Senator John W. Weeks, whose name is occasionally mentioned as a Presidential possibility. The point of this display is that both these people are ardent advocates of the Victor machines which they have owned for some time.

Death of J. F. Sullivan Regretted.

The greatest sorrow was manifested the other day among all the staff of the Columbia Graphophone Co.'s Boston offices because of the most untimely death of J. F. Sullivan, one of the popular members, who lost his life in an elevator accident at the Essex street storehouse of the company. Mr. Sullivan had been to the retail warerooms early in the morning and left with Manager Arthur Erisman his report for the day before, for he was head of the shipping department. He was standing near the gate of the elevator shaft on the second floor, leaning over to look up for the car, when the gate suddenly gave way and the man was plunged down to the basement. His head was fractured and he died soon after reaching the hospital. Mr. Sullivan was thirty years old and he had been in Manager Erisman's employ about three years. As he was a member of the Boston Talking Machine Club, that body sent some beautiful flowers for the funeral.

Believes in Attractive Window Displays.

Manager C. A. Hewitt, of the talking machine department of the A. McArthur Co., Inc., of 117 Washington street, Boston, has been having some very taking window displays lately. The windows of the house set low and are very large, affording an excellent opportunity for catchy exhibits. The McArthur Co., which also has attractive and conveniently arranged warerooms, has been having a large fall business.

Developing Foreign Record Business.

A. Thallmayer, the Columbia special representative for the foreign record department, has been in Boston for a few days visiting Manager Erisman. Speaking of the foreign record business of the Boston headquarters, it is of interest that during November 27,000 foreign records were sold

Building Up a Good Business.

The Frank Ferdinand Co., out in Roxbury, com-

Re-Creation

Just that. No one who heard Christine Miller sing with her Diamond Disc records at Symphony Hall on Thursday, November 18, can find any other adequate word for Edison's wonderful achievement.

The Edison Diamond Disc

Thomas A. Edison has spent five years and over two million dollars in research work to accomplish the actual and vivid *re-creation* of music as distinguished from its mechanical and only approximate *reproduction*. His work accomplished, it was characteristic of the man that he should invite the unheard of test of having artists sing in comparison with his re-creation of their voices. Numerous great artists have participated in these tests. On Thursday, November 18, Miss Christine Miller, the celebrated concert contralto, appeared before more than three thousand music lovers of Boston.

They Could Not Distinguish

Face to face with Miss Miller, it was only by watching her lips that they could tell whether they were hearing the radiant woman on the stage before them—or Edison's re-creation of her beautiful voice.

Edison's Re-Creation of the World's Best Music

Edison already has nearly one thousand samples of his new art of *re-creating* music. His laboratories are producing new selections weekly. No voice, no form of music is beyond him. The entire field of music is at the command of Edison's wondrous new art.

The Pardee-Ellenberger Co., Inc.

BOSTON, MASS. NEW HAVEN, CONN.

monly known as the Blue Store, is another of the very successful establishments conducting talking machine departments. Harold Clapp is the manager of the Victor and Columbia departments, and Mr. Wingate is head of the Edison department. All three outfits have been in great demand among the Ferdinand patrons.

Visited New Haven for "Opening."

It was a merry party that went down to New Haven, Conn., for the opening of the new Edison retail store of the Pardee-Ellenberger Co. Among the local contingent were Frederick H. Silliman, manager of the Pardee-Ellenberger Co.'s Boston house, and L. H. Ripley and Guy R. Coner, of his staff; Ernest A. Cressey, of the C. C. Harvey Co.; F. H. Thomas, of the company that bears his name; George Lincoln Parker and Wallace L. Currier, manager of the Edison department of Chickering & Sons. Mr. Silliman returned to Boston that same night, several of the others returned the next day, and Mr. Coner remained over Sunday. All the Boston men speak enthusiastically of the handsome store and of the auspicious opening. The flowers sent as a compliment to the owners were something quite beautiful, especially those from Thomas A. Edison. The Boston headquarters of the Pardee-Ellenberger Co. sent a quantity of American Beauty roses with the good wishes and congratulations of the staff.

Mme. Pavlowa Writes the Columbia Co.

The Boston office of the Columbia Graphophone Co. is in receipt of a fine letter from Madame Pavlowa, the premiere of the Ballet Russe, which is doing such admirable work in association with the Boston Grand Opera Company at the Boston Opera House. The letter is in testimony of the Columbia machines and it reads as follows:

"Since I have been in your country I have been amazed to see the popularity of the talking machine record when used with the dance. This so excited my curiosity that I have made it a great study, and think it is due to you to say that the Columbia instruments and Columbia dance records over all others have my unqualified indorsement. I use your Grafonola and dance records in my rehearsals with complete satisfaction, and find your dance records truly represent the very spirit of the dance. Their tempo, rhythm, clarity and musical qualities simply charm me. I am convinced that all who dance can get great satisfaction from the use of your Grafonolas and records.

"Sincerely yours,

"(Signed) ANNA PAVLOWA."

Wearing a Happy Smile.

Fred Erisman, of the Columbia Graphophone Co., is wearing a happy smile ever since the 5th of this month, for on that day he found himself the proud father of a baby girl. Erisman is such a stickler for business ethics that rumor has it that he will name the youngster Miss Columbia.

Quarters are Convenient.

Harry Rosen's conveniently located talking machine warerooms in School street, in the downtown business district, are found to be most popular with the approach of the holidays, for many business men use this store rather than take the extra time to get uptown. Rosen always has a large stock.

HOW ATTRACTIVE WINDOW DISPLAYS MAKE TRADE.

Interesting Story Which Emphasizes the Importance of Window Advertising and How It Is An Investment that Pays a Profit When Properly Looked After.

In the Opera News for November there is told a story of a lady who was won by an attractive window display in a talking machine establishment.

Entering the store, she was approached by a most courteous salesman and, after expressing her wants, was shown about the salesroom, where different sizes of Victrolas were on display in different woods and colored finishes.

The lady knew about the Style XVI $200 mahogany Victrola, and after causing her preference to be known to the salesman, he told her he would like her to listen to a particularly fine instrument in one of the little record-trying rooms. The lady's interest was aroused, and curious to see it, she went into the room to listen to this special Victrola.

The salesman told her that each and every Victrola was personally selected by the proprietor, he making weekly trips to the Victor factory for that purpose and only accepting those Victrolas which came up to his own special high standard. The salesman stated that each sound compartment in the Victrolas they accepted were equipped with special sound blades that improved the tone, thus making the instruments absolutely superior to Victrolas sold elsewhere.

"Now," continued the salesman, "this particular instrument was one that Mr. Caruso personally selected as the best of all in this shop, and Mr. Caruso had been in a short time before playing records on it, and had, in fact, only just left."

Greatly interested, and on the point of purchasing this Victrola, a mahogany $200 type XVI instrument, she asked the salesman to play one of the records that Mr. Caruso had also played. "Certainly," said the salesman, and he left the room to get the record.

Just then the proprietor of the store came along, and looking in the open door of the small record room, he observed a lady looking at a Victrola. Thinking that she had not yet been waited upon, and there being no salesman in sight, the proprietor said: "That's a fine Victrola there. Miss Farrar was in this morning trying out some of her records on it. She told me it was the finest Victrola she had ever listened to, the sound qualities being so true and wonderful."

"Did you say Geraldine Farrar?" asked the lady.

"Oh, yes, positively," returned the proprietor. "I waited on her myself. Here comes our special tone expert," continued the proprietor, who observed the salesman approaching who originally waited upon the lady, and, not knowing what the proprietor had said to her, he said:

"Here are six of the identical records which Mr. Caruso played on this Victrola this morning. I placed them aside after he had gone."

The proprietor was not nonplused. He said: "Isn't it wonderful to have a Victrola that both Mr. Caruso and Miss Farrar played? It's really the finest toned Victrola we ever had."

The woman bought.

When she left the store the proprietor faced his clerk and said: "A narrow escape—and next time don't leave your customer."

GREAT GATHERING IN BOSTON

Of People Prominent in All Walks of Life to Hear Edison Diamond Disc Phonograph Demonstrated—Noted Artists Participated.

(Special to The Talking Machine World.)

BOSTON, MASS., December 1.—In response to invitations sent to the musical people in the city and others a large audience gathered at Symphony Hall on the afternoon and evening of November 18 to hear the recital given under the auspices of the Thomas A. Edison, Inc. The artists taking part were Miss Christine Miller, contralto, whose recording has delighted so many people who have heard the Edison diamond disc machines; Arthur L. Walsh, violinist, and Harold L. Lyman, flutist, both also from the Edison laboratories. Courtenay Guild, brother of the late Governor of Massachusetts, and president of the Handel & Haydn Society and of the Apollo Club, both leading musical organizations of Boston, introduced Verdi E. B. Fuller, who is the special representative of Thomas A. Edison. Miss Miller was heard in the "Elijah" number, "O Rest in the Lord," and "Abide with Me," both of which she sang to the accompaniment of her own laboratory recording. Mr.

(*Continued on page* 16.)

From the start of making the first needles in the industry—to the achievement of shipping over 63,000,000 needles in ten days, is a long road, but glancing backwards, it seems very short.

The foregoing record gives us the pre-eminent position, not only as a QUANTITY producer of needles, but as a QUALITY HOUSE. Bagshaw-made needles are of a super-quality of steel; highly polished, and accurately "pointed."

If needles could be made ANY better, we would do it

W. H. BAGSHAW

Oldest and Largest Manufacturer

LOWELL, MASS.

ESTABLISHED 1870

TRADE IN BOSTON AND NEW ENGLAND

(*Continued from page 15.*)

Walsh gave two Ave Marias with the laboratory re-creations of the same solos as recorded by Miss Marie Rappold, Albert Spaulding and Carl Flesch, and Mr. Lyman was heard in unison with the laboratory re-creation of "The Butterfly" as given by an orchestra. The program was quite a long one and there was generous applause for all the artists. It was generally remarked that the occasion was an unusual one in musical annals.

BUSINESS IS SIMPLY WONDERFUL.

In the West and Northwest, Says H. N. McMenimen, Managing Director of the Pathé Frères Phonograph Co. Who Has Just Returned from That Section—Some Interesting Facts That Tell of Busy Times.

"Business is simply wonderful in the West and Northwest," said H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York, who returned recently from a week's trip through this territory. "In fact, I do not remember seeing such evidences of prosperity and optimism in the West on any trip I have made in recent years.

"This business activity is general, applying to all lines of business. I had occasion to discuss conditions with several prominent manufacturers in other branches of the mercantile world, and they all report boom times in their respective industries. The enormous crops which the Western farmers harvested have placed vast sums of money in circulation with consequent benefits to manufacturers, wholesalers and retailers.

"As an illustration of the prosperity in his section of the country one Western banker called my attention to an automobile dealer in a city of 5,000 who during the past season has sold 200 automobiles retailing from $750 upward. Only two of these cars were sold on notes, every other sale being for cash.

"Our own business has far exceeded our expectations, and November has been the best month in our history, showing a very large gain over last month, our previous record-breaker. We have increased our machine capacity materially during the past month, but notwithstanding these additional facilities have been unable to keep pace with our orders. During the past week the capacity of our record pressing plant has been increased by 160 per cent., but further additions will be imperative in the very near future."

P. J. McCoy & Co., Inc., has been chartered under the laws of Massachusetts, with capital stock of $50,000, for the purpose of manufacturing and retailing phonographs. The incorporators are Reginald L. Robbins, E. Dwight Fullerton and Pearl J. Flower.

A new Columbia Grafonola department has been opened in the department store of the Elliott-Taylor-Woolfenden Co., Detroit, Mich.

M. Steinert & Sons Co.

35 ARCH STREET, BOSTON

VICTOR
Distributors

LARGEST AND MOST COMPLETE STOCK OF RECORDS IN NEW ENGLAND

Our service is unsurpassed. A trial will convince you that we can please and satisfy you. Send your order now.

OCCUPY ITS NEW HOME.

Wonder Talking Machine Co. Established in Large, Airy Quarters at 113 Fourth Avenue —Factory Working Overtime to Fill Orders.

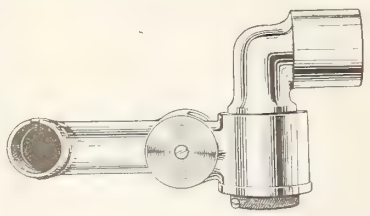
The Wonder Talking Machine Co. is now established in its new quarters at 113 to 119 Fourth avenue, New York. The company occupies the entire sixth floor at this address, and notwithstanding that the floor space available is more than six times as great as it occupied at its former home, there is every indication that the company's business will reach sufficiently large proportions to make additional room imperative in the very near future.

The most striking feature of this new home of the Wonder Talking Machine Co. is the splendid lighting facilities which are at the command of the employes. There is plenty of light on all sides and the manufacturing of the Wonder machines is accomplished under ideal conditions.

President McNulty and Secretary Radt occupy private offices adjoining the factory, although, if the truth be told, there is very little "occupying" these days, as there is such a remarkable influx of business that every moment is consumed in handling the requirements of the company's dealers with promptness and efficiency.

The unusual progress which the Wonder Talking Machine Co. has achieved in the few months that its products have been on the market is a tribute to the merit of the "Wonder" machines and the hustling aggressiveness of the company's executives. The outlook for 1916 is most encouraging, and the enthusiastic comments of "Wonder" dealers reflect a country-wide confidence in the line.

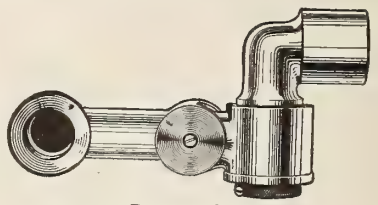
DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NONDEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.



Pat.
Arm fitted to Victor reproducer and all reproducers having bayonet or pinlock.

"PERFECTION" Ball Bearing Tone Arms Fit All Types of

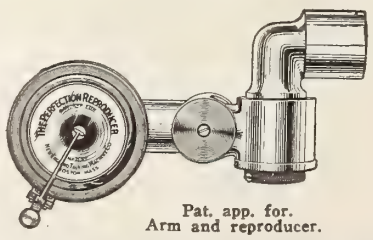
Edison Diamond Disc Machines for playing Victor and Columbia Records. The highest grade arm ever made for this machine. Perfect flexibility in every motion. The ball bearing joint allows the needle to follow any arc, without using feed rake, which renews needle point as the thread on the record carries it across. Both arms have new friction spring device for holding the reproducer suspended above the turntable when machine is not in use.



Pat. app. for.
Arm fitted to Columbia reproducer, Nos. 6 and 7.

Dealers, send us your names and addresses. We will have more accessories from time to time that will make money for you.

NEW ENGLAND TALKING MACHINE COMPANY
120 Boylston Street
BOSTON, MASS.



Pat. app. for.
Arm and reproducer.

Price of arms, each.....$2.50
Price of reproducer to fit arm No. 1. 2.50
Combination arm and reproducer:
Gold finish 5.00
Nickel finish 4.75

SEND CHECK FOR SAMPLE

Special quantity prices quoted on application.

This is a harvest time for foreign record business! Our Foreign Record Department issues records in 33 different languages and thousands of Columbia dealers in this country are making good regular money on these records.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TRADE ONE HUNDRED PER CENT. BETTER IN MILWAUKEE

Remarkable Business Expansion in All Departments of the Talking Machine Industry—Shortage of Machines Causes Quietude—Doing Good Educational Work—New Pathé Dealers—Edison Concert Arouses Enthusiasm—Victor Sales Attain New High Mark.

(Special to The Talking Machine World.)

MILWAUKEE, WIS., December 7.—The retail talking machine business in Milwaukee is 100 per cent. better than at this time a year ago, according to leading dealers and jobbers. This means much when it is considered that sales during November and October attained a new high mark for that period. This remarkable business expansion is only another proof of the steadily increasing demand for talking machines which has been developing during the past year. A record-breaking business during the month of December seems assured if trade during the early part of the month can be taken as a criterion.

The only disquieting feature in the situation is the serious shortage of machines which is being experienced by jobbers and dealers in the various lines. While the record supply seems ample to meet the demands of the trade, the scarcity of machines is simply discouraging. Jobbers say that although they are putting forth every effort possible they will be able to satisfy only a fraction of the insistent demand coming from dealers everywhere in the territory tributary to Milwaukee. The shortage seems to be equally serious in the Victor, Edison, Columbia and Pathé lines.

The Machine Situation Analyzed.

"We could do about 500 per cent. more business if we could only secure the machines," said H. A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street. "We are able to keep up our record stocks, however, and are filling practically 100 per cent. of our orders in this line. Only this morning we received several telegrams and letters from dealers, all including urgent requests for machines, but we will be able to only partly satisfy the demands. I am confident that the Victor Talking Machine Co. is doing its best to satisfy the trade, but it simply cannot turn out machines fast enough to keep up with the increasing demand.

"I am confident that trade will be about as active during January and February as it is at the present time, owing to the fact that dealers are so short of stocks. The average dealer ordered heavily early in the fall, just as he did a year ago, but business was so unusually good during October and November that stocks were depleted and the dealer entered the holiday period totally unprepared."

Doing Some Excellent Publicity Work.

Victor sales at the three big department stores of Edward Schuster & Co. attained a new high mark during November. M. Marks, general manager of the Victor and piano departments of all three stores, has increased his sales forces in preparation for the holiday trade. John H. Becker, manager of the Victor department at the Twelfth and Vliet streets Schuster store, is doing some fine publicity work for his department by the interesting concerts which he is conducting each day. Mr. Becker says that money is easier, that people are buying a little more freely and that there is every indication that the holiday business this season will reach a new high mark.

Doing Good Educational Work.

Miss Frances Arnold, of the educational department of the Victor Talking Machine Co., is working very successfully with the Milwaukee schools at the present time. Milwaukee educators are most favorably inclined to the use of the talking machine in the schools, as this city was formerly the home of Mrs. Frances E. Clarke, head of the Victor educational department. When Mrs. Clarke was supervisor of music in the Milwaukee schools she introduced the talking machine into the curriculum, and the demand for machines has increased with the expansion of the schools.

Many New Pathé Dealers.

Lawrence McGreal, jobber for the Pathé Frères line, now located in his new quarters, 350 East Water street, is meeting with much success in placing the Pathé agency with leading houses all over Wisconsin. Mr. McGreal has placed the Pathé line with the Kreiter Piano Co., 181 Third street, where a full line of the goods is being shown. The Hugo E. Bauch Department Store Co., 791 Third street, has also taken over the agency for the Pathé line and has arranged attractive talking machine quarters at its store. The Billings & Sons Piano Co., 504 Grand avenue, the first retail house to sell the Pathé goods, is meeting with a fine business in talking machines.

Ettore Barila, traveling representative of the Victor Talking Machine Co. in Wisconsin, has been spending a few days in Milwaukee of late calling upon the local dealers.

Louis Marks, enterprising young manager of the Victor department at the Boston store, has been meeting with such an increased business of late that he has made several additions to his sales force.

Plans New Columbia Agency.

Although there is a shortage of Columbia goods, A. G. Kunde, 516 Grand avenue, jobber and retailer in the Columbia line, is completing arrangements for locating another large Columbia agency in the downtown section. Business in the Columbia line in Milwaukee during the past few months has been the best in the history of the local trade.

The J. B. Bradford Piano Co. and the Edmund Gram Piano House, two of Milwaukee's oldest and best-known piano houses, both of which maintain unusually successful Victrola departments, have been carrying on an extensive campaign of newspaper advertising of late, with the result that Victrola sales have been larger than ever. Paul A. Seeger, manager of the Victrola department of the Gram house, says that the demand for high-priced machines is especially strong this season.

Gives Elaborate Edison Concert.

The George H. Eichholz Co., 542 Twelfth street, handling both the Edison and Victor lines, gave the Edison much publicity on December 6, when it arranged an interesting recital, given in the Plankinton Hall of the Milwaukee Auditorium by Miss Elizabeth Spencer, the well-known soprano, who presented a number of her favorite songs to a specially invited audience. Miss Spencer was accompanied in several instances by the Edison, which reproduced her own voice. As at the recital given in Milwaukee recently by Miss Christine Miller, the well-known American vocalist, the Edison laboratory re-creation of the artist's voice, heard in comparison, brought forth the heartiest approval.

The Edison Shop, the retail branch of the Phonograph Co. of Milwaukee, has been advertising in the local newspapers more extensively of late than any other Milwaukee talking machine house. In the evening papers recently the house carried nearly a full-page advertisement featuring the Edison in an excellent manner. The Edison Shop is conducting daily concerts during the holiday season which are attracting much favorable attention. William A. Schmidt, manager of the Phonograph Co. of Milwaukee, has located several new Edison dealers of late.

William P. Gensch, head of the Gensch-Smith Co., operating an exclusive Victrola shop at 730 Grand avenue, has been made the defendant in a suit for $2,000 damages filed in the Milwaukee Civil Court by Max Lepak, a city patrolman, who declares that his reputation has suffered as a result of remarks alleged to have been made by Mr. Gensch.

Gustave Spankus, manager of the Victrola department of the Hoeffler Piano Manufacturing Co., is conducting daily concerts at the Hoeffler store. Trade in both machines and records is active, according to officials of the Hoeffler house.

Keep your efficiency powder dry—but trust somewhat in the god of courtesy and business kindness.

PRACTICALLY 100%

That is how we are filling Victor record orders.

May we not have the opportunity of demonstrating how well we can serve you? **Exclusively Victor**

BADGER TALKING MACHINE CO. 135 Second St. MILWAUKEE, WIS.

PHONOGRAPH CO. IN DETROIT OPENS NEW STORE.

Will Be Utilized Hereafter for Retail as Well as Wholesale Purposes—Building Transformed Into a Veritable Palace—The Lighting Fixtures and Furnishings Are Conceived Along the Most Modern Lines and the Entire Effect Is Most Pleasing.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—On Friday, December 3, the Phonograph Co. of Detroit opened its new store at 256 Woodward avenue, which will hereafter be for retail as well as wholesale purposes.

The building has been made into a veritable palace, with the salesrooms decorated in such a way as to produce an artistic effect that will be pleasing to patrons.

The first floor is given over to a reception salesroom and a concert room. The general character is along English Renaissance lines, giving the effect of a fumed oak paneled room. Much care was taken in the selection of the wood for the development of this scheme.

To add to this richness of the general color scheme and to form a suitable background for the instruments, all lower panels of the walls have been hung with material. The floor coverings are of two-tone mole-colored rugs. The furniture is set in suitable groupings.

In the concert room a new feature for both artistic and tonal qualities will be the use of cork in place of wood in the large wall panels. The interesting feature of this room is the drop canvas ceiling. This is beautifully decorated in a paneled syncopated pattern. Beautiful lighting fixtures hang from the drop ceiling. The large frieze expanses over the wood and cork paneling and the four corners of the room are hung with striped mole-colored velour.

The second floor is given over to the sale of records. The woodwork of quarter-sawed red oak gumwood is developed along original lines. The walls are decorated in a harmonious gray color scheme which is qualified by the two-toned blue floor coverings. All the fixtures and hardware on this floor are in silver finish. The front part of the floor is devoted to a rest room.

Extending the length of the floor are nine booths for the sale of records. To assure correct tonal quality in all of these booths the walls are hung with draperies and the floors covered with rugs. The glass is set double with air spaces between. They are also provided with a heavy felt foundation to prevent any vibration. The record rack is so situated that a salesman can promptly procure any record desired.

The floor will be occupied as the general offices of the company, who are exclusive distributers for Thomas A. Edison, Inc., in this territory.

On the fourth floor are three general salesrooms for the instruments and a reception room. The general treatment is along French Renaissance lines, the woodwork being finished in white enamel and the walls hung with material. Each room is provided with direct light either through windows or skylights. The furniture for these rooms is of mahogany, placed in complimentary groupings to the instruments. All the fixtures and hardware are in dull silver.

Very careful consideration has been given to the heating and ventilating systems of the building. All parts usually visible have been concealed, so as not to destroy the artistic quality of the rooms.

PRAISE FOR THE WORLD.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—A. W. Roos, manager of the local store of the Columbia Graphophone Co., has come to regard The Talking Machine World as something more than a trade paper.

"It's a funny thing the way people who have no connection whatever with the talking machine business, except that they own talking machines, take The Talking Machine World and read it," said Mr. Roos. "I know of at least six persons here who take it, and I have noticed this feature in connection with my work in other parts of the country. It's the only trade paper I know of that gets outside the trade so much. Now you wouldn't think of taking a shoe gazette if you were not in the shoe business, would you?"

Boston—Oliver Ditson Co.
New York—Chas. H. Ditson & Co.

YEARS of experience in co-operating with musical instrument dealers particularly fits the House of Ditson to anticipate and fill the requirements of Victor dealers. We know musical instrument conditions and we help you in every way.

Many Victor dealers handle sheet music or musical instruments such as drums, cornets, violins, etc., and there is an advantage here in a saving of freight and express to those who send combination orders for goods of both classes.

What we desire to impress as our greatest service, however, is the vast stock of Victor goods continuously on hand, including machines, records and other supplies, and a service of this kind is not only desired, but is absolutely essential to the dealer who wants to make the most profits during the next two months.

Ditson Victor Service

WORKING FOR THE STEVENS BILL.

J. N. Blackman and F. P. Oliver Stimulating Interest in and Getting the Views of Congressman on the Stevens Bill—Dealers Should Get in Touch with Representatives.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor distributer, who is a member of the special committee recently appointed by the National Association of Talking Machine Jobbers to further the interests of the Stevens Bill, has been meeting with gratifying results in his activities in this direction. Mr. Blackman is handling the New England States, New York and near-by New Jersey, one of the most important territories in the country.

Mr. Blackman states that he has found the dealers, not only in the Victor line, but in other mercantile lines, taking a personal interest in the passage of the Stevens Bill and writing their Congressmen regarding its tremendous value to both the retail merchant and the consumer. Mr. Blackman has personally interviewed many Congressmen, very few of whom are willing to say that they are opposed to the Stevens Bill.. The majority state that they are in favor of the principles embodied in the Stevens measure, but naturally few of them care to pledge their votes in favor of the bill, as they feel that their minds should be open when the bill is placed before Congress for a vote.

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., spent an entire week visiting the New England Senators and Representatives on behalf of the Stevens Bill, and was gratified to find an almost unanimous sentiment among the retailers in this territory regarding the desirability of making this measure a law.

Both Mr. Blackman and Mr. Oliver are planning to devote a considerable portion of their time the next few months to furthering the interests of the Stevens Bill, and although Mr. Blackman is well pleased with the progress made to date on the bill's behalf, he considers that the work has only begun and that every Victor dealer, if he has not done so already, should communicate with his Congressman immediately regarding the immeasurable value of the Stevens Bill from every sound standpoint.

NEW PATHE CO. AGENTS.

Distributers Recently Appointed in Indiana, Minnesota and Missouri.

The Pathé Frères Phonograph Co., New York, closed arrangements this month whereby the following concerns will handle the complete Pathé line as distributers in their respective territories: M. A. Tobin, Indianapolis, Ind.; Northwest Pathephone Co., Minneapolis, Minn.; Pathephone Co. of St. Louis, St. Louis, Mo.

J. F. Collins, sales manager of the Pathé Frères Co., who closed these deals, says that these concerns have perfected plans to give the dealers in their territories prompt and efficient service. A number of important deals are now pending whereby the Pathé products will receive aggressive representation in several sections of the country where distributers have not yet been appointed. The list of Pathé Frères distributers is increasing steadily, and the caliber and standing of the companies securing distributer franchises indicates the signal success of the Pathé line.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

"The Graduola has taken the machine out of 'Talking Machine.'"
—LEIGH MITCHELL HODGES

A Statement by The Aeolian Company on the Graduola

The Wonderful New Control Feature of the

AEOLIAN-VOCALION

The popularity the phonograph has attained in the last few years has been one of the most striking features of the music-business. The reason for it is not far to seek. The phonograph is a practical and economical means for enjoying music of all kinds. It caters to all tastes. Its novelty as a wonderful invention has hardly yet worn off. And in the past two or three years it has helped largely to supply the universal demand for dance music.

The continued and permanent success of the phonograph, however, is entirely a question of its development *musically*. Novelty and the dance craze are temporary conditions. Its future and even its large success, today, depends on its supplying the demand of the public, critical as well as uncritical, with better music and a *means of musical expression*.

Though phonograph manufacturers with no previous experience in the music-business can hardly be expected to realize the importance of the latter requirement, those who are familiar with it and who know the history of purely automatic instruments, that is, those that have had no element of *personal control*, appreciate the advantage of an instrument which its owner can *help to play*.

The Aeolian Company, probably better than any other concern in the music-industry, knows the music taste of the public. Its new phonograph, which reflects this knowledge, has met with extraordinary success. Wherever it has been shown, it has taken hold practically *without competition*.

Its tonal superiority has, of course, been a vital factor in its success. But in no small measure is it due to its wonderful new feature of *tone-control* which enables its owner to actually play the phonograph and thus express his individual ideas as to how the music should sound.

Amongst the thousands to whom the Aeolian-Vocalion has been demonstrated at Aeolian Hall and in the stores of representatives, there has not been a case recorded where this feature did not make an instantaneously favorable impression, and in the vast majority of cases, constituted an irresistible sales appeal.

The only competitive argument which has been found to use against the Graduola, which is the name of the tone-control device on the Aeolian-Vocalion, is easily answered. To the objection that using the Graduola might alter the interpretation of a fine artist, the obvious reply is, in such a case *do not use it*. It is not arbitrary. It may be used or not as desired. As a matter of fact, however, the Graduola does not alter the essential spirit of the artist's interpretation. His technique, tempo and dynamics remain the same. Whereas with it, real pianissimos and other subtle tone effects which the limitations of the present methods of record making exclude, can be introduced.

A complete description of the Graduola; how its peculiar patented construction makes it perfect for true modulation, and the other advantages it offers, is unnecessary here. On the two following pages is reproduced an advertisement telling the story of its invention and adoption by The Aeolian Company. Full particulars about the Graduola are given in the Aeolian-Vocalion Catalog which will be sent in reply to enquiries.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Such territory is exclusive, thus insuring to the merchant the benefit of all the business he helps to create.

Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK CITY

CHICAGO OFFICE: FINE ARTS BUILDING, MICHIGAN AVENUE
A complete display of all models of the Aeolian-Vocalion may be seen at this office

F. J. Empson, of Sydney, Australia, inventor of the wonderful Graduola device

At the offices of The Aeolian Company in London, Mr. Empson gave the first demonstration of his wonderful invention for controlling the tone of the phonograph

The Interesting Story of

The Aeolian-Vocalion

THE Aeolian-Vocalion is a new musical instrument of the phonograph type. Its greatest feature, the vital feature of any musical instrument, is its tone—the hitherto unapproached fidelity with which it reproduces the distinctive quality of every voice and instrument. But, in addition, the Aeolian-Vocalion possesses another feature of revolutionary character—one that adds immeasurably to the value of the instrument by ***putting its extraordinary tone under the direct personal control of its owner.*** *This immensely important and absolutely unique accomplishment in connection with the phonograph, is the result of a single, brilliant invention, the story of which is so fraught with human interest that its brief relation is justified.*

The Birth of a Great Invention

As the largest manufacturers of musical instruments in the world and originators of many of the most notable innovations in the music industry, The Aeolian Company has had a wide experience with inventions and inventors. The open-minded policy of this house, its dissatisfaction with ends achieved, and constant striving for better and still better results, and its courteous and equitable treatment of all with whom it deals, are proverbial in the music trade. This attitude brings to it practically all who have inventions of value in connection with the art of music, and is largely responsible for its position in the forefront of musical development.

Of temporary discomfort to himself, however, was the fact that The Aeolian Company was but little known to an inventor from Australia who arrived in London, England, late in the summer of 1912 with a phonograph containing a revolutionary invention.

This man had purchased a phonograph of leading make for his home in Australia several years before. He was intensely musical, however, and from the first his instrument had failed to satisfy him. Wonderful and interesting as it was he felt keenly its inability to reproduce certain of the finer and more subtle musical effects. But most *of all it left him nothing to do.* Even had its playing been absolutely perfect, it was always the same and the intense desire that he felt to exercise his interpretative instinct by introducing the slight modifications needed to give the records new meaning and interest, remained unsatisfied. It was a marvelous mechanical instrument but still *only mechanical.*

Fortunately, however, this man possessed rare inventive genius. Instead of finally discarding his phonograph, or resting content with its limitations, he devoted himself to

overcoming them. He sought a means by which the wonderful records of the world's master artists could be heard again and again without monotony—a means for introducing the subtle and changing shades of expression with which the musician himself varies each performance.

To make a long story short, his efforts met with signal success, and after securing letters patent on his invention he sailed for London, confident that he need but show it to the manufacturers of phonographs to arouse their enthusiasm and secure its immediate adoption.

The Inventor Finds Recognition

In London, however, he met with an experience unfortunately not unusual for an inventor. He found so much difficulty in getting a satisfactory hearing from phonograph manufacturers that, finally becoming discouraged, he made his arrangements to return home, and had he not just at this period met a friend who gave him good advice, the wonderful results of his labors would have been lost to the world, temporarily at least.

This friend was well acquainted with the management of The Aeolian Company in London, and strongly urged that before giving up he submit his invention to this house. Unable to assure him of its adoption, he was at least able to promise a courteous reception and careful consideration of what he had to offer.

That he not only received courteous and intelligent consideration, but that the immense value of his invention was recognized by people ever awake to improvement is shown in the following cablegrams, destined to be of such extraordinary importance to music lovers, that passed between the President of The Aeolian Company and the manager of its London house a little over two years ago.

Tremaine, New York

Have been offered exclusive rights for very remarkable talking machine, different from and superior to any machine have ever seen. Propose sending inventor to America to submit his instrument for your approval.

(Signed) Mason, London

Mason, London

As we are not at present considering manufacturing talking machines, do not see how instrument can interest us. If you think it sufficiently exceptional to send under circumstances, do so, but secure option on invention before inventor sails.

(Signed) Tremaine, New York

Tremaine, New York

Inventor with machine sailing Saturday. Mauretania.

(Signed) Mason, London

On the following Saturday, Mr. F. J. Empson, the inventor, arrived in New York. He was met at the pier by representatives of The Aeolian Company and an audience arranged with the officials of the Company for the following Tuesday.

It was a highly interested and expectant gathering that met in the Directors' Room at Aeolian Hall at the appointed time.

The skepticism born of wide experience was tempered by a knowledge of the conservatism of the London officials. Mr. Mason's cablegram had expressed unusual enthusiasm and the inventor faced a sympathetic, though highly critical audience as he began to play his phonograph.

That afternoon will never be forgotten at Aeolian Hall. As the different department heads left the room after Empson had finished, each one realized that a new epoch had dawned for the phonograph—that in this wonderful invention was the feature that the phonograph had hitherto so greatly needed.

A New and Better Phonograph

Were the patents sound—were they fundamental? These were the important questions. The Aeolian Company was thoroughly familiar with the phonograph—had already experimented with an idea of finding means for improving its tone, and knew what it could accomplish should it be decided to enter the field.

When Mr. Empson's patents were found basic the matter was settled. The Aeolian Company took up its option, the inventor, gratified beyond measure at the recognition his genius had received and at his treatment, sailed for home, and the great organization, recognized as the most powerful force in the music world, set itself seriously to the task of making a new and better phonograph.

This was more than two years ago. The rest is another story in itself. No man and no body of men in the world were so well equipped for the task of improving the phonograph as the men constituting the expert staff of The Aeolian Company. Not only artists and musicians of exceptional capabilities, but scientific, mechanical engineers comprise this staff. While in addition, the greatest authority on sound alive today, is a permanent consultant, and the most perfectly equipped laboratory in existence for phonographing and analyzing sound-waves, is at this company's command.

The result of The Aeolian Company's entrance into the field of phonograph manufacture might readily have been foreseen. In The Aeolian-Vocalion, its new phonograph recently announced, this Company has produced an instrument that is not only fully up to the high standard of its other celebrated products, but one that is unquestionably the most perfect as well as most interesting phonograph the world has ever seen.

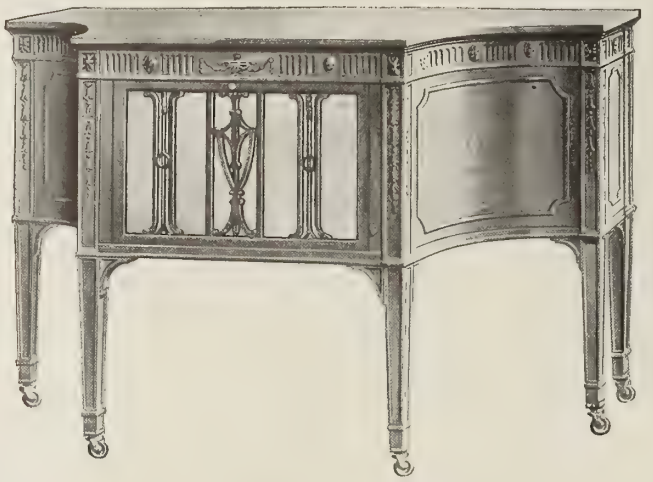
▼

The Aeolian-Vocalion is made in a wide variety of beautiful models. They range in price from $35 to $300 in conventional case designs and from $375 to $1500 for classic designs. It is at present on exhibition and sale only in certain cities. A complete description of this wonderful new phonograph—its styles, prices, etc.—together with information as to how and where it may be heard, will be sent to all who write.

THE AEOLIAN COMPANY

AEOLIAN HALL 29-33 West 42nd Street, New York

Makers of the world-famous Pianola and the largest manufacturers of musical instruments in the world



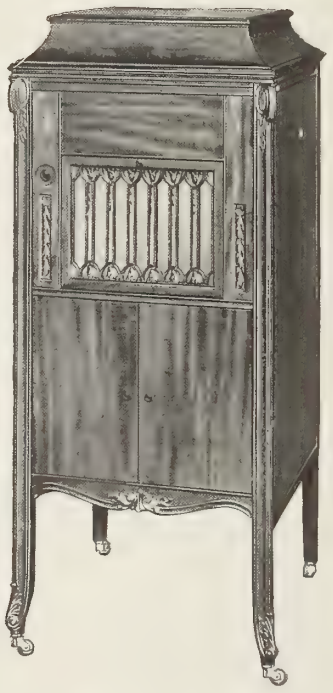
AEOLIAN-VOCALION
STYLE R, $1500

AEOLIAN-VOCALION

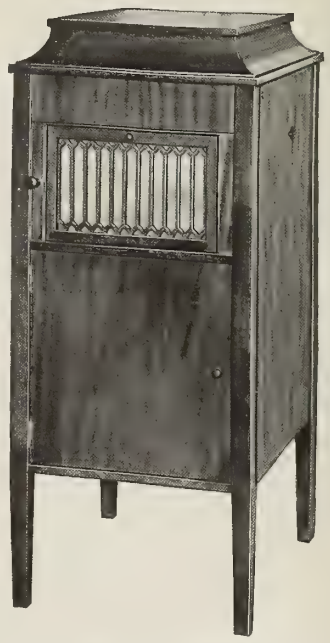
MODELS

THE Aeolian-Vocalion line comprises the most complete, comprehensive and attractive group of phonographs now in the field. In planning this line, The Aeolian Company had the advantage of a wide experience in *retailing* phonographs. As a result of this experience and this Company's unequalled equipment for producing fine case work, the merchant handling Aeolian-Vocalions is in a position to supply practically all the present different price demands and to attract to his store a new and very desirable clientele.

The regular stock models ranging from $35 to $300 are very much superior both in design, quality of veneer and finish to anything hitherto attempted in the phonograph. In addition, there are a variety of Art and Period models which appeal strongly to purchasers of means and good taste. Also, it is possible to secure from The Aeolian Company designs executed to order for particular clients.



AEOLIAN-VOCALION
STYLE J
$225



AEOLIAN-VOCALION
STYLE G 7
$100

HANDLING COLLECTIONS WITH FORM LETTERS.

System of Changeable Paragraphs Which Does Away with the Necessity of Dictating Individual Letters—Of Convenience and Interest to Dealers.

So much time and effort can be saved by the use of form letters that they are coming to be used more and more, and with a little care in the preparation they can make as direct and as personal an appeal as the specially dictated letter.

This is done by combining certain ready prepared paragraphs in much the same way as a physician writes a prescription, and when this is done the letter so closely follows the individual conditions in the case that it is practically impossible to detect any ready-made quality in the letter.

Some time ago Neil M. Clark, writing in Success, went on to show how collections are handled by this method.

The merchant wishing to write a certain kind of letter to bring a backward account "up to the scratch," glances over a list of numbered paragraphs and then makes a pencil memorandum about like this:

20.....17th
301.....
300.....3d
76.....

The stenographer getting these notations refers to a duplicate list of numbered paragraphs and, without the intervening labor of dictation, produces a letter which reads as follows:

"We wrote you on the 17th calling attention to a bill of ours that had escaped attention. There must, we feel sure, be some good reason why we have failed to hear from you.

"If payment is impossible now, the only fair thing is for you to write or call at once and take the matter up with us.

"Enclosed is a memorandum of the bill. Payment, as you will notice, was due on the 3d. Kindly let us hear from you."

The first paragraph of the above letter appears on the stock list of paragraphs as No. 20, the second as No. 301, and the third as No. 300, and the final request as No. 76. Dates which need to be used in connection with any paragraph are indicated on the "prescription" notation, as shown above.

The only object in having a number of these ready-made paragraphs is, that particularly in collection work, the conditions vary considerably and the tone of the letter should vary, too, according to the debtor's responsiveness.

Such a system is especially adapted to collection correspondence for the reason given above and because it is always a question of making a request for payment, and doing it pleasantly, curtly or unpleasantly, as the case may be. In other words, collection letters are much the same thing over and over again, but with added urgency.

TRADE NEWS FROM INDIANAPOLIS.

Experiencing the Best Season of the Year Throughout Indiana—Talking Machine Men Enthusiastic Over Present and Future Conditions—Business Shows Big Increase.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—A. W. Roos, manager of the Columbia store, in asserting that he is experiencing the best season that the Columbia Co. has ever had in Indiana, says: "The sales for November make even sales for previous Decembers look small, and there is every indication that the year will end with more than double the amount of business done last year."

District Manager W. C. Fuhri was a recent visitor from Chicago. Mr. Roos recently made trips to Chicago and Terre Haute, Ind. In the latter city the Columbia Co. has placed O. D. Standke in charge. Mr. Standke, according to Mr. Roos, has had a long experience with the company, coming to Terre Haute from New Orleans, La., where he was retail manager for three years. Mr. Standke succeeds H. M. Wright in Terre Haute, who has resigned from the company.

B. C. Fletcher, retail floor manager for the local Columbia store, has completed the biggest month in retail and instalment sales that he ever had. He reports a growing interest in the better priced outfits.

F. J. Clark has also shared in the Columbia prosperity, and during November he sold the best bunch of Dictaphones he has had the pleasure to report. Mr. Clark has been in Indiana now over ten months and he has built up his branch of the business to very large and pleasing figures.

The volume of business done this season by Victor dealers in the Middle West, as compared to last year, may be roughly estimated by the volume of business done by the Stewart Talking Machine Co., of this city. Fully more than 50 per cent. additional stock has passed through the Stewart Co.'s warerooms this year than last year.

George E. Stewart, manager of the company, made another trip to the Victor factory at Camden, N. J., on November 30. His object was to encourage faster shipments to take care of the enormous demand being felt in this section of the country.

The tremendous advertising campaign which is being waged by the Victor Co. in both national and local advertising is bringing business to local Victor dealers with a rush.

Arthur C. Ruark, manager of the Vocalion department of the local branch of the Aeolian Co., stopped a few minutes in his rush to say: "I haven't anything to say, because people wouldn't believe it if I said it. Just say it's 10 o'clock every night for me from now on." Mr. Ruark promised he would say something after the holiday season was over.

Walter E. Kipp, of the Kipp-Link Phonograph Co., distributers of the Edison diamond discs, said that his only complaint was that he could not get orders from the factory filled fast enough to meet the demand.

The Oglethorpe Cycle Works, recently opened in Brunswick, Ga., will handle bicycles and talking machines.

CRESCENT-RECORDS

For Quick Delivery

"Crescent"

35c. D. S. 8 inch Records (As much music as any 10 inch Record)

65c. D. S. 10½ inch Records. A Standard "Sapphire" Record of Real Merit

NewEngland Distributors
Crescent Sales Co.
Providence R. I.

Crescent Non-wearable Needle. Send us 85 cents so that we may send you this point and an attachment which will allow you to play lateral or vertical cut records on your machine. You will hear better music.

CRESCENT--Silvertone--PHONOGRAPHS

$12.50 to $200.00

TRADE-MARK.

Play any make of Record without change of mechanical parts.

CRESCENT TALKING MACHINE CO., Inc.

99 Chambers St., New York City

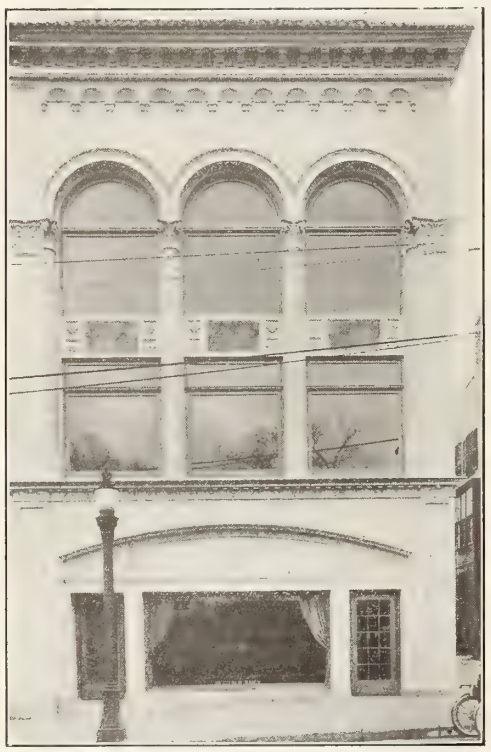
OPENING OF PARDEE-ELLENBERGER'S NEW EDISON SHOP.

A Most Palatial and Beautifully Equipped Building Devoted to Music and the Phonograph Art Opened in New Haven—Large Attendance of Notable Men from Many Points Attend Opening—An Interesting Description of This Establishment.

(Special to The Talking Machine World.)

NEW HAVEN, CONN., December 8.—The Edison Shop, 964 Chapel street, created, erected and owned by the Pardee-Ellenberger Co., in this city, was opened with appropriate ceremonies on November 20, people coming from all over the country to participate and to view the splendors and magnificence of this new phonograph salon.

Guests were received by William Osmond Pardee and Henry Lucius Ellenberger, the visitors being turned over to competent guides for an inspection of the wareroom. During the afternoon a recital of concert and chamber music was rendered by Miss Elizabeth Spencer, soprano, assisted



Exterior of the Pardee-Ellenberger Building.

by Arthur L. Walsh, violinist, during which Mr. Edison's recent laboratory re-creation of Miss Spencer's voice was heard in comparison. A dinner was given at the Hotel Taft by Messrs. Pardee and Ellenberger, which was attended by nearly a hundred people. During the evening an informal recital was held at the wareroom, during which time the New Haven Publicity Club attended in a body.

Many handsome floral pieces were received, notable among which were an immense basket of roses from the factory, and handsome American Beauties from the Boston office of the enterprising firm.

On exhibition in the showrooms was to be seen the first Edison machine sold by the firm in 1898, it being of the ancient pattern of horn machine sold in those days, and which with the modern instruments of to-day show the vast improvement in this line since the early days. This machine was purchased by a local gentleman, who on the opening day gave his order for the latest type of model made, and which was the first instrument sold from the new location.

It is impossible to describe in cold type this beautiful establishment so that the reader can picture in his mind just how it looks. There is nothing like it in the country, and that means the world, and its opening marks a new epoch in phonograph history. It gives the people of New Haven a most artistic environment when purchasing the latest achievement of Mr. Edison, who, by the way, sent the firm a congratulatory letter.

In the design of the building individuality and distinction have been sought, and the architectural style adopted is pure Italian of the period of the early Renaissance. The character of the design is emphasized by the material used, which is terra cotta of a color and texture new in the use of this material. It is exactly the quality of fine axed

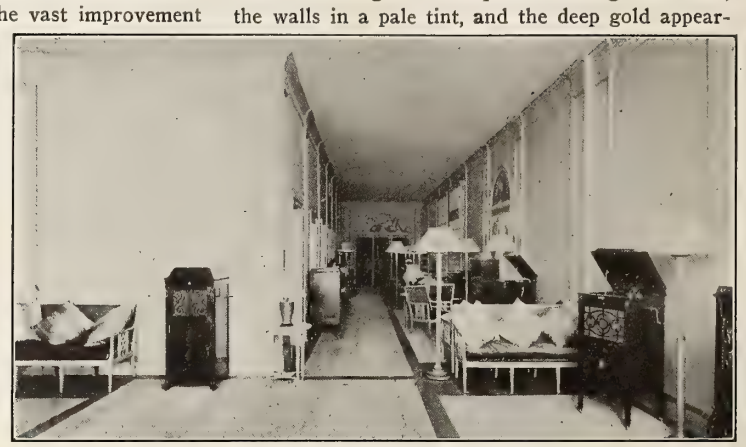
Interior of One of the Music Rooms.

granite and even the hammer-marks appear on the surface. The spandrel of the low arch which spans the entrance and display window is enriched with a grouping of classical figures, suggesting successive periods of musical development, modeled especially for this panel.

On entering, one is in the main reception room, which resembles the drawing room of a Fifth avenue palace plus dignity and harmony. At the left are the booths; at the right are settees for selecting records, as well as the record counters and record racks. At the rear is the music room, for impromptu recitals, with a seating capacity for seventy-five people.

The entire interior is in a color scheme of dull blue, old gold and French gray, harmoniously blended and effectively used. At one side are small private parlors for testing the machines and records, where the woodwork of the furniture is finished in the blue, although the same colors of gold and gray are also combined with the blue in the other furnishings.

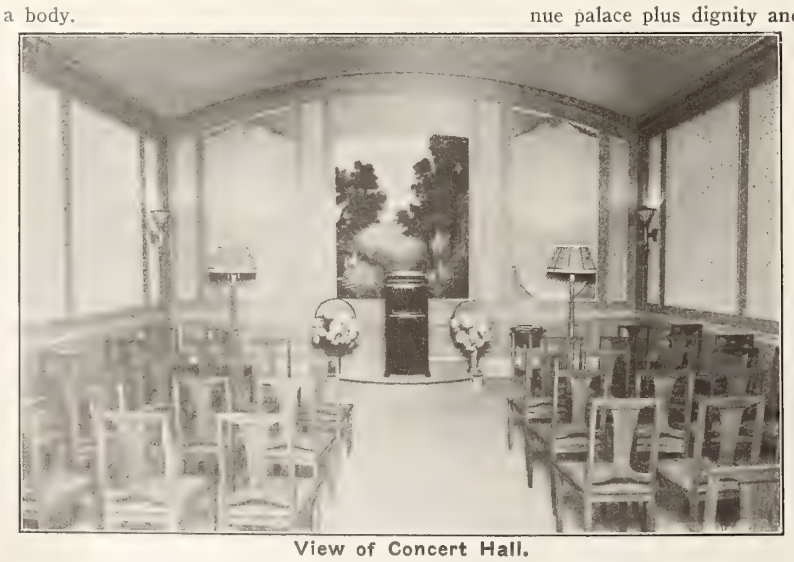
The "Music Room" reveals the genuine artistic taste with which the establishment has been laid out. The old gold is the predominating color here, the walls in a pale tint, and the deep gold appearing in the shades on the huge lamps mounted on posts on either side of the small stage, and in the shades about the chandeliers.



View from Foyer Showing Store Interior.

The treatment of the interior, reception room, music room and the private booths has been given the most careful study. The aim has been to obtain a result as individual and distinctive as is seen in the exterior design. To this end the architects, Messrs. Shape and Bready, called into association with them the aid and resources of the Herter Looms, of New York, a company especially famous for its original weaves and tapestries, which is under the artistic direction of Albert Herter, widely known as among the first of mural painters. By such co-operation interiors have been wrought into a unity of plan, architecture, color and furnishings which carries to the last detail of fixture, lamp and drapery—a unity such as can only be obtained when every article to complete the furnishings is considered as a part of the whole, and so considered from the very beginning.

Among those present were: From Boston, F. H. Silliman, manager of the Boston offices of the Pardee-Ellenberger Co., Inc.; George Lincoln Parker, M. P. Currier, manager Chickering & Sons warerooms; E. C. Cressey, manager C. C. Harvey Co.; F. H. Thomas, of F. H. Thomas Co.; L. H. Ripley, G. R. Coner. From other points were: Thomas Wardell, Lowell, Mass.; W. D. Wilmot, Fall River; J. F. Klem and Mr. Foster, Jr., J. A. Foster Co., Providence, R. I.; Alfred Fox, Bridgeport, Conn.; G. L. Babson, Phonograph Corporation of Manhattan; Thomas M. Bell and Mr. Bready, of Shape & Bready, architects, New York; Mr. Cahoon, Waltham, Mass.; R. G. Knuepfer, of Knuepfer & Dimmock, Lawrence, Mass.; Chas. Edison, New York. From Thomas A. Edison, Inc., were: C. H. Wilson, vice-president and general manager; William Maxwell, vice-president; A. C. Ireton, sales manager; C. C. Phillips, credit manager; H. R. Skelton, special representative, and Verdi E. B. Fuller, general supervisor.



View of Concert Hall.

Record Department with Built-In Racks.

SHORTAGE OF GOODS HARASSES CINCINNATI TRADE.

Business This Season Has Assumed Extraordinary Proportions and It Is Difficult to Meet the Demand—Business Only Limited by the Stock Supplied—Call for Knabe Crystola Machines—Columbia Expansion—What the Leading Houses Report Anent the Outlook.

(Special to The Talking Machine World.)

CINCINNATI, O., December 8.—Shortages in supplies of the two principal lines in the talking machine field has already brought a shower of coin in the laps of the numerous other instruments which have made their appearance on the market since the last holiday rush.

This is one of the peculiar features of the business so far this month. Numerous instances might be cited of dealers who have been notified that they could not obtain their usual supply of Christmas goods and they have turned to other manufacturers in order to have talking machines for sale in connection with their regular business.

The condition has brought about an unusual demand for machines now being turned out by the Starr Piano Co., the Pathé and several others.

Dealers want talking machines and are going into new fields in order to satisfy the wants of their customers. Representatives of the so-called regular lines are frank in declaring that they will not be able to supply the Christmas needs of their clients. The Starr folks are ordering in machines from branch houses in order to take care of the local situation.

Manager C. L. Byars, of the Vocalion department of the Aeolian Co., reports over 100 per cent. increase in the November business of this year above that of last year. This increase is due entirely to the tremendous success that the Vocalion is enjoying. A number of sales were made during the month where the Vocalions were put in the homes of some of Cincinnati's most prominent residents.

Mr. Byars says in ten years' experience selling phonographic instruments he has never yet sold an instrument which creates such a favorable impression on the first hearing and after being bought by the customer seems to win its way into the lasting favor of its owner. Every Vocalion owner is a booster for the Vocalion.

The Graduola is the most attractive and fascinating feature of the Vocalion, especially if a demonstration be made by playing the record first without the Graduola and afterward with the Graduola.

It was an inspiring picture recently to see Mr. Empson, of Australia, the inventor of the Graduola, sitting in the demonstration room of the Aeolian store, by means of the Graduola putting his very soul into the reproduction of one of the famous Liszt rhapsodies.

There have been several new dealers signed up in the larger cities in Ohio and a large number on the waiting list, who will be signed up after January 1.

Because of the tremendous demand for the instrument and the fact that the factory is swamped with orders now, it has been necessary to postpone the closing of any more wholesale deals until after the first of the year.

The Knabe Bros. Co., according to Manager W. O. Black, is now shipping out fifteen to twenty Knabe Crystola machines a day, although the instrument was in its infant stages only last month. The demand comes principally from dealers who handle the Knabe Bros. pianos. As yet no attempt has been made to place the machine in this city, although there are at least seven stores where this new line will be placed soon after the first of the year. W. O. Black leaves to-morrow for St. Louis and Kansas City in the interest of the Knabe Crystola.

The Alms & Doepke Co. is now handling the Pathé line.

The Toledo Pathephone Co., Toledo, with a capitalization of $5,000, has been incorporated by Rob W. Phillips, A. C. Stevenson, F. K. Denny, E. H. Horton and S. M. Douglas.

When asked about business conditions, Manager Whelen, of the local Columbia store, simply threw up his hands and made the remark, "Get the goods here for us and we will make last year's total sink into obscurity. Business has increased at such a rapid pace that we are refusing orders and are shipping to our dealers only a small proportion of the machines that they want. The factory increased its capacity to a great extent to meet the anticipated onslaught, but the demand has gone so far ahead of their anticipations that they are way oversold. The new era of prosperity has surely struck the talking machine business and each and every dealer is getting his share and they all report phenomenal business, far beyond what they expected to do with the department."

Mentel Bros., of 20 East Pearl street, who are also interested in the Associated Music Publishers' Co., have entered the talking machine manufacturing field with a line of small instruments.

There is one grand rush at the Rudolph Wurlitzer Co. these days, particularly in the record line. Manager Dittrich is looking for a new high figure for this year's Christmas business.

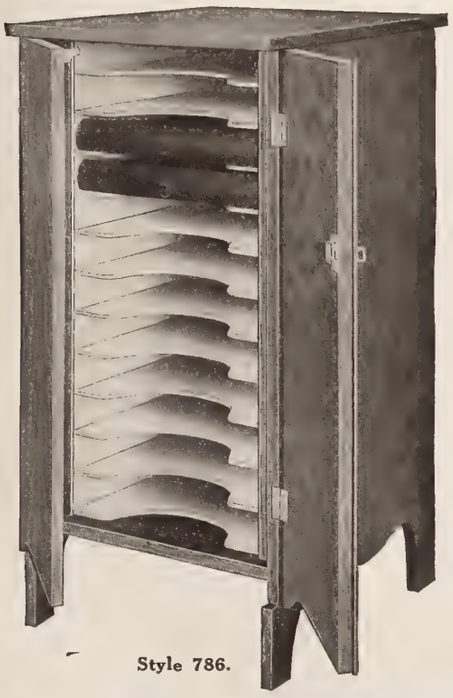
One of the happy Victrola dealers in Cincinnati is President Summey, of the Cable Piano Co. Somewhat anticipating the Christmas rush, he laid in a supply of machines last summer and is ready for the rush.

DOUBLE DISPLAY SPACE.

Will F. Cheshire, Rockford, Ill., has practically doubled the space occupied by his store by erecting an addition to the rear. The addition includes five separate rooms for Victor and Edison talking machines and records.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL.

SALTER FILING SYSTEMS



Style 786.

Are not confined to the individual felt-lined compartment alone.

We are aware that many people prefer to file their records in albums in order to arrange the different classes of music in groups.

Therefore, we make a number of styles of this type of cabinet and make each one of them of the highest quality.

Style 786 is typical of this. It is 35 inches high and top is 21¾ x 18½ inches. It is large enough to hold the Columbia "Favorite" or Victor IX and similar machines. Holds 12 albums. Is furnished in mahogany or oak finishes.

"Salter Cabinets—Standard in the Industry"

We are originators of felt-lined cabinets.

Ask for catalogs showing complete lines for all makes of machines.

SALTER MFG. CO.

JOHN F. MORTENSEN, President

337-39 N. Oakley Blvd. **CHICAGO**

PROPER EQUIPMENT AND GOOD SERVICE PAY A PROFIT.

If the Talking Machine Dealer's Stock Is Complete and Attractively Displayed and Facilities for Prompt Delivery of the Best the Christmas Harvest in the Way of Increased Business Should Be a Bountiful One—Importance of a Repair Department.

If the product is meritorious, the concern back of the product right, and the field for the product sufficiently wide, the success of the business depends very largely upon two things, namely, equipment and service. Any talking machine dealer with faith in his manufacturing company and its goods should find the highway to prosperity of velvet smoothness and strewn with roses if he but bring to his aid these "gold-dust" twins.

In spite of the fact that volumes might be written about these two attributes to big business, there are a vast number of talker men who greatly underestimate their true worth.

You, Mr. Dealer, are judged by every detail in connection with your establishment—your display windows (especially during the Christmas season), your store interior, your clerks' treatment of customers, your advertising, your delivery system, and your salesmen.

I can think of no business where it is of greater importance to have your patrons satisfied with you and your store than that of the talking machine. A contented customer is a constant source of revenue from record purchases, the sale of an instrument being but the first step in your relations with him.

I am going to tell you what I consider to be the proper equipment for an up-to-the-minute dealer. In these strenuous days of keen competition, if a dealer is not up to the minute he had best take down his sign, leaving the field to his more progressive brothers. The talking machine industry of to-day can find no place for the laggard.

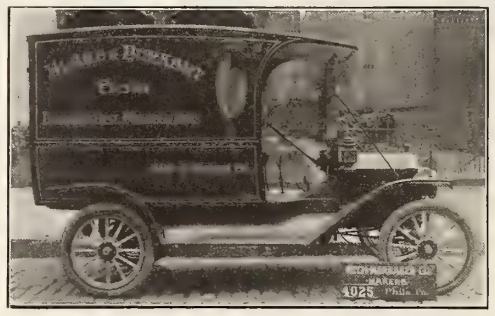
An attractive window display at all times, one denoting the excellence of the establishment behind it, should be the first step toward proper equipment because, undoubtedly, that is the thing that strikes the eye of the passer-by, and, through its pulling power, draws him into the shop; hence its importance. Many thousands of people who pass some windows every day in the week gain only a hazy idea of the kind of business conducted inside, due to the lack of ability shown by the dresser.

Once inside the store, the patron's eye should be attracted by the artistic lighting arrangements. A dingy and poorly illuminated shop enacts the role of a cold blanket to the prospective customer who enters it.

The furnishings, draperies and decorations should be in harmony, one with the other, and should convey an impression of good taste and dignity to the beholder.

It is very important also that the salesman who sells your product amid these pleasing surroundings should be on a par with them. He should be carefully drilled as to the best methods of handling prospects through the medium of meetings held at stated periods and conducted as salesmen's schools. The biggest concerns in the country do this, Mr. Dealer, so there is no good reason why you should hesitate.

After the sale is made the next step is to deliver the instrument. In order that this may be done to the best advantage it is a good thing to use a light delivery automobile for the purpose. The chauffeur should be an expert mechanician who is quite



Blake & Burkhart's Delivery Wagon.

capable of installing a talking machine in the home in such a way that it will give the best possible service to its owner. Many a good customer becomes disgusted owing to the fact that the machine is literally dumped into his residence without any instructions as to adjustment, operation, etc. Proper installation is a big thing for the dealer, and the best and cheapest kind of advertising.

How many concerns try to worry along without a first class repair man—to their own detriment? Mr. Dealer, if you would have your patrons taken care of properly in this particular, you should employ a trained mechanic, preferably one who has received some factory experience and who can determine at once the cause of the trouble and make a quick and satisfactory repair. Messrs. Beckman and Moyer, of the Girard and Penn Phonograph companies, Philadelphia, respectively, can be taken as criterions of the thoroughly competent repair man.

Up-to-date firms equip their repair men with motorcycles, which enable them to circulate among their patrons without needless loss of time. These motorcycles are made to carry a kit of tools, so that the man goes prepared for any trouble he may find.

The salesman also who is furnished with a runabout automobile, on which he carries an instrument properly incased, will reach a prospect far in advance of the chap who depends solely upon street car service.

I was very much interested to find, while gathering data upon the subject of Equipment and Service, that a comparatively young firm in Philadelphia is apparently working along the very lines I have in mind. Blake & Burkart, who handle the Edison diamond disc at 1100 Walnut street, come nearer to having a complete equipment than any firm in its class with which I have come in contact.

From the time the mailing machine prints the address on a letter to a prospect until the instrument is properly sold, delivered and installed, every step of the equipment has been taken care of with the prime idea of good service in mind. It seems to me that these gentlemen might be able to give some of their elder brothers in the trade a few hints in this regard.

By the way, this firm is just enlarging its store to give double its present space after January 1, and is equipping the new store, which will occupy 1100 and 1102 Walnut street, with a luxuriously appointed recital hall seating more than one hundred guests. Equipment and service have no doubt paid well in this case, as they will in any other.

Especially during the holiday season, Mr. Dealer, it is imperative that your business be conducted along progressive lines, with every detail toward the prompt dispensation of goods worked out to the superlative degree.

Another thing: Just as the department stores throughout the land urge their patrons to do their Christmas shopping early, so should you endeavor to avoid congestion by sending out advertising of whatever character most appeals to you at this season of the year, explaining that a better selection of both machines and records can be indulged in now than later. Explain also that the just before Christmas rush will bring a scarcity of goods, and that, in order to take advantage of your equipment and service under normal conditions, they should purchase now.

Sincerely trusting that my little story has not wearied you too much, Mr. Dealer, and that you may reap at least a small benefit from its perusal, I am, with best wishes for a merry Christmas and a prosperous New Year, cordially yours,

HOWARD TAYLOR MIDDLETON.

THE STEVENS BILL STABILIZES INDUSTRY. IT WILL MAKE TALKING MACHINE STOCKS IN EVERY STORE IN THE LAND WORTH THE INVESTMENT. IF THE CUTRATERS WIN, STOCK VALUES WILL TUMBLE.

Efficiency

as a dominating policy is aiding this business daily, and the efficient service we are giving the dealers in our territory draws us closer together.

ECLIPSE

Promptness

Having for years familiarized ourselves with all of the needs of the dealers, we realized the value of promptness.

Jobbing Victor Product Exclusively

ECLIPSE MUSICAL CO.

Victor Distributors

CLEVELAND

TALKING MACHINES DOMINATE ST. LOUIS PUBLICITY.

Trade with Jobbers and Dealers in All the Various Lines Is Excellent—Some Effective Window Displays—Harry Koerber Tells of the Growth in Victor Trade—Columbia Business Satisfactory—Good Results from Edison Tone Test Recital—News of Month.

(Special to The Talking Machine World.)

ST. LOUIS, MO., December 8.—Statistics showing just what part of the advertising in the local newspapers for this season is due to talking machines would be exceedingly interesting. With the advent of the Victor Co.'s page ads, the talking machines became the most prominent feature of almost every newspaper. The Aeolian Vocalion, too, was well represented in advertising space, the Columbia folks did not allow themselves to be overlooked and the Silverstone Music Co. came forward with some good publicity for the Edison machines. But this was not nearly all, as Thiebes Piano Co. and the Smith-Reis Piano Co. were quick to follow up the page ads of the Victor Co. by announcing that the Victor line was handled at their stores. Another feature was the department store advertising to follow up the Victor campaign.

Trade is excellent in all branches of the talking machine business. The great question is whether or not there will be on hand stock enough to supply the holiday demand. No local jobber appears to feel entirely confident that he is going to meet all of the demands that will be made upon him.

The prominence of talking machines in window displays this fall has aroused much comment from observers. It is a fact that it is seldom that the department stores do not give at least one window to talking machines and the popular-priced furniture houses invariably have some show for talking machines. On Olive street recently it was noted that five adjoining stores were showing talking machines, the total of machines shown in the combined windows being forty.

The Victor trade in this jobbing trade territory is growing apace, according to Harry Koerber, president of the Koerber-Brenner Music Co., Victor jobbers. The country trade has been excellent, he says, while the city trade has gone forward in leaps and bounds. The record trade has been amazing. So far the Koerber-Brenner Co. has been able to take care of its trade in very good style, but the visible supply of machines has not at all times been encouraging despite the foresight in placing orders that at the time did not seem to be justified. Just at present E. C. Rauth, vice-president of the firm, is deeply engrossed in working for the passage of the Stevens bill. He is devoting practically all of his time to this work and has been specializing in it since September 1. The first of the month Mr. Rauth and V. B. Taylor, traveling representatives of the firm, returned from a ten-day trip to Washington, where they interviewed a number of influential men in behalf of the bill. While in Washington they talked to Minority Leader Mann, who appeared to be impressed with their argument, and also they talked with Mr. Davies, chairman of the Federal Trade Commission, and saw Mr. Stevens, author of the bill. While in Washington they were joined by J. N. Blackman, of the Blackman Talking Machine Co., of New York, who worked with them.

Business reports reaching this firm are that a business revival throughout Indiana, southern Illinois, Kentucky and Missouri is well under way and especially in Indiana business records are going ahead of those of 1905 and better than any since that time.

That the generous advertising instituted by the Victor Co. in the leading daily papers, a page at each insertion, is having immediate and direct effect on the trade here is attested by Manager Campion, of the Famous-Barr Co.'s piano and talking machine department. This firm, like others handling the Victor line, joined in this advertising campaign by placing individual advertisements showing the styles and prices of machines, which facts were not a part of the Victor Co. copy. When Mr. Campion is asked "How is the talking machine business?" he looks around to count the demonstration rooms and then says, "Very good, thank you. We have twelve booths busy now."

The Field-Lippman Piano Stores, handling the Victor, Columbia and Melotone (firm name for pianos and talking machines) opened for business in their new warerooms the first of the month. This new store is called by many persons "the handsomest in the city." There is nothing else just like it in St. Louis, in that the finish all is in natural oak and the bright cleanliness of the entire main floor warerooms is a pleasant shock. The arrangement of the new warerooms is something of an innovation for this old piano firm, as the talking machines are given the first floor and there are ample rooms for demonstration purposes. In the former warerooms the talking machines were in the basement and the fact that this department outgrew the quarters was one of the reasons for seeking larger warerooms. The plans for these warerooms include a large recital hall, not yet completed, and it is understood that there will be frequent talking machine recitals.

Irby W. Reid, manager of the Columbia warerooms, was in Arkansas early this month and found much prosperity down in the State where crop diversification has flourished to the great prosperity of communities where cotton formerly was the sole dependence. During Mr. Reid's absence C. R. Salmon, of the wholesale department, was extending the welcoming hand to visitors.

The Columbia business has been very satisfactory, so much so that it is an expert mathematician's job to pass the machines around. The local warerooms are getting out a holiday booklet which presents the various styles of machines according to the new plan of the company, by which all are known by numbers which correspond with the prices, the names formerly used being dropped.

Retail Manager A. R. Coughlin, who recently came from the Columbia warerooms at Kansas City to the desk here, was highly pleased when he received notice of a generous consignment of electric machines for the holiday trade. They have proven very popular here.

"Our record business," said Mr. Coughlin, "has been excellent, and we are looking for some sensational sales days before this Christmas season passes."

The May Stern Furniture Co. is opening Columbia parlors. The department is new and thoroughly up to date and the firm will carry a large stock of machines. Miss Sadie Rosenblatt, formerly in the employ of the firm but recently in the music roll department of the Aeolian Co., will have charge of the Columbia sales.

Mark Silverstone, president of the Silverstone Music Co., says that the real influence of the tone test recital held last month at the Victoria Theatre is just beginning to be felt by the Edison dealers of the city. The comment caused by the recital has not yet died down and there are many questions as to when the next will be held.

Miss Marie Kaiser, of New York, an Edison record artist, was a caller at the Silverstone warerooms a few days ago and sang with her records in the recital hall for a private audience. From here she went to Cape Girardeau, Mo., where she appeared in a tone test recital before an audience of 1,500 persons and scored a success. H. L. Layman, a flutist who has made Edison records, supplied the instrumental numbers of the recital.

The Smith-Reis Piano Co. finally has got possession of the main floor booths and now are making an exceedingly strong bid for the Victor record trade. This firm has been greatly handicapped by having to send even record customers to the upper floors, and now that all obstacles have been removed some lively advertising is being done.

The latest machine introduced to the local public is the Vitanola. The Hub Furniture Co. is advertising this make.

We Thank You

¶ This organization, collectively and individually, wishes to thank those Victor dealers who have loyally supported us during the past year.

¶ Any measure of success which we have been able to achieve in 1915 is due entirely to the co-operation which these Victor dealers have so heartily extended us, and we desire to take advantage of this opportunity to wish them all, and every member of the Victor trade, a

Merry Christmas and Happy New Year

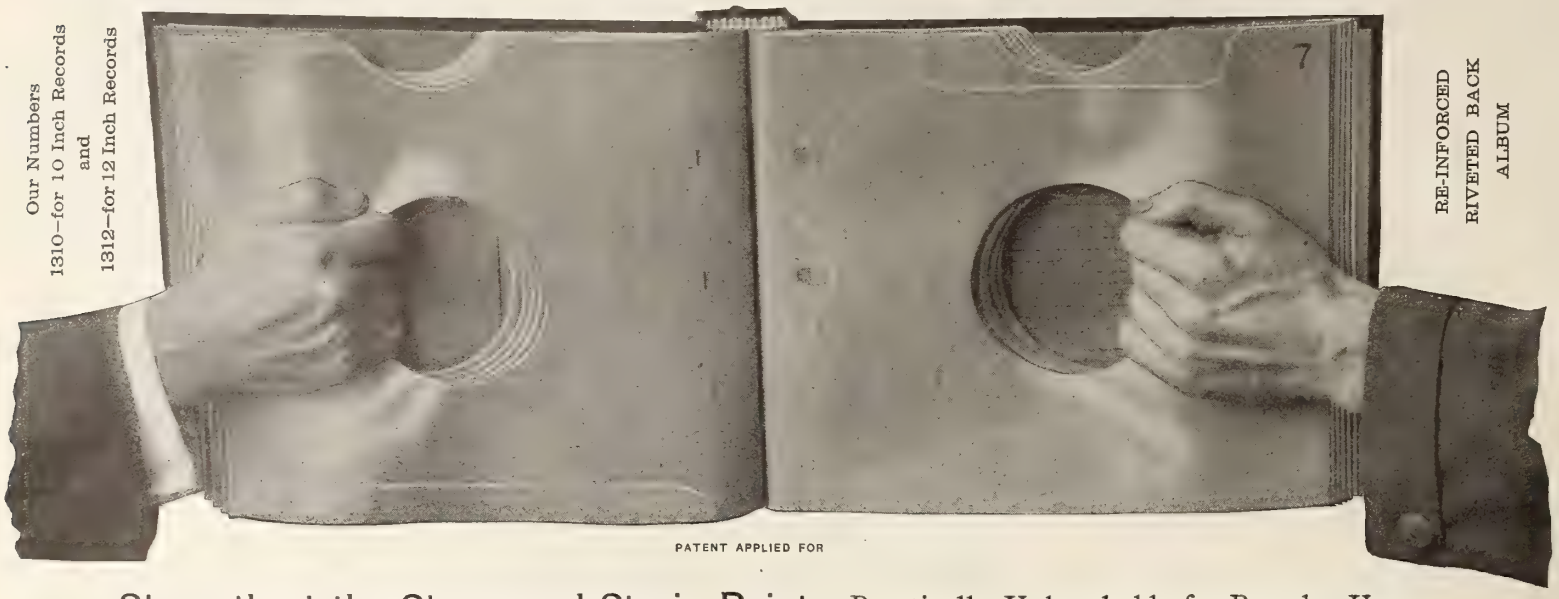
¶ We shall endeavor during 1916 to give our dealers every possible assistance in developing and increasing their business. Filling orders will be only one phase of our co-operation. Real, old-fashioned SERVICE, in the true meaning of the word, will be our constant aim.

May we not number you among our dealers in 1916?

G. T. WILLIAMS CO. Victor Wholesale Exclusively **217 Duffield Street BROOKLYN, N. Y.**

THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE *AT ANYWHERE NEAR ITS LOW PRICE*



Strength at the Stress and Strain Point. Practically Unbreakable for Regular Usage.

THE WELL-KNOWN "NATIONAL" RECORD ALBUMS ARE ALWAYS THE LEADERS

THE ONLY CONVENIENT AND SAFE WAY TO PROTECT DISC RECORDS

These Albums will pay for themselves in a short time by preserving Records. When full the Albums are flat and even like books. They will fit in a library cabinet or book case, or they will lie flat on one another.

We manufacture disc Record Albums containing 12 pockets to fit the Victrola cabinets Nos. X and XI. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc Records.

For durability, finish and artistic design, our Albums have no equal. They are made in the most substantial manner by skilled workmen. We sell our superb Albums at big discounts to meet competition. Shall we quote prices?

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA AND ALL OTHER DISC RECORDS

NATIONAL PUBLISHING CO., 239 S. AMERICAN ST., PHILADELPHIA, PA.

PATHEPHONES IN KANSAS CITY.

First Shipment of Those Machines Arouses Much Favorable Interest.

(Special to The Talking Machine World.)

KANSAS CITY, Mo., December 8.—The first view of the new Pathephone gained by Kansas Citians was December 1, when the Butler & Sons Music Co., Kansas City, opened its shipment. The machines aroused a great deal of curiosity and genuine musical interest, not only because the name Pathé is associated with such efficient service in other lines but because of the presentation of these talking machines on their merits. Butler & Sons have the exclusive handling on the Kansas side. The agency was placed by the Trower Music Co., of St. Joseph, distributer for the territory.

It is understood in Kansas City that the Pathephone will have a shop in Kansas City this winter.

Butler & Sons handle also the Victor and the Columbia goods.

CARRYING MUSIC INTO EVERY HOME.

In The Outlook for the week of November 24 several pages in the Department of Industrial Progress in the magazine are devoted to a most interesting article on the development of appreciation and use of the talking machine under the caption, "Carrying Music Into Every Home." The article deals particularly with the development of the talking machine and player and the manner in which those instruments have overcome the prejudices of even the most artistic. The story is an old one to those in the trade, but nevertheless is well put, makes interesting reading and should serve to impress the doubtful ones of to-day.

HEINEMAN MOTORS

"The Motor of Quality"

HANDSOME NEW QUARTERS OF MARCELLUS ROPER CO.

Elaborate Facilities Provided for the Display of Victor Machines and Records in New Building of Prominent Worcester Concern—Modern Systems Installed.

V. W. Moody, sales manager of the New York Talking Machine Co., New York, Victor distributer, received this week a set of interesting photographs showing the interior of the new building occupied by the Marcellus Roper Co., Worcester, Mass., well-known piano and Victor dealer, which was recently opened. Mr. Moody is keenly interested in the Marcellus Roper Co.'s new home, having spent quite some time in Worcester recently and making a number of valuable suggestions for the lay-out of the Victor department.

The Demonstrating Booths.

In its new home the Marcellus Roper Co. devotes the entire main floor to the display and sale of Victrolas and Victor records. Two views of this new department are shown herewith and will give a fair idea of its attractiveness. The color scheme of the Victor showrooms and demonstration booths is white and French gray enamel, with the individual rooms finished in divers colors, harmonizing with the general decorations. The rooms are comfortably furnished, affording visitors every possible convenience, and the fact that the Victor department is given the most important floor in the building indicates the high esteem in which Mr. Roper holds this business.

The Comfortable Reception Room.

The Marcellus Roper Co. includes in its Victor equipment the various stock, sales and efficiency systems which the New York Talking Machine Co. has introduced and developed, and which have been important factors in the success achieved.

"Knocking" at another man's door may help to break it down, but it won't open yours.

TIFFANY MOTOR CO.
MANUFACTURERS OF ELECTRIC MOTORS FOR TALKING MACHINES
75 FULTON ST. NEW YORK CITY

TALKING PICTURES AND SELENIUM.

Samuel Wein Descants on Present Day Imperfections of Talking Motion Pictures and Reviews Dr. Ruhmer's Contribution and Its Value with Important Suggestions.

Under the heading "Talking Motion Pictures and Selenium," Samuel Wein, who is well known in the talking machine field through his many years of experimenting and research, has written the following interesting article, which appeared in a recent issue of the Electrical Experimenter:

"In the present-day talking motion picture systems use is made of simultaneously recording and reproducing animated objects and sounds by means of combining the motion picture machine and the phonograph. The success attained thereby is of very little practical importance, owing to the difficulty of insuring perfect synchronism. Another method recently patented was to record the sound waves from the needle of the phonographic 'sound box' on the same film with the motion pictures; the success attained in this method is of no value at all on account of the fact that duplicates were impossible to make, and not only that, but that the film in order to reproduce the sounds therefrom must be a little thicker than what it is; otherwise the sounds will not be reproduced successfully.

"It is essential to the correct reproduction of the movements of the persons or objects in combination with the sound waves that the simultaneous movements and sounds should be recorded and reproduced simultaneously in exact synchronism and that the sound waves which constitute the sounds should not suffer any variation in the process of recording and reproduction, but should be recorded and reproduced without the introduction or accompaniment of any other sound waves.

"It is obvious, therefore, that no true record or reproduction of the sound waves could be made by any mechanical process or means in which a hard substance necessary to make the impression comes in contact with another hard substance, such, for instance, as the recording or reproducing pin of the phonograph, because the friction caused between the two hard substances itself creates vibration or sound waves which accompany, vary or modify the sound waves which it is desired to record or reproduce. These are recorded and reproduced with the latter, proving detrimental to their true acous tic reproduction. The record, therefore, must be taken or produced without any contact between the medium caused to vibrate by the sound waves and the record or recording substance. It is further obvious that if the impressions of the movements and sounds were recorded separately on separate records, the movements and sounds would be liable to vary in point of time and fail to synchronize with each other.

"Another disadvantage of the present-day talking motion picture machines or systems is that if the operator either neglectfully or wilfully tears or cuts out a piece of the film which constitutes the movements or the actions, the result would be that a certain amount of action or movement is missing, but the equivalent in sounds would still be in the phonographic record, thus showing the device would soon be put out of synchronism at this point.

"In order to avoid this and to insure correct synchronism the late Dr. Ernest Ruhmer, of Germany (see Scientific American, July 20, 1901), already in 1901, in his experiments with the 'photograhpophone,' was the first to suggest that the 'movements and sounds must be recorded (photographically) simultaneously, on the same photographic film.'

"For the purpose of collecting or receiving the sound waves, a sensitive telephone transmitter is employed to transmit the sound waves electrically (in the usual manner) from the place where the sounds originate to the motion picture camera, which has a source of light so arranged that it will vary in degrees as to area, quantity, intensity and corresponding effect of light and shade proportioned to their period and amplitude, simultaneously with the recording photographically of the successive movements of the objects on the same film.

"When such a film record is obtained it is reproduced by causing light to pass through that portion of the film containing the picture record of the successive movements, and so project them on to a screen, and also simultaneously cause light to pass through that portion of the film containing the photographic sound record, and thence on to a selenium cell, which is connected in series with a battery and a loud speaking telephone receiver."

REDUCES RECORD PRICES.

New Schedule for Columbia "Symphony" Record—"Grafonola Grand" Now Priced at $350.

The Columbia Graphophone Co. has announced a material reduction in the prices of the records in the Columbia catalog designated as the "Symphony" series. This series comprises a wide assortment of operatic and concert selections by prominent artists, many of whom are internationally renowned.

Twenty-five 10-inch records in the series are reduced from $2 to $1, five 12-inch single-faced records from $3 to $1.50 and thirteen records, formerly priced at $4 to $7.50, to $2 to $3. All of these changes went into effect on December 1.

The Columbia Co. has also announced the reduction in price of the Columbia "Grafonola Grand" from $500 to $350, this change also taking effect on December 1. At this new price Columbia dealers are afforded a splendid opportunity to institute an energetic campaign on behalf of the Columbia "Grand" among their most discriminating patrons, both from a musical and an artistic standpoint.

Saul Birns, Inc., has been incorporated at Albany for the purpose of handling pianos, player-pianos, phonographs and musical instruments. Capital stock is $5,000. Incorporators: E. A. Brown, S. and S. Birnzweig, 111 Second avenue, New York.

NEW VICTOR RECORD CATALOG.

Just Sent Out to Dealers This Week—Most Carefully Edited and Will Be Found Very Convenient for Reference Purposes.

The Victor Talking Machine Co. has just sent out to its dealers an announcement of the new general record catalog, November, 1915, edition, which is now ready for distribution. Accompanying this announcement were two artistic posters of different size, to be used for advertising purposes. The larger poster, which is exceptionally attractive, may be placed in a window to advantage and the smaller one in the interior of the store.

This new catalog will be advertised in the near future by double-page spreads in the Saturday Evening Post and in full pages in all the leading magazines of the country.

The Victor Co. suggests that its dealers give the distribution of this new catalog careful consideration, as every new edition costs many thousands of dollars and in spite of all care there is always a shortage before the next edition appears.

NEW COLUMBIA MANAGERS.

R. R. Souders Placed in Charge of Minneapolis Branch—E. B. Shiddell Now Manager of Southwestern Talking Machine Co.

The Columbia Graphophone Co. announced this week the appointment of R. R. Souders as manager of the company's Minneapolis distributing headquarters and E. B. Shiddell as manager of the Southwestern Talking Machine Co., Dallas, Tex., Columbia distributers. Mr. Souders succeeds Jay H. Wheeler, resigned, and Mr. Shiddell, who has been assistant to Mr. Souders at Dallas, is promoted to the management of the branch.

Mr. Souders has been associated with the Columbia Co. for many years, having been connected with its several interests both here and abroad. He is thoroughly familiar with all phases of Columbia methods and policies and his advancement to the management of the Minneapolis headquarters is a well-deserved one. Mr. Shiddell was formerly connected with Frank Robins & Co., Havana, Cuba, Columbia distributers, before joining the "Lone Star" State forces.

IF YOU BELIEVE IN MAINTAINING PRICES, WHICH ARE JUST TO THE PUBLIC AND JUST TO ALL, TELL YOUR CONGRESSMAN THAT YOU BELIEVE IN THE STEVENS BILL AND THAT YOU URGE ITS EARLY PASSAGE.

WE MAKE
Tone Arms and Sound Boxes
For all makes of Talking Machines
ALSO
Attachments for Victor, Pathé, Edison and Columbia Machines
Let us tell you about them before placing your orders
THE UNION SPECIALTY AND PLATING COMPANY
SPECIALISTS IN PHONOGRAPH PARTS
409 Prospect Avenue, N. W. CLEVELAND, O.

NEWS OF THE CANADIAN TRADE.

President Dodge, of Columbia Graphophone Co., Pays Visit to Headquarters in Toronto—Frank Stanley Secures Pathephone Representation—Edison Week Celebrated.

(Special to The Talking Machine World.)

TORONTO, ONT., December 7.—Philip T. Dodge, of New York, president of the Columbia Graphophone Co., and connected with various other large enterprises, paid a visit to Canadian headquarters in this city recently. He spent a half day with the firm's new manager, Ralph Cabanas, and was an interested visitor in the factory. He was much impressed with the possibilities of the Canadian market and with the promise of this country's future. Mr. Cabanas recently visited Montreal and Quebec in the interests of the Columbia lines. Considering the necessity of assimilating entirely new trade conditions, newspapers, geography, climate, etc., Mr. Cabanas states that he feels quite at home already in Canada and imbued with the spirit of optimism so apparent.

The latest sound-reproducing machine to claim the interest of the trade is named the "Best-Phone." The Canadian agency is in the hands of J. J. Brophy and E. G. Bryson, under the name of Best-Phone Distributing Co., at 406-408 Yonge street, Toronto.

The Pathé representation in Ontario has just been acquired by Frank Stanley, of this city, who takes over the stock of records, Pathephones and supplies purchased from M. W. Glendon. Mr. Stanley has adequate display facilities in his new store on Yonge street and will carry a representative stock of Pathephones and records for both wholesale and retail trade. On opening up in his new premises this season he added the Columbia line under the management of Henry Pratt, whose department is now largely increased.

The Music Supply Co., of this city, has received papers from its dealer at Brockville, Ont., the Robert Wright Co., telling of their big campaign and the splendid sales results achieved with the Columbia line.

A. J. Frieman, proprietor of the Canadian House-furnishing Co., of Ottawa, is another enterprising customer on the Music Supply Co.'s list. At the Ottawa Fair they exhibited a full line of Columbia Grafonolas. The center of attraction was the Grafonola grand, the $650 electric model, built on the lines of a grand piano, which so appealed to Mrs. Frieman that it was installed in the Frieman home.

Columbia dealers are being notified of the introduction of three types of Grafonolas with electric motor. These are the "De Luxe," "Nonpareil" and "Mignonette."

F. H. Prockter, head of the National Talking Machine Co., Ltd., Winnipeg, Man., which is Western distributer of the Phonola talking machines, visited Toronto recently. Mr. Prockter's firm also wholesales a general line of fancy goods in addition to Phonolas and Odeon, Fonitipia and Jumbo records.

A feature of Edison week in Toronto was the "Tone test" recital arranged by the R. S. Williams & Sons Co., Ltd. The artists were Thomas Chalmers and Arthur Ely, in conjunction with the phonograph, to show the audience how the Edison recording was so true to life that the reproduction could not be detected from the original. The R. S. Williams & Sons Co. gave daily recitals during Edison week and a dozen Toronto picture houses used the Edison phonograph.

CALDWELL WITH PATHE CO.

Well-Known Talking Machine Man Joins Sales Department of This Company—Now on Month's Trip to Pacific Coast.

R. B. Caldwell, one of the best-known members of the local talking machine trade, has become associated with the sales department of the Pathé Frères Phonograph Co., New York. Mr. Caldwell assumed his new duties the first of the month, and is now making a trip to the Coast to visit the Pathé distributers throughout the country.

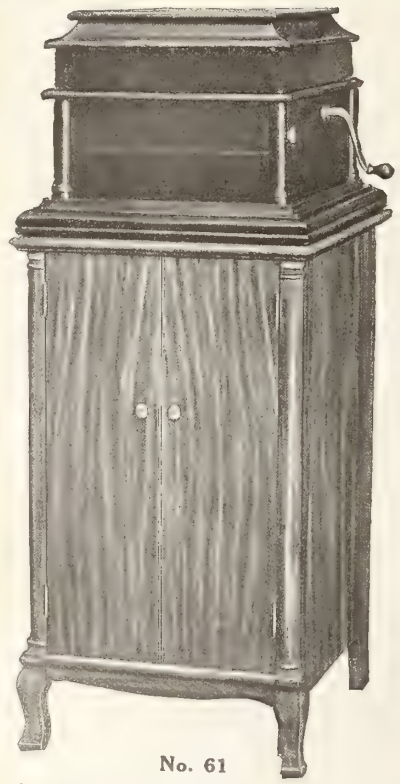
Mr. Caldwell has been connected with the talking machine field for the past twelve years, and during this time has acquired an intimate knowledge of all phases of the industry, which well equips him for his important position with the Pathé Frères Co. His first trip will be in the

R. B. Caldwell.

nature of a co-operative and service one, as he will endeavor to extend to the Pathé distributers trade assistance of a practical nature.

Before leaving for the Coast Mr. Caldwell spent quite some time in the factories of the Pathé Frères Co. securing at first hand a detailed knowledge of the constructional and tonal features of the Pathé products. The information which he acquired in this way has aroused Mr. Caldwell's enthusiasm to such an extent that he predicts an unprecedented era of prosperity for the Pathephones and Pathé discs during the coming year.

DO IT NOW! YOUR INTERESTS ARE VITAL IN SEEING THAT THE STEVENS BILL PASSES THE NEXT CONGRESS. IT MEANS THAT YOUR STOCK WILL BE NON-DEPRECIABLE, BUT IF THE CUT-RATERS WIN, THEN LOOK OUT.



No. 61
COLUMBIA RECORD CABINET

DESIGNING SERVICE.—We are designers and builders of talking machine and music cabinets of all kinds. Our corps of expert designers is at the command of any manufacturer or dealer, and this staff will gladly submit original models. Simply give us an idea of the price that you wish to meet and the number wanted, together with any other data that will help us to give you our best efforts.

ART CABINETS
ARE
HERZOG CABINETS

Everything you have ever heard about Herzog cabinets has reflected the ideals of quality. It requires so much patience to maintain quality; so much extra labor and so much more capital. But the proof of this policy is in the ever increasing sales, Herzog sales mounting every year to figures far beyond expectations.

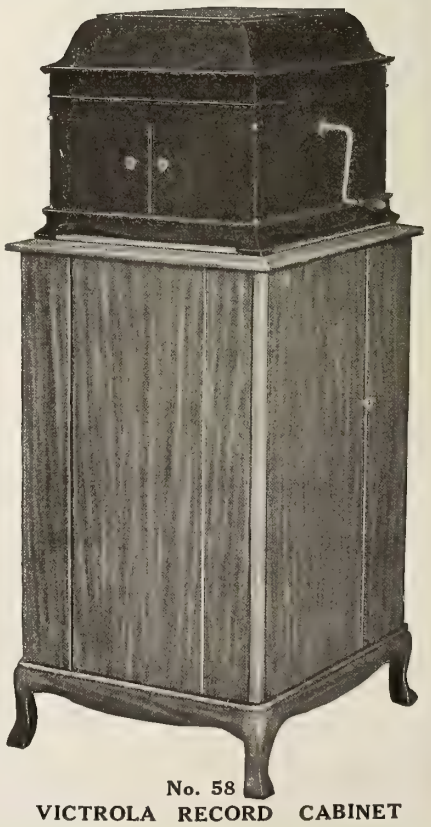
Two specimens of Herzog architecture are herewith shown (we make several hundred designs all told), and these are at the top of the list as sellers. Our cabinets are not only for talking machine Records, but for Sheet Music and Player Rolls.

Become acquainted with Herzog Merit, and look over our latest Bulletin of Styles. It will give you a truer realization that quality pays—particularly to you—right on the firing line where profits depend upon cabinet goodness.

Ask for copy of "Catalog H."

HERZOG ART FURNITURE CO.

Saginaw, W. S., Mich.



No. 58
VICTROLA RECORD CABINET

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 West 45th Street

NEW YORK

CHICAGO OFFICES
19 West Jackson Boulevard

FACTORY
Elyria, Ohio

We manufacture high grade motors for phonographs. Eight different styles, playing from one to eight records with one winding.

TONE-ARMS

SOUND-BOXES

Write for our new catalog

There are 17 models in the Columbia Grafonola catalogue from $15 to $350 and there is sufficient price variety to make good going every step of the way from one end to the other.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

INSTALLS DANCING FLOOR IN STORE.

A. F. Mengel Springs a Surprise on the Trade in St. Louis—Patrons May Actually Try Out Dancing Records Before Purchasing.

(Special to The Talking Machine World.)

ST. LOUIS, Mo., December 8.—A. F. Mengel, of the Mengel Co., a West End warerooms, served a surprise on his downtown competitors when he announced early this month that he had fitted one of the Victor record demonstration booths with a dancing floor, and that hereafter customers would be welcome to try out any of the new dances advertised as records. Mr. Mengel says that often the purchaser does not get the idea the writer intended to convey in a description of the records and buys the wrong one. Also, that the modern dances become confused and that really only very expert dancers can tell exactly how steps will work with certain music without a trial. Hence the demand for the new sort of demonstration room. Mr. Mengel does not offer to supply partners for these demonstration dances.

CENSUS OF MANUFACTURES.

Progress of This Important Work Disclosed—Tabulating and Summarizing the Statistics.

(Special to The Talking Machine World.)

WASHINGTON, D. C., December 4.—The field census of manufactures, conducted by field agents of the United States Bureau of the Census, has been closed, the work of classifying, editing, tabulating, comparing, adding and summarizing the statistics is now well organized, and the director states that it should proceed rapidly.

During October preliminary notices relating to the census of manufactures were issued for fifty-five cities, making a total of sixty-three since the work was started. At the corresponding date for the 1909 report similar statistics had been published for only five cities. During October 27,709 schedules were classified, making a total of 279,792 classified to date, and 17,000 schedules were tabulated, making a total of 43,000 tabulated to date.

A large number of establishments failed to make reports to the special agents, claiming in some instances that they sent their reports by mail, and in other case it is found that the reports must be made from offices or establishments not located in the respective districts of the special agents. The Bureau is therefore carrying on an extensive correspondence with manufacturers to secure returns and corrections for defective reports.

PATHEPHONE CO. OFFICES IN ST. LOUIS

(Special to The Talking Machine World.)

ST. LOUIS, Mo., December 8.—The Pathephone Co. has leased a suite of rooms in the Real Estate Trust Building, at 810 Olive street, as wholesale quarters for this machine. While the Pathephone has been on sale in St. Louis for several years, there has been no effort to distribute machines from this city, and this move is said to be a move toward increasing the number of sales agencies in this section. Offices will be opened in the new quarters at once.

NEEDLE SHOULD ONLY BE USED ONCE.

Writer in Scientific American Explains Why Continued Use of Needle Serves to Ruin Records—Needle Point Bears Down on Record With Force of 9,000 Pounds Per Square Inch—Travels 1.82 Miles an Hour.

Makers of talking machines urge the public never to use a needle more than once. The reason for this is shown by microscopical examinations made for the Scientific American by J. B. Taylor.

These show that after once playing a 12-inch record the point of the needle is like an engraving tool. No serious harm will be done if it be swung back and used again on the same record, as is often done in dancing. But a record can be ruined forever by playing it with a needle that has been used before on another record, for the sharp shoulders of the needle will not fit the grooves of the record, but will scrape or plow these into nicks on alternate sides.

Mr. Taylor calculates there is a weight of 4 ounces on the point, and the average area of the bearing surface of the point is 1-36,000 of a square inch; therefore, it is carrying a weight of 9,000 pounds to the square inch. In playing four records it travels 2,928 feet—that is, the records travel under it, which amounts to the same thing—at an average speed of 1.82 miles an hour (2.73 miles an hour the maximum, .91 miles an hour the minimum). By this time steel has been worn off its point to a depth of 1-500 of an inch, leaving it with a point like a chisel.

Diamond and sapphire points are all right on the phonographs that have up-and-down cut grooves—of the Edison and Pathé type, for instance—but they cannot be used on those that have lateral-cut grooves such as the Victor and Columbia, for instance, because they do not fit the slot. If too small they wiggle from side to side, giving false tones; if too large they jam and quickly wear out the edges of the grooves.

Steel needles are "sufficiently soft to wear from an approximate to an exact fit in the first few revolutions of playing a piece, and yet sufficiently hard to play the whole of one or two records without wearing down to too extensive a shoulder bearing, or too long a base bearing for proper tone-rendering."

THE AEOLIAN-VOCALION IN BOSTON.

That Line to Be Featured in Store Already Leased and to be Opened First of Year.

(Special to The Talking Machine World.)

BOSTON, MASS., December 7.—From all indications, the Aeolian Co. will present the Aeolian-Vocalion to the Boston public about the first of the year. The handsome store at 190 Boylston street has been leased for this purpose, and in the window is a large card stating that the store will be opened for the display of the Aeolian-Vocalion line on or about the first of the year. The location of these Vocalion warerooms is ideal, and the interest which this phonograph has already aroused in local musical circles insures its success in this territory.

NAKED PHONOGRAPHS

There doesn't happen to be any law about nudity in delivering talking machines. They can go out naked or clothed, but those who look for the satisfaction of customers and want the LEAST delivery expenses, usually clothe their different models of phonographs in

LANSING KHAKI MOVING COVERS

Lansing Covers are of the highest quality—heavily padded and quilted. They are made in two grades—with cotton interlining and with felt interlining. Lansing Covers guarantee bruiseless and scratchless cabinets; eliminating excess polishing charges and PAY FOR THEMSELVES during the FIRST month.

The size shown herein is for delivering small machines costing $3.85 each, with cotton interlining (Grade B), and $5.60 with felt interlining (known as Grade A). Samples on receipt of price.

Made for All Sizes of Phonographs
Write for Booklet

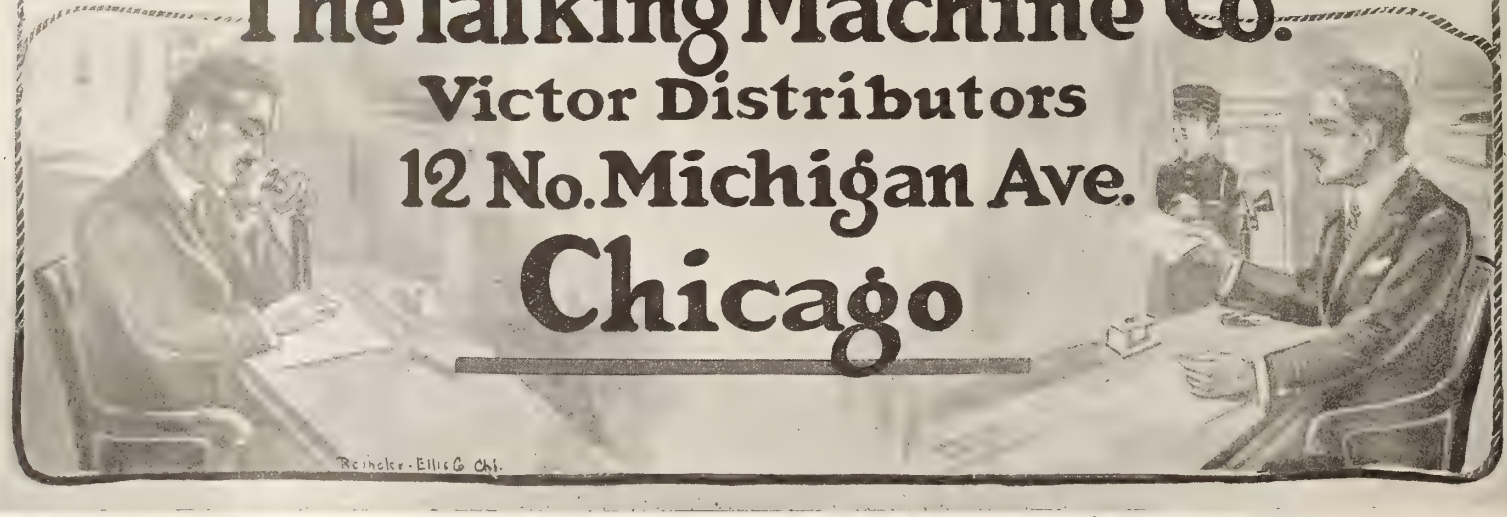
E. H. Lansing, Mfr.,
611 Washington St. BOSTON, MASS.

Your Last Minute Record Calls

Telegraph or Telephone them to us

Don't wait to write

The Talking Machine Co.
Victor Distributors
12 No. Michigan Ave.
Chicago



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
HENRY S. KINGWILL, Associate

World Office
Consumers' Bldg. 220 South State St., Chicago
Telephone: Wabash 5774

(Special to The Talking Machine World.)

CHICAGO, ILL., December 10.—The local talking machine trade is now witnessing (if it has time to witness) the busiest thirty days in its entire history.

In every department of the industry trade records are being smashed and all of the old standards of business measurement have gone by the boards.

"It used to be a business, but now it is an industry," said one of the big men in Chicago's music trade last week. "What a few years ago was a mere toy is now a musical instrument of limitless versatility and therefore limitless appeal, and it is just beginning."

Officers of the principal companies are a unit in saying that the demand for talkers shows an increase of fully 300 per cent. over last year. This should be discounted, however, as numerous dealers have filed orders with more than one distributer, hoping that if they cannot get machines of a certain type from one jobber they can from another.

There is, of course, the last-minute rush by dealers who neglected to stock up when the opportunities presented themselves, and they have been in strong evidence around town in their efforts to repair their mistake. Records are in comparatively good shape. An immense demand had been looked for and preparations were made by the pressing plants, so that to-day dealers are having their record orders filled practically complete. This is an excellent thing, for in addition to the extremely heavy holiday sales there is the added influence which the dealers are using to boom the record and the record certificate as an ideal Christmas gift to the talking machine owner. The public has been thoroughly acquainted with the advantages of the glove and umbrella certificates and have fallen in line for the record certificate with ease."

Although dealers have had tremendous difficulty in securing stocks, they are nevertheless doing some excellent advertising, and this has been supplemented by talking machine manufacturers, all of whom have caused to be inserted in the dailies some excellently written publicity ranging from ads of a few inches to full page talks on quality.

Manufacturers of accessories are now getting in their best work, for most dealers are planning aggressive action in this direction, not only during the holiday season, but immediately afterward, when the proud new owner of a machine feels the necessity of having these things.

A. D. Geissler Loses Uncle.

A. D. Geissler, vice-president of the Talking Machine Co., was in Chicago this week for the purpose of attending the funeral of his uncle, Charles McCorkle, who died December 8 at his home in Chicago. The funeral was held at Evansville, Ind., which is the family home. The deceased, who was in the wholesale lumber business, was a brother of Mr. Geissler's mother.

Victor-Cheney Suit Postponed.

The preliminary injunction asked by the Victor Co. in its suit against the Cheney Talking Machine Co. has been waived by counsel for the plaintiff. A deposition will be taken from Rudolph M. Hunter, patent expert for the Victor Co., at Philadelphia on December 15 by attorneys for the Cheney Co. Ten days later John F. McElroy, patent expert for the Cheney interests, will make a deposition and be examined in Chicago by the Victor Co.'s attorneys. The date will be then set for trial in open court before Judge Carpenter, at which the testimony of a number of other witnesses will probably be admitted. No date for the trial can be determined upon for some time, but it will probably be round February 1.

Talking Machine Co. Enjoying Rush Business.

The Talking Machine Co., like the others, is busily engaged in efforts to deliver as far as possible the machine orders of its patrons, and Sales Manager R. J. Keith and his associates have been kept very busy in the effort to supply the demand.

"The record situation is in good shape," said Mr. Keith to The World, "and despite the fact that business is breaking all records we are filling orders particularly complete. With machines, of course, it is not so good, in spite of the fact that the Victor Co.'s capacity has been increased by 50 per cent. I just returned from the factory at Camden, where it is quite evident that everyone connected with the institution is doing his or her best to relieve the situation. The move of the dealers to stock up on standard records some time ago was a good one, as it has aided that department of the business very materially and permitted more concentration on the machine side. We regret very much being unable to deliver to numerous dealers with whom we have not done business before, but we feel that it is our duty to stand by the dealers who have been our patrons throughout the year.

"The strain of the work has not been without its victims, George Cheatle, for instance, having found it necessary to go to California with his wife, where he is enjoying relief from work and a nervous strain. He is on a ranch near Sacramento.

"We feel that the Talking Machine Co. set a new standard in service this week. Upon receiving word in the morning of three new records, we printed and delivered notices for the same, together with requests for the dealers' reservations, by 11 o'clock in the morning of the same day. By 3 o'clock we were receiving replies and orders both by telephone and special delivery."

Mrs. Frances Clark, of the promotional department of the Victor Co., passed through Chicago this week on her return from the exposition, where she spent three or four months in connection with the Victor exhibit there. Mrs. Clark reported that there were about 2,500 people who visited the Victor temple right up to the last day.

C. J. Schulz Is Killed.

C. J. Schulz, dealer of Kenosha, Wis., was killed on Tuesday morning of this week when crossing the tracks of the Chicago & Milwaukee Electric Railroad in his automobile. He was struck by a rapidly approaching train, which completely demolished his machine and killed Mr. Schulz instantly.

Empire Security Co. Capital Increased.

The Empire Security Co., of 1856 Continental & Commercial National Bank Building, has increased its capital from $500,000 to $1,500,000. The company's business has steadily increased under the careful direction of President Louis H. Grimme, whose twenty-five years of banking experience are standing him in good stead in dealing with the piano and talking machine dealers' business and in the purchase of instalment paper.

The Rotary Club Exhibits.

Edwin C. Barnes, president of Edwin C. Barnes & Bros., Chicago representatives of the Edison dictating machine, is being given a great deal of publicity pictorial in text in the Chicago dailies in connection with the Rotary Club's annual business show, of which he is manager. The exhibition, which opened to-night and continues to-morrow afternoon and evening, utilizes the entire second floor of the Hotel Sherman. As is well known, the membership of the Rotary Club is confined to rep-

(*Continued on page* 31.)

THE WADE—THE PRACTICAL—THE WADE
Fibre Needle Cutter

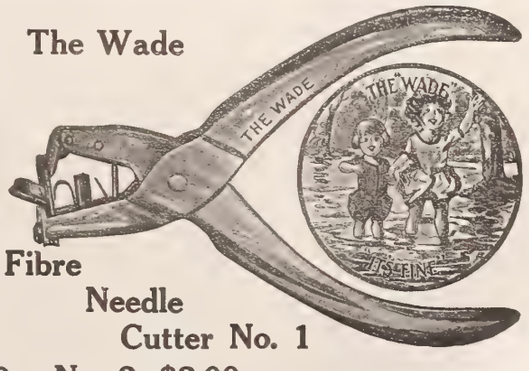
The WADE embodies the **right principle, worked out through long experience.** It is simple, durable and accurate. **It trims the** needle at an angle resulting in the best tone. The WADE cutters are made of the best steel and are absolutely guaranteed.

The Wade

Fibre Needle Cutter No. 2

The WADE has a self-acting stop, which prevents waste and enables one to get from 12 to 15 perfect playing points from one fibre needle. No. 2 has a double action, making it especially easy to operate. No. 1 is a very popular cutter which has given excellent service. You save more than double the price of the Wade in the repointing of the first 50c. worth of needles.

The Wade



Fibre Needle Cutter No. 1

RETAIL PRICES—No. 1, $1.50; No. 2, $2.00

Order from your regular Distributor—we sell to Jobbers only

WADE & WADE,

3807 Lake Park Ave.
CHICAGO, ILL.

1864 1916

We extend to all
our best wishes for a

Merry Christmas

and a

Happy

and

Prosperous
New Year

Lyon & Healy

Victor Distributors
CHICAGO

1864 1916

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 29).

resentatives of one house in a line, but there are no less than 160 handsome exhibits. The preparation of the exhibit has involved an immense amount of work, and no one can be more qualified for the task than the energetic Barnes. Of course, Edwin C. Barnes & Bros. have a booth, where the latest models of the Edison dictating machines are to be demonstrated, and in another part of the floor demonstrations are given of the Edison "Telescribe," the wonderful device by which permanent records are made of both sides of telephone conversations.

E. H. Uhl, manager, and F. H. Siemon, assistant manager, of the Rudolph Wurlitzer Co., have an attractive booth, in which a Victrola XVI helps to entertain the visitors.

Durand a Visitor.

Nelson C. Durand, vice-president and in charge of the dictating machine department of Thomas A. Edison, Inc., spent a day or two this week at Edwin C. Barnes & Bros. He was unable to stay over for the Rotary Club exhibition, but left for short trips to points further West.

Wade Has Biggest Year.

Wade & Wade, manufacturers of the Wade fibre needle cutter, report that this has been the heaviest year in the history of their business The demand has been so great that it has taxed the company's factory on Lake Park avenue to the utmost this fall to care for the demand. In view of the congested condition of affairs and the conditions of the raw material market, S. O. Wade advises the trade to place orders early so that there may be no delay in supplying the large demand which always arises from owners of new machines after the holidays.

Working for the Stevens Bill.

James F. Bowers and L. C. Wiswell, of Lyon & Healy, both of whom are members of the National Talking Machine Jobbers' Association campaign committee on the Stevens Bill, have been doing very vigorous work along that line and have been in communication not only by mail but in person with Illinois and other Middle Western representatives. Even trips to points in Illinois to lay the matter before Congressmen in person have been made. Both gentlemen, while optimistic regarding the final outcome, still recognize that important interests are opposed to the measure and urge every member of the trade to exercise continual vigilance in keeping the matter before the Congressional representatives and those who have influence with them.

Cover Support Meets with Success.

The Chicago Hinged Cover Support & Balance Co. is having notable success with its specialty. A number of manufacturers have already adopted it for their product and the company is now supplying them in large quantities. One of the many enthusiastic letters which the company has received is that from John H. Steinmetz, president of the Empire Talking Machine Co., of this city, in which he says:

"I consider that the Empire Talking Machine Co. was especially fortunate in being able to present its new Model B machine to the trade with your cover support and balance as regular equipment, and in my opinion this is one of our best features and one that the dealer can use to advantage, because the buyer will be quick to appreciate its many advantages as compared with the old style cover support. With your support the cover can be raised or lowered with one hand, something that is necessary when holding records, and the weight of the cover is entirely eliminated. With all these advantages your device is so simple that there is no chance for it to get out of order, no matter how long or how often it may be used."

Charles F. Winegar, sales manager of the Chicago Hinged Cover Support & Balance Co., left on Tuesday of this week on an extended trip to the East. He will visit Philadelphia, Boston, New York and other points, and on his return will see the Canadian manufacturers and some of the large Middle Western cities. Besides the manufacturers he will also call on a number of the larger dealers.

The "Orotund" Sound Box.

The Combination Attachment Co., of 624 South Michigan avenue, is greatly encouraged with the reception given the Orotund sound box, which it is introducing in addition to the other excellent talking machine specialties manufactured by it. The company has received many compliments on the Orotund because of its various distinctive features and the very excellent reproductive results it obtains. The quality of tone is exceptionally good when playing either the lateral or hill-and-dale cut records. One of the principal merits claimed for it is the practical elimination of scratching and metallic sounds.

P. T. Dodge a Visitor.

P. T. Dodge, president of the Columbia Graphophone Co., visited Chicago on Tuesday of this week. Mr. Dodge undertook the flying trip that he might be better acquainted with the activities of the company which he directs in relation to the Western holiday business. While here Mr. Dodge told of the new additions and improvements that were being made to the Columbia plant at Bridgeport, which will increase the company's output very materially. The latter information was especially interesting to District Manager W. C. Fuhri, to whom the remarkable excess of the demand over the supply has been the only regrettable feature of recent business. In this connection, Mr. Fuhri said that the increase in demand was at least 300 per cent. over the demand of last year. This was more than the increase in the factory output, and serves as an excellent illustration of the thriving demand for the company's goods. Mr. Fuhri reported that business in Minneapolis and St. Paul, where he recently visited, was exceptionally good, with every prospect of a long continuance of such conditions.

"The new electric Grafonolas, which retail at $150, $200, $250 and $350, are 'taking' with the public in wonderful shape," said Mr. Fuhri. "They are proving absolutely satisfactory and their advantages are becoming more apparent all the time."

An excellent way to illustrate the smoothness of operation of the Columbia electric motor was discovered by A. T. Boland, manager of the retail sales department of the Columbia Co. Mr. Boland had mounted the motor board in the show window in such a way that a mirror placed beneath the motor and set at an angle demonstrated to the passing throngs the motor's easy running operation.

Enjoys Big Eastern Orders.

H. T. Schiff, president of the Vitanola Talking Machine Co., of Chicago, is spending the week in New York City.

The popularity of the Vitanola line in the Eastern States has grown by leaps and bounds, and this is the second trip this month which Mr. Schiff has been obliged to make in connection with the work of delivery.

"We take a great deal of satisfaction in being able to say that those dealers who contracted with us some time ago are not being disappointed in deliveries now," said Mr. Schiff to The World. "Of course, there have been a large number of orders recently which we were obliged to reject for the simple reason that while we appreciate the business we feel that the dealers with whom we made arrangements some time ago have a prior claim to our attention, and in this connection the work of taking care of our people alone has been as much as we can handle. On my last trip to the East I was favored with a number of surprisingly large orders, one house alone making arrangement for the delivery of 5,000 machines. Our business in the manufacture of machines designed according to private specifications has also been wonderfully increased. This department is becoming one of the principal ones of our business, and into the special machines which we produce we are incorporating the same high degree of quality and attention to detail that we do in the case of our own lines. We are also now placing upon the market jewel-pointed needles and have two varieties, those suited for hill-and-dale cut records and those suited for lateral cut records. We are receiving numerous orders in this department also and are making a special price on goods in large lots."

F. K. Dolbeer a Visitor.

F. K. Dolbeer, credit manager for the Victor Talking Machine Co., was in Chicago for a day this week. He left here for Minneapolis, and after visiting some of the other Western jobbing points will return to the East via Chicago in about ten days.

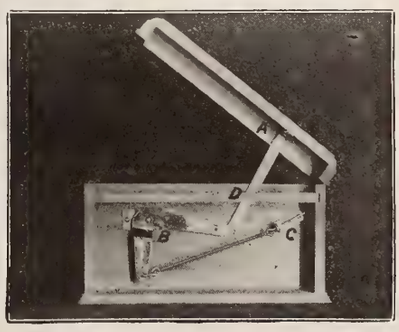
Lyon & Healy's Largest November.

"Yes, November was the largest month in the history of the talking machine department of Lyon & Healy," said L. C. Wiswell. "Of course, the shortage on machines is great. At the same time shipments from the factory have been much greater than last year, but the demand has, of course, increased in much larger ratio. The way December has started out it is also going to be a record breaker, although it will have to go some to beat the last month of last year, which was the

(*Continued on page* 33.)

HERE IT IS—THIS IS THE

CHICAGO HINGED COVER SUPPORT AND BALANCE



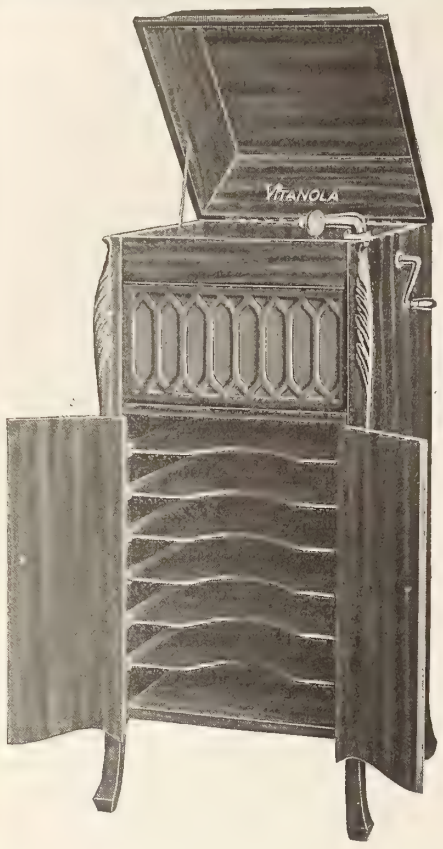
Sectional View ShowingHow It Operates

A.—Cover Connection.
B.—Where Apex of Bell Crank Lever is Attached to Cabinet, Forming a Fulcrum.
C.—Point at Which Tension is Adjusted.
D.—Slot at Edge of Motor-Board Where Arm Emerges.

The tension of the spring reacting through the application of the lever exactly equals and counterbalances the weight of the top. *As a result*, the cover cannot drop to smash itself or fingers. It does not require two—or even one hand—to raise the top, a mere touch—enough to overcome inertia—being sufficient. This leaves hands free to adjust records.

Models Will Be Sent to Interested Manufacturers and Illustrated Information to Dealers.

CHICAGO HINGED COVER SUPPORT & BALANCE CO. 144 S. Wabash Avenue, CHICAGO



THE

VITANOLA

TALKING MACHINE COMPANY

HAS MADE GOOD!

Months ago we contracted with dealers to supply them with goods.

We anticipated a tremendous business and prepared our stocks accordingly, with the result that TO-DAY we are making prompt deliveries and our dealers are not getting mere promises but the actual goods!

WE WILL TAKE CARE OF YOU!

If you join the ranks of VITANOLA dealers for the year 1916 you can rest assured that YOU will be taken care of—month in and month out—busy season or not!

We manufacture high-grade talking machines for use as **special lines** built according to your own architectural ideas and following your own specifications.

We make machines that are absolutely equal in quality and appearance to any standard machine at a great reduction in price. We have no five million dollar advertising campaign to pay for and we give you the difference in the goods themselves. If the combination of low prices and thorough quality appeals to you—

YOU WILL BE OUR CUSTOMER!

There are reasons why we can do this. Write to us and we will tell you what they are.

VITANOLA TALKING MACHINE COMPANY

17 N. Wabash Avenue

CHICAGO

We manufacture motors, tone arms, sound boxes, jewel points and accessories and can quote attractive prices to quantity buyers. Samples of 3 styles, jewel points, mailed on receipt of 50c.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 31).

largest December up to that time. The rush orders we are receiving even from dealers who ordered very early and thought they were preparing amply for the holiday trade, is of a nature showing that business is exceedingly active in the country. In fact, I think the holiday trade has opened considerably earlier than usual. This is indicated by the experience of our own Chicago retail trade, as the sales each day are running very much heavier than was the case last year, and we never had so many machines purchased early for delivery on Christmas day."

Lyon & Healy's Victrola advertising in the Chicago dailies has attracted much attention in the trade, and many dealers have written the house from time to time asking permission to reproduce the illustrations in their local advertising. The house has just issued a pamphlet showing reproductions of twelve of the illustrations, matrices of which will be furnished for a dollar each. The illustrations, as those who have followed Lyon & Healy's splendid Victor advertising know, are wonderfully attractive and convincing and are strong in the human interest factor. This is only the first of a series of these illustrations which will be offered the Lyon & Healy Victor dealers from time to time. Those shown in the present pamphlet are not offered especially for Christmas advertising, but can be used for six months to come.

Lyon & Healy are sending out to their retail customers in Chicago a neat booklet of Christmas suggestions. It tells the recipients what they can buy for their Victrola friends. There is a well selected list of records especially adapted for the holidays, and the Lyon & Healy fibre needle cutter and record albums are illustrated and described. Special gift packages for Christmas gifts of records are used. There is also a reproduction of Lyon & Healy's record certificate, something the house has used for several years. It is on the same order as the glove and mercantile certificates sold by the dry goods houses.

The January list of the Victor Co. will contain two double-faced records of special interest to Chicagoans. They represent four selections by the Imperial Quartet of Chicago. This quartet went to Camden with Mr Wiswell last summer, and the resultant records promise not only to be very large sellers in Chicago, but to spread the fame of the Chicago singers abroad. The selections are "Perfect Day" and "My Ain Folk" on one disc, and the "Cross Bow" song from "Robin Hood" and "'Way Down Yonder in the Cornfield" on the other.

Personals and Visitors.

Recent visiting talking machine dealers included a number from the Badger State. They were Mr. Marks, in charge of the talking machine department of the Schuester Co., Milwaukee; Mr. Marks, Jr., of the Herzfeld-Phillipson Co., Milwaukee; Joseph Pitts, of Kenosha, and C. B. Towsley, of Fort Atkinson.

Other dealers in the city were M. L. Bennett, Alma, Mich.; J. B. Johnson, Jacksonville, Ill.; A. Lowenstein, of Valparaiso, Ind., and A. Livingston, who recently took over the C. S. Stewart business at Bloomington, Ill.

H. V. Burgee is an addition to the retail sales forces of the new Pathé Pathephone Shop at 15 East Adams street.

C. R. Ely, wholesale representative of the Columbia Co., assigned to special work, was in Chicago for a short visit en route to the Coast, where he will be for sixty days.

E. P. Bliss, who travels for the talking machine department of Lyon & Healy in Michigan and Indiana, was confined to his hotel here for ten days with a severe attack of tonsilitis, but is again able to leave for his territory this week.

Among the visiting dealers the past few days were Mr. Williams, of the Raymond Furniture Co., Sault Ste. Marie, Mich.; E. D. Allington, Freeport, Ill.; Edward Burr, of E. L. and A. M. Burr, Rockford, Ill.; R. Bannon, Morris, Ill.; George Eichholz, Milwaukee, Wis.; George Wiswell, of the West Piano Co., Joliet, Ill.; M. M. Marrin, Grand Rapids, Mich.; F. J. Berberet, Springfield, Ill.; A. B. Crosby, Aurora, Ill.; F. F. Dawson, secretary and treasurer of the Grafonola Co., of Lincoln, Neb., and Mr. Noelck, of Noelck & Paus, Sturgeon Bay, Wis.

O. T. Johnson, Galesburg, Ill.; Thor Norberg, Moline, Ill.; S. Von Fossen, Beardstown, Ill.; B. Livingstone, Bloomington, Ill.; Harry A. Healy, Kentland, Ind.; H. B. Hughes, Oshkosh, Wis.; H. H. Kassler, La Porte, Ind., were other dealers visiting the great central market in an endeavor to hasten deliveries.

The Doyle Furniture Co., of Galesburg, Ill., has acquired the talking machine business of G. D. Swanson, of that city.

Ross P. Curtice and his wife passed through Chicago on their way to visit the factories of the Victor Co. at Camden, N. J. Mr. Curtice went in the interests of his Victor distributing business.

Elizabeth Spencer in Tone Test.

Elizabeth Spencer was heard in a "tone test" concert with the Edison disc at Govan Hall, Broadway and Wilson avenue, Wednesday evening of this week, assisted by Abraham Bond, violinist. The concert was given under the auspices of the Broadway Diamond Disc Co. A similar recital will be given at the Englewood Masonic Temple to-night by Tegtmeier Bros., the Edison dealers of that locality.

The Six Best Sellers.

Six of the popular numbers in the Victor library this month are: "A Perfect Day" and "Mother Machree," by the McKey Trio; "There's a Little Lane Without a Turning" and "You'll Always Be the Same Sweet Girl," "When You're in Love With Someone Who Is Not in Love With You" and "To Lou," "Down in Bom-Bombay" and "My Little Girl" (one-steps), "Georgia Grind" and "Tulip Time in Holland." "Adeste Fidelis," sung by John McCormack, is one of the most popular of the Red Seal records.

Six of the popular Edison records are: "When I Leave the World Behind" and "My Sweet Adair," "Whistling Rufus" and "Ragging the Scale," "Aloha Oe, Medley" and "Haipio Medley," "Dingle-

(Continued on page 34.)

THE "OROTUND" SOUND BOX

FULL, RICH, CLEAR, MUSICAL TONES

The "Orotund," without any exception, is the most scientific reproducer ever used on a talking machine.

It represents a number of exclusive meritorious features, not to be found in any other sound-box.

A new diaphragm positively more susceptible to overtones, as well as the most delicate and minute vibrations, when playing either lateral or hill and dale cut records.

A marvelous feature of the "Orotund" is reducing the scratch and metallic sounds to a minim.

The "Orotund" will impress the manufacturer of talking machines who desires to improve his conditions.

Sample to dealers complete, with jewel points to play all hill and dale records, $4.00 prepaid.

IMPORTANT—Mention the make of machine on which you wish to use "Orotund."

TERMS—Strictly cash with order. Satisfaction guaranteed.

Special discounts to jobbers and dealers in quantities.

Dealers will find the "Orotund" a ready seller with any make of machine.

Combination Attachment Co., 624-626 So. Michigan Ave., Chicago

Model C—$75.00.

Empire Talking Machines

Meet Every Situation and Beat All Competition

as no other Talking Machine does. They offer every worth-while feature of other makes, while all the weak points of the others have been eliminated. Yet you have a machine to offer your trade at a price never before featured on a high-grade talking machine.

The Empire Machine Plays All Disc Records

without the bother of assembling additional parts.

Model B equipment includes Automatic Stop, Patent Cover Support and Tone Modifier.

COSTS YOU LESS. EVERY EMPIRE GUARANTEED.

As a dealer you'll appreciate our liberal, open and above-board methods. WE HELP YOU SELL EMPIRES. We furnish beautiful literature printed in two colors free—also strong, convincing newspaper advertising copy and electros.

WRITE TO-DAY FOR COMPLETE PARTICULARS.

Empire Talking Machine Company

JOHN H. STEINMETZ, President

429 South Wabash Ave. CHICAGO, ILL.

Model B—$100.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 33).

Dangle" and "I Wish I Was," "Habanara" and "All Hail, Thou Dwelling Lowly," "Ave Maria" and "Explanatory Talk."

Six Columbia sellers have been: "Never Mo'" and "Purpostus" (Bert Williams), "Frank Tinney's First Record" and "Frank Tinney's Second Record," "Back Home in Tennessee" and "To Lou," "Trust Scene" and "Restaurant Scene" (Weber and Fields), "Kaiwi Waltz" and "Honolulu Rag," "Blue Danube Waltz" and "The Three Jewels" (which is most fascinatingly played by the Royal Marimba Band).

To Introduce New Phonograph.

Elmon Armstrong, Western representative of the Coté Piano Co., with offices in the Republic Building, announces that Edmond Coté has completed arrangements for the organization of the Edmondson Phonograph Co., which is to be a subsidiary concern of the Coté Piano Co.

"Samples of our $200, $150 and $100 machines will be on display in a couple of weeks," said Mr. Armstrong to The World, "and on January 1 instruments retailing at $75, $50, $40 and $25 will be placed upon the market."

Al Is All Right.

Sir—An Irish policeman came in to buy a phonograph record. "Do you wish to hear some of John McCormack's?" I said. "Sure, and I don't think much of McCormack's voice," he replied. "Why, he and Alma Gluck are the two greatest ballad singers in the world!" said I. "McGluck's all right," said he. G. W. M.

CHANGES IN FINANCING

In the Talking Machine Industry—An Interesting Interview with Evan Rees of the Hamilton Investment Co. on This Important Subject—Many Inquiries from Dealers.

(Special to The Talking Machine World.)

CHICAGO, ILL., November 10.—In an interview with The Talking Machine World to-day Evan Rees, of the Hamilton Investment Co., remarked upon the noticeable changes in financing the talking machine business of the present day. Mr. Rees said: "With the approach of the new year and the ending of the old we are receiving large numbers of inquiries from dealers who now propose putting their business with the manufacturers of machines upon a cash basis, and from others who feel that the general improvement in conditions warrants a further expansion of their individual business. The proposition of putting their business upon a cash basis and obtaining cash from a company of our character and facilities, rather than borrowing from the banks, is growing more popular every day. With the banks a specific sum of money must be repaid at its specific time. With us, when a sale is made of installation paper to us, the proceeds from the collections of the accounts automatically take care of the obligation"

BUILDING UP A GOOD TRADE.

The Empire Talking Machine Co. Find a Good Demand for the Products Which They Are Producing—Attractive Folders Prepared.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 9.—The Empire Talking Machine Co., 429 South Wabash avenue, Chicago, of which John H. Steinmetz is president, is not only offering the talking machine dealer machines of exceeding attractiveness, but is also prepared to furnish him with ammunition for inaugurating and prosecuting an effective sales campaign. The line at present consists of two handsome styles, the Model B, designed to retail at $100, and the Model C, at $75. These instruments have an unusual equipment for machines of their price, including automatic stop, patent cover support and tone modifier. Both machines are equipped for playing all disc records. The cases are most attractively designed, and Mr. Steinmetz, in offering the Empire to the trade, does so in the conviction that the machines will appeal strongly because of their attractive appearance, excellent construction and tonal effectiveness.

Very attractive folders, printed in three colors and attractively illustrated, setting forth the strong points of the Empire, are furnished dealers in quantities ready for mailing, with the exception of addressing and mailing. In addition, a series of attractive, illustrated advertisements have been prepared for the dealer's use in his local papers.

Mr. Steinmetz has already booked a volume of business in the new machines which speaks eloquently of the hit they have made with the dealers to whom they have been presented.

IN NEW WHOLESALE QUARTERS.

The Sonora Phonograph Co. Have Spacious Offices at 320 So. Wabash Avenue, Chicago.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 10.—The Sonora Phonograph Co. of Illinois, distributer of the Sonora phonograph, is now settled in the new wholesale quarters upon the sixth floor of the building at 320 South Wabash avenue. The old retail department continues as before at 305 South Wabash avenue.

The demand for Sonora machines has grown so strong in the Middle West that President William F. Martin and his associates found it necessary to immediately arrange for greater facilities. This they have done, and have secured sufficient space to afford every opportunity for giving the best service to Sonora dealers. The new quarters will also aid greatly in the work of the last-minute Christmas deliveries.

O'NEILL-JAMES CO. AFFAIRS.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 7.—In a hearing yesterday of the petition of the Columbia Graphophone Co. asking title to certain assets of the O'Neill-James Co., bankrupt, Referee in Bankruptcy Wean dismissed the petition for want of equity and decided that the property belonged to the estate. The assets in question consisted of 3,600 records of special design and approximately thirty talking machines. Henry T. Martin, attorney for the trustee, will shortly file a petition asking leave to sell the assets.

"TONE-TEST" OF EDISON DISC PHONOGRAPH IN CHICAGO.

Noted Artists, Headed by Mlle. Alice Verlet, Participate in Concert Given at Orchestra Hall Under Auspices of the Phonograph Co.—General Demonstration Arouses Enthusiasm.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 6.—A remarkable "tone test" of the Edison disc phonograph was given last Tuesday evening at Orchestra Hall under the auspices of the Phonograph Co., the Edison distributer for this zone. Mlle. Alice Verlet, the Belgian prima donna, formerly of the grand opera companies of Brussels and Paris, and who is a favorite Edison artist, was heard in recital, singing with her own records in a remarkable program. She was assisted by Arthur L. Walsh, violinist, and a member of the New York Philharmonic Orchestra. Almost every seat in the immense Orchestra Hall, seating 2,500 people, was taken. The big audience was a decidedly enthusiastic one and gave continual evidence of its appreciation of the different numbers.

J. E. Curtis, supervisor of Edison interests in this zone, introduced Mr. Walsh, who gave a brief talk on the development of the Edison disc, explained the significance of the "tone test," and then introduced Mlle. Verlet, who first sang the "Caro Nome" solo from "Rigoletto" with the diamond disc re-creation of her voice. At times the singer would pause, permitting the voice from the phonograph to be heard alone for a few phrases in order to give the opportunity for comparison. It was a marvelous test and a daring one, and demonstrated the remarkable reproduction of tone quality and color, and this was continually commented upon by members of the audience.

The other numbers which Mlle. Verlet sang with her records during the evening were the Strauss "Voce di Primavera" ("Spring Voices"), "The Jewel Song" from Faust, "The Parigi O Cara" and "Addio del Passato" arias from "Traviata," and "O Belle Nuit," from "Tales of Hoffmann." The latter record reproduced the voices of Mlle Verlet and Margarete Matzenauer. For this selection Mr. Walsh supplied a violin obligato.

Mr. Walsh also played second violin to the record of "Cui's Orientale," by Albert Spalding, and in unison with Schubert-Wilhelmz "Ave Maria," by Carl Flesch. He was also heard in "Mediation," from "Thais," in unison with the re-creation of Albert Spalding's rendition of the number.

A notable feature of the evening was the record of the piano solo, Leschetizky's "Two Larks," played by Andre Benoist. The difficulties presented in the reproduction of the tones of the piano were well recognized, and this number was hailed by the

FAST BECOMING UNIVERSAL

TRADE MARK
JONES TUSKO NEEDLE
REGISTERED

PATENTED APRIL 15, 1913.

MUSIC LOVERS' CHOICE

Tusko needles not only **last indefinitely** and eliminate all scratching, metallic and foreign sounds, but they give absolutely faithful reproductions of the voice or instruments of the recording artists.

Pure, soft, but of wonderful carrying power, the Tusko tone is distinctive and unequalled.

These needles are homogeneous. No fibre to "trill" or "bu-r-r."

To demonstrate the Tusko is to make a permanent customer.

There is money in handling Tusko needles. More than that they **create** talking machine sales.

RETAIL PRICE $1 PER DOZEN. REGULAR DISCOUNTS APPLY.

TUSKO MFG. CO., 5513 Kenwood Ave., CHICAGO

audience as a masterly bit of recording. Other records were the tenor solo "Tu che a Dio spiegasti l'ali," sung by Giuseppi Anselmi, and the introduction to the third act of "Lohengrin," recorded by the American Symphony Orchestra.

The next morning those who had been so delighted with Mlle. Verlet's remarkable vocal art were delighted to read in the dailies that she had been engaged by Director Campanini, of the Chicago Grand Opera Company, to sing in a series of special performances of "Mignon," her first appearance being on December 11.

C. E. Goodwin, general manager of the Phonograph Co., was highly pleased with the result of the recital. "It represented an immense amount of work, as you may imagine, as we could have filled a much larger auditorium than Orchestra Hall. As a matter of fact, we received many more applications for tickets than we could supply. That the recital was an immense success is shown by a perfect deluge of congratulations, verbal and written, which we have received. Here is a postal from Prof. Star W. Cutting, of the University of Chicago, who is the owner of an Edison disc phonograph, and who says: 'The concert was a great success. It demonstrated convincingly the absolutely faithful re-creation of tone quality, vocal and instrumental. It did this in the presence of enough of Chicago's music lovers, including some excellent musicians, to be the best possible means of introducing the Edison disc to this part of the world.'"

Mr. Goodwin and Henry F. K. Babson, of the Phonograph Co., attended the opening of the Edison Shop in Detroit in its new building at 256 Woodward avenue, that city, which was held on December 2.

The improvements at the Chicago Edison Shop, made to give them the needed increased facilities in time for the holiday business, have been completed. They secured six new record demonstration rooms on the second floor and three large and exquisitely furnished machine salesrooms on the fourth floor. Two of the latter are decorated after the Japanese style with tapestry hangings and panels.

TO INCORPORATE MUSIC SHOP.

Fischer's Music Shop, Talking Machine Dealer in Kalamazoo, Mich., Plans Expansion.

(Special to The Talking Machine World.)

KALAMAZOO, MICH., December 7.—Plans are now under way for incorporating the "Fischer Music Shop at Gilmore's" in this city, with a capital stock of $15,000, of which $9,000 will be paid in.

The Fischer Music Shop has for some time past been located on the third floor of Gilmore's department store, one of the largest stores in this city, and has handled Victrolas, Grafonolas and records, as well as other musical goods, including sheet music, with much success. Charles L. Fischer, leader of two of the principal orchestras of the city, is head of the business, and under the corporation will have associated with him Harry Beach, of Lansing. It is planned to broaden the scope of the business materially, so as to make it the musical center of the city.

MAKE DISPLAY OF PRODUCTS.

The Pierce-Goodell Piano Co., Beaumont, Tex., had a splendid exhibition of the musical instruments which it handles in the recent South Texas State Fair held in that city. The company made a very handsome display of the newer styles of Victors, including an electric Victor-Victrola. It also showed a Kohler & Campbell player baby grand and a Fischer piano in art finish. The booth was very artistically arranged, and the Kohler & Campbell player grand was sold before the fair was over, as well as a number of talking machines.

OFFERS LIBRARY TO CAMDEN, N. J.

(Special to The Talking Machine World.)

CAMDEN, N. J., December 10.—Eldridge R. Johnson, president of the Victor Talking Machine Co., of this city, in a letter to Mayor Ellis, received last week, offers to the city of Camden a free public library building to cost not less than $230,000. The generous offer will be accepted.

WORLD ADS BOOM BUSINESS.

J. B. Ogden Reports That His Advertisements in The Talking Machine World Bring Orders from Australia, Asia, South America and Other Distant Points as Well as from United States—Manufacturing Facilities Taxed.

J. B. Ogden, Lynchburg, Va., manufacturer of the very successful Ogden filing system for talking machine records, states that the many telegraph orders for express shipment of his system are keeping his facilities taxed to their capacity and a little beyond. Mr. Ogden has been granted broad protecting patents on his cabinets recently and plans to enlarge the scope of his business during the coming year.

Mr. Ogden gives full credit to The Talking Machine World for the development of his business, and he says in that connection: "The World brings orders from Australia, Asia, South America, Cuba and Porto Rico, with a big increase for the good old U. S. A."

NEW COLUMBIA MANAGERS.

William E. Henry has been appointed manager of the San Francisco, Cal., store of the Columbia Graphophone Co., succeeding F. Anglemeier, resigned. Mr. Henry is familiar with the Coast situation, having been associated with the Columbia Co. some years ago in the Portland, Ore., headquarters. He is an enthusiastic admirer of the Columbia products, and will doubtless be very successful in his new post.

Another change in the management of the Columbia stores is the appointment of O. M. Kiess as manager of the Toledo store, succeeding F. G. Flightner, resigned. Mr. Kiess has been connected with the Columbia Co. for several years, and is well acquainted with the Toledo trade.

W. S. Riley, formerly a druggist at Kansas City, recently moved to Kearney, Mo., where he has opened a drug store and has taken the Columbia Grafonola agency.

LONG CABINETS

WELL MADE THROUGHOUT

ELEGANTLY FINISHED

These With Others Comprise the

Most Complete Line of Record Cabinets

D 77

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 80 lbs.

D 79

Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19⅛x 22⅝ in. Holds 192 12-in. Records. For Victrolas VIII and IX, and Columbia "Favorite." No countersunk holes in top. Sliding Record Shelf. Average weight, crated, 85 lbs.

PROMPT DELIVERIES ON ALL ORDERS

Write for Illustrated Catalogue

THE GEO. A. LONG CABINET CO.,

HANOVER, PA.

Here we a
1915—the
Columbia
thanks to
made it p

We are jus
end—but
reach out
Merry Ch
is bound
Happy Ne
way beyo
could wis

Columbia Gra

t the end of
eatest of all
ears. Our
who have
ble.

busy at our
too busy to
wish you a
mas, which it
be; and a
Year in 1916
anything you
for yourself.

phone Company

WHAT MUSIC SHOULD MEAN TO THE BUSINESS MAN

By ELDRIDGE R. JOHNSON, President Victor Co., in the Etude.

Ignorance of the true philosophy of life is a blight upon the average business man, but, in our defence, it can be said that most of us were poor boys and, in our early financial struggles, we became too intensely practical. We have neglected the delicate proportion of aestheticism and have tried to build up our characters and temperaments with cold, unyielding materialism. We had, as a fact, but little time for the aesthetic. Our early lives were divided mainly into two parts—work and sleep, and if there was not enough time to go around we had to go without some sleep. Everything that could not be turned into material wealth was pushed to one side or postponed to that time which we all looked forward to the time when we would achieve success and when we could afford to indulge ourselves. The fact that a well-balanced temperament is necessary to the proper use and enjoyment of wealth when obtained was not generally understood a few years ago.

Music does not appeal to the average business man simply for the reason that he does not comprehend it. The musical part of his temperament has been crushed, dwarfed, almost destroyed, but not entirely so, for every creature on this earth enjoys some kind of music; but far too many business men believe that they can get along very well without it.

I refer in this article to the middle-aged business man of to-day; the business man of the near future will be different. The younger generations have more wisdom as a rule. Opportunity to hear good music is becoming more general, and we are beginning to understand that success in life means more than wealth and that a successful life means development of every faculty. If riches come, so much the better, but there should be a limit to the sacrifices for wealth. Money cannot buy back that which has been lost through neglect in early life, and a rich old man without musical appreciation has that place in his soul, which should be sacred to music, filled with bitterness and sadness. We cannot all produce satisfactory music, no matter how hard we try, but it will pay us all to try, however. We can all become intelligent listeners, and a little try at some musical accomplishment develops our appreciation of music amazingly.

The successful musician is the result of high development in a God-given gift; but appreciation of music is simply a normal faculty that is possessed by all who have not deliberately refused to listen. The appreciation of music is a boundless pleasure; it clears the mind, stimulates the imagination, puts us in touch with humanity, inspires higher thoughts, develops our spiritual temperament, increases our capacity for happiness and makes us better business men. Happiness is harmony and music is the outburst of spiritual harmony. Let no man conclude that music is foolishness. Consider the song of the nightingale or the thrilling notes of the thrush; they did not learn to sing because of an idle fancy. The God of Nature made them to sing, and the God of Nature never made a mistake. The mistakes are all made by men, and the man who does not love music is a mistake.

It is our business to develop and enjoy the gifts that Nature has bestowed upon us. Let no man think that he is too busy to listen to music—he is cheating himself.

Music means more to the business man than to any other class of men.

BIG DEMAND FOR ELECTRIC MOTOR.

Walter Thorpe Declares Orders on Hand Will Eat Up Surplus Stock Up to First of Year.

Walter Thorpe, of New York, manufacturer of the Thorpe electric motor for talking machines, reports that the demand for the motors has been so heavy that the entire surplus and output of the company until the first of the year will be required to take care of the orders at present in hand. Talking machine manufacturers in large number have inspected the motor, and as a result several makes of machines containing the Thorpe motor will soon be placed on the market.

Singing our own praises seldom gets us an encore.

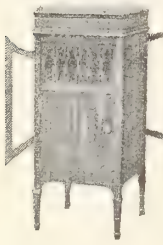
WE WILL PAY CASH

Amounting to

From 90 to 94 per cent. of

the face value for acceptable installment contracts on talking machines and pianos. Ask for details.

HAMILTON INVESTMENT CO., 76 W. Monroe St. CHICAGO



THE PREMIER CABINET CO.

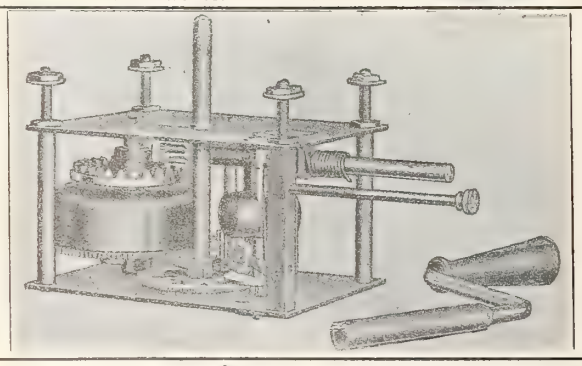
Makers and Distributors of the

Premier

TALKING MACHINES *and* CABINETS

CHICAGO, ILL.
WILLIAMSPORT PA
GOSHEN IND

Williamsport, Pa.



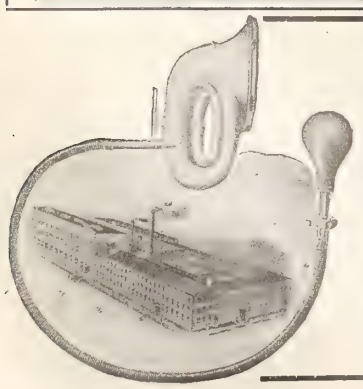
The HERCULES MOTOR

The Motor that makes less noise.
Built Solid all the Way Through.
Guaranteed for 1 Year.
Separate Parts Can Be Furnished.
Plays one 12-in. record with one winding.

Also Tone Arms, Sound Boxes and Turn Tables

PRICES UNUSUALLY LOW
SEND FOR SAMPLES

The Hercules Talking Machine Supply Co.
611-621 BROADWAY : : : : NEW YORK
The House that Delivers Promptly



TONE ARMS
TURNTABLES

For many years we have been the only manufacturers of good metal phonograph horns, and recently we have added equipment for making Tone Arms and Turntables of highest quality.

These products are made to your specifications only. Ask for estimates.

Phonograph HORNS

Standard Metal Mfg. Co.
227 CHESTNUT STREET NEWARK, N. J.

SWAPS.

5,000 Indestructible U-S records, both two and four minute, guaranteed new, perfect stock. Will trade for Columbia and Victor records and machines. Deninger Cycle Co., Rochester, N. Y.

POSITION WANTED

By a young man, 33 years of age; I am desirous of making change for better position; have had 9 years' experience with the Columbia line, the last five as manager of one of their stores in a large city and for the past 18 months have been retail sales manager for one of the largest Victor distributors in the East. Address "Box 300," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED.

A high-grade man, thoroughly familiar with the manufacture of the talking machine matrices, records, etc. Must have executive ability and tact. Well versed in handling large stock orders for records. Address Box 301, care The Talking Machine World, 373 Fourth Ave., New York.

PARTNER WANTED.

With capital to manufacture and market brand new patented accessory for talking machines of all makes. No competition. Address "Partner," care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH

Paid for any quantity of records, double face. Advise quantity, make and price. Address "Spot Cash," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG MAN, TWENTY-FOUR YEARS OF AGE, WITH FOUR YEARS' EXPERIENCE AS MANAGER OF RETAIL VICTOR DEPARTMENT, WILL BE OPEN FOR POSITION THE FIRST OF THE YEAR. WOULD LIKE TO MAKE GOOD CONNECTION WITH JOBBER. EXPERIENCE, EFFICIENCY, ABILITY AND ENTHUSIAM. Address Box 302, care The Talking Machine World, 373 Fourth Ave., New York.

COLUMBIA CO.'S NEW AD. MANAGER.

Edw. M. Baker Appointed to Important Post with Columbia Graphophone Co. and Assumes New Duties—Has Had Many Years of Experience in National Advertising.

Edw. M. Baker was this week appointed advertising manager of the Columbia Graphophone Co., New York. Mr. Baker assumed his new duties on Monday, and is now directing the varied activities of the Columbia advertising division.

Mr. Baker is prominent in advertising circles, having for the past five years been advertising

Edw. M. Baker.

manager of the Corn Products Co., New York, one of the largest and most successful concerns of its kind in the world. Mr. Baker's work with this company was an important factor in developing the world-wide following and prestige attached to this concern.

Prior to his association with the Corn Products Co. Mr. Baker was connected with Frank Seaman, Inc., New York, an advertising agency of high standing, and during his four years' association with this company assisted in the development of a large number of very successful advertising campaigns. For five years previous to his agency work Mr. Baker was connected with the Quaker Oats Co., working out many important merchandising and advertising problems.

Mr. Baker is essentially a "quality" advertising man, his many years' experience in the advertising world having been concentrated on quality publicity along high-grade lines. The vast advertising campaign which the Columbia Graphophone Co has fostered the past year, and which will be greatly strengthened and increased during the coming year, made it advisable for the company to secure the services of an advertising manager who was familiar with every detail of national advertising from all standpoints. Mr. Baker was selected as the ideal man for this position, his past training having well warranted this choice.

H. B. Ray, who has been acting as business manager of the advertising department for the past year, will remain with the advertising department in an important executive capacity.

A large talking machine department has been installed in Murgittroyd's drug store, Riverside and Post streets, Spokane, Wash., under the management of R. M. Madison.

The F. F. Herrmann Talking Machine Corp., New York, has been incorporated, with capital stock of $1,000, by Arthur Schwartz, Julia L. Herrmann and F. K. Herrmann.

Frank S. Cross has opened phonograph parlors in the Pan-American Building, 2 Court street, Batavia, N. Y.

THE UP-TO-DATE MAILING LIST.

Suggestions of Importance That Will Keep This Valuable List 100 Per Cent. Correct.

One of the bed-rock foundations of your business is your mailing list. Some customers come in from the street—some are sent in by others—others get in by chance—but your steady countable sales come from the names you have on your mailing list, providing those names are correct.

Do you know your list is right? All of it? The answer is, "no." Moving, changing, marrying and dying play almost daily havoc with any list of over a thousand names. But there is one step every Columbia dealer can take that will go a long way toward keeping his list up to date.

The Postal Regulations of 1902, Section 549, paragraph 3, provides the following:

"Postmasters must not furnish lists of names of persons receiving mail at their offices. Lists of names sent to postmasters for revision must be returned to the sender, when postage is provided for that purpose, but no new names must be added to the lists. Postmasters may, if they so desire, however, cross off the names of those who have moved away, or are deceased."

This means, as a favor, your postmaster can go over your mailing list and furnish you with corrected information as to changed addresses, cancellations and deaths.

There are two things Columbia dealers can do to secure this information:

(A) Once or twice a year write your local postmaster a polite letter requesting him to revise your mailing list—which will be attached. Tell him his action will avoid accumulation of third-class matter at his office, and his authority for complying with your request will be found in the Postal Regulations of 1902, under Section 549.

(B) On Supplement envelopes and all special envelopes carrying third-class matter, you can have printed either in type or by a rubber stamp the following inscription in the lower left-hand corner:

POSTMASTER.
If not delivered within 10 days, Postmaster will please notify sender, and return or forwarding postage will be sent. If returned please note why (as required by law, Section 15, U.S. Postal Guide), by checking proper reason in the following list.

- ☐ Does not receive mail here.
- ☐ Refused.
- ☐ Dead.
- ☐ Unclaimed.
- ☐ Removed to .....

Both of the above suggestions followed systematically will give every Columbia dealer a mailing list just about 100 per cent. live, and the value of a live, kicking, up-to-the-minute mailing list means saved postage and fullest returns from every circularization.

This is more than a good idea, says the Columbia Record, and every dealer should follow it.

TREMENDOUS VICTOR DEMAND.

"More than a hundred Victor dealers from all parts of the country have visited our offices during the past few weeks," said R. W. Morey, general manager of the New York Talking Machine Co., New York, Victor distributer. "These dealers have one and all commented upon the shortage of machines and records, placing particular stress on the scarcity of the higher priced models of Victrolas. The demand for Victrolas Nos. XIV and XVI is unprecedented, and the new Victrola XVIII, the most expensive model in the Victrola line, is enjoying an active sale in all sections. One dealer, who caters to a high-class clientele and uses energetic methods to secure business, left an order for three Victrola XVIIIs, stating that all of these were sold to prominent music lovers in his town.

Your Profit on a Record is 25c. up to $3.45 Each

Locating this Record Is Finding Money

The Ogden Filing System is Guaranteed to be the Best and sold by

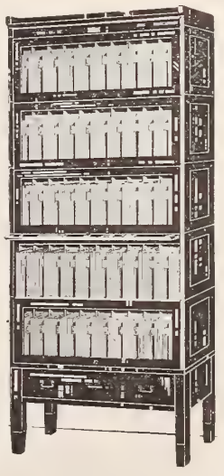
YOUR JOBBER

VICTOR JOBBERS.

W. D. Andrews Co.
Andrews Music Co.
Blackman Talking Machine Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Chase & West.
The Corley Co., Inc.
Consolidated Music Co.
Cohen & Hughes, Inc.
E. F. Droop & Sons Co.
Chas. H. Ditson & Co.
W. J. Dyer.
Eclipse Musical Co.
Elmira Arms Co.
Hext Music Co.
Henry Horton.
Knight-Campbell Music Co.
Mickel Bros. Co.
Nebraska Cycle Co.
Neal, Clark & Neal Co.
Orton Bros.
Penn Phono. Co., Inc.
Standard Talking Machine Co.
Sanger Bros.
Stewart Talking Machine Co.

EDISON JOBBERS.

Phono. Corp., N. Y.
Phonograph Companies of
Chicago,
Milwaukee,
Cleveland,
Cincinnati,
Kansas City,
Detroit.
Pacific Phono. Co.
Denver Dry G. Co.
Kipp-Link Phono. Co.
Harger & Blish.
Chandler & Co.
Laurence H. Lucker.
American Phono. Co.
Frank E. Bolway.
Girard Phono. Co.
Buehn Phono. Co.
W. A. Myers.
Texas-Okla. Phono. Co.
Proudfit Sporting G. Co.
C. B. Haynes & Co.
Pa. T. M. Co.



No. 5.
Capacity,
1,500 Records.
Models:
Nos. 1 and 3.....$50.50
No. 6..... 29.50
Four of these units hold 6,000 Records.
High Grade Cabinet Work.
Glass Doors and Locks.
Matches your fixtures.
Adds dignity to your business.

Place order to-day with your jobber for immediate shipment for as many sections as your stock requires. Each section holds 300 Victor, Columbia or Pathé, 130 Edison Records. Manufactured by

J. B. OGDEN **Lynchburg, Va.**

The Columbia Grafonola 200—$200 has been designed and built with a view to providing the best quality for $200 that this Company—or any other company—has ever produced, and it is proving itself all that.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

IMMENSE RECORD TRADE

Will Be Done This Winter—Dealers Will Be Wise in Stocking Record Albums—A Line That Is Popular with Machine Owners.

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 8.—With the opening of this month the winter season will have been ushered in, and talking machine men everywhere will have to consider seriously the matter of stock for the winter and New Year's trade generally. Despite the war troubles abroad there is certain to be a very large domestic trade this year, particularly in records, and in this connection dealers will do well to consider the fact that with the larger sale of records there is certain to be a demand for record albums.

There are hundreds of thousands of homes where the record cabinet resources are exhausted—records are laying around for need of proper receptacles to keep them clean and sightly—hence the great market for record albums. In this connection the National Publishing Co., 235-243 South American street, Philadelphia, is handling a line which has made a special appeal to discriminating purchasers by reason of their appearance and solidity of construction. This line of record albums is referred to elsewhere in its advertisement and dealers in stocking up for fall should keep these products in mind.

Don't worry over what people are thinking about you. Already you have been sized up by the intelligent ones, and the others don't think at all.

PARAPHRASE HAMLET'S SOLILOQUY.

A Clever Modernization That Should Appeal to Those Dealers Who Like to Cut Prices.

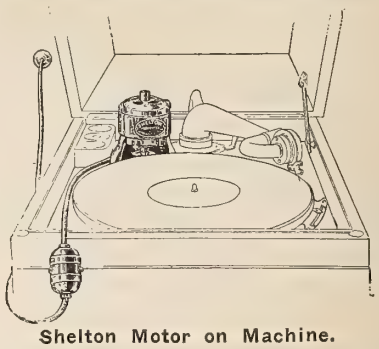
To cut or not to cut. That is the question.
Whether it is not better in the end
To let the chap who knows not the worth
Have the business at cut-throat prices, or
To take up arms against his competition,
and by opposing cut for cut, end it.
To cut—and by cutting put the other cutter
Out of business—'tis a consummation
Devoutly to be wished. To cut—to slash—
Perchance myself to get it in the neck—
Aye—there's the rub; for when one starts to meet
The other fellow's prices, 'tis like as not
He's up against it good and hard.
To cut and to slash is not to end the confusion
And the many evils the trade is pestered with;
Nay, nay, Pauline; 'tis but the forerunner
Of debt and mortgage such a course portends.
'Tis well to get the price the goods are worth
And not be bluffed into selling them for what
So-and-so will sell his goods for.
Price cutting doth appear unseemly
And fit only for the man who knows not
What his goods are worth, and who, ere long,
By stress of making vain comparison
'Twixt bank account and liabilities,
Will make his exit from the business.

Rustin's Talking Machine Co. is a new concern at 1519 Main street, Columbia, S. C., handling the Columbia graphophones and records.

NEW ELECTRIC MOTOR.

Shelton Electric Co. Offers New Idea in This Field—Has Many Advantages.

The Shelton Electric Co., 30 East Forty-second street, New York, one of the leading members of the electrical industry, has just placed on the market the Shelton electric phonograph motor, which offers a new field for talking machine dealers. This



Shelton Motor on Machine.

motor is not attached to the cabinet, but is simply placed on it, as shown in the accompanying drawing. The motor does not interfere with the spring motor in any way, as either motor may be used as desired. It is attachable to the light socket, requiring no electrician to place it on the machine. The Shelton motor is noiseless, and its retail price, $17.50, affords an unlimited field for its sale.

ATTRACTIVE SONORA AD.

Last Sunday's papers contained a very artistic advertisement above the name of the Sonora Phonograph Corp., in which the various styles of Sonora phonographs, running from a popular price up to $1,000 were featured. The latter is one of the highest priced models on the market.

EDISON LINE WITH CHRISTMAN.

The Edison diamond disc phonographs are being handled by Christman Sons in the new warerooms which they recently opened at 753 Sixth avenue, New York.

MERRY XMAS **HAPPY NEW YEAR**

TO OUR MANY PROGRESSIVE PATHÉ DEALERS

PATHÉPHONE THE PERFECT PHONOGRAPH

PATHÉPHONE BEST IN THE WORLD

No Needles to Change—Plays all Makes of Records

We have an exceptionally good proposition for a few more good dealers; better wire or write us to-day.

WE CAN FILL YOUR ORDERS PROMPTLY

Give us a trial

The Southern Pathé Phonograph Co.
SOUTHERN DISTRIBUTORS
Ask for Catalogue 426-28 Elm St., CINCINNATI

THE KEY
To Successfull Talking Machine Construction
MICATONE
MICA DIAPHRAMS
USED IN THE BEST MACHINES

WASTED
Cabinet—Motor—Advertising—all the excellent things you put into your machine
UNLESS
a Good Diaphragm be among them.
MICATONE is the Best.
MEIROWSKY BROS.
108 Broadway Jersey City

The Answer is YES

YES:— The SHELTON ELECTRIC PHONOGRAPH MOTOR enables you to electrify all the leading makes of phonographs, those you have sold and those you will sell; regardless of their price.

NO:— The SHELTON ELECTRIC PHONOGRAPH MOTOR does NOT interfere with the spring motor in any way whatsoever. Either one may be used as desired.

YES:— The SHELTON ELECTRIC PHONOGRAPH MOTOR is absolutely noiseless.

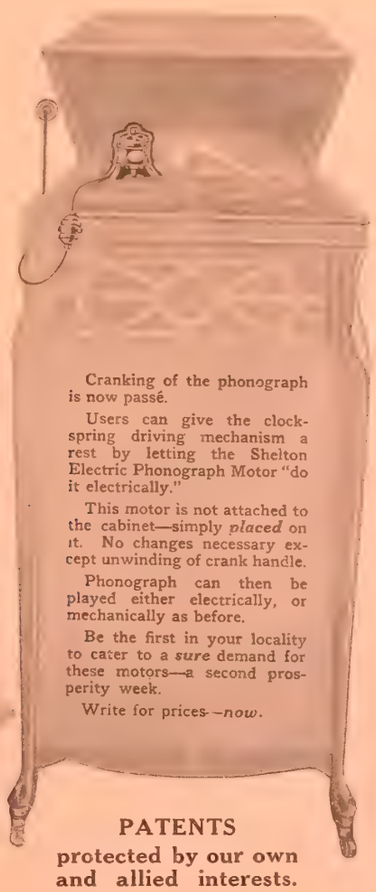
Two-Thirds of Actual Size of Motor.

NO:— The SHELTON ELECTRIC PHONOGRAPH MOTOR does not require an electrician to place it on the phonograph. Your customer can do it himself by simply attaching it to the light socket.

Fully guaranteed. Made by the world's largest electrical manufacturers.

RETAIL PRICE COMPLETE $17.50

Liberal Trade Discounts



Cranking of the phonograph is now passé.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply *placed* on it. No changes necessary except unwinding of crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a *sure* demand for these motors—a second prosperity week.

Write for prices—*now*.

PATENTS
protected by our own and allied interests.

RETAIL PRICE COMPLETE $17.50

Write for Dealer Proposition

Shelton Electric Co., 30 East 42nd Street, New York

SONORA DOWNTOWN WAREROOMS.

Formal Opening of These Attractively Arranged Quarters in the Standard Arcade Occurred Last Week—Represented Up and Downtown.

Formal opening of the new downtown warerooms of the Sonora Phonograph Corp. occurred recently, with a great many visitors helping in the ceremonies. Located on the ground floor of the Standard Arcade, 50 Broadway, with one wareroom window on the Broadway side and several in the main corridor, through which pass thousands of people daily, the vantage of the new Sonora spot is readily appreciated.

Downtown Warerooms of Sonora Phonograph Corp., 50 Broadway.

Interior View of Sonora Downtown Warerooms.

A style of decoration between the artistic and the commercial, blending the two factors harmoniously, has been utilized in making this downtown warerooms so attractive. Numerous booths aid in the comfort of the customers, the booths being of large size.

This wareroom is in charge of Thomas F. De Laney, Jr., a talking machine man of wide experience in the retail end. Mr. De Laney comes from Atlanta, where he made quite a record for himself in the matter of sales.

With a Fifth avenue salon at Fifth avenue and Fifty-third street, main offices and wareroom (wholesale and retail) at 57 Reade street, and the new downtown spot, the Sonora is well represented throughout the city, to say nothing of the stores at other points, where the public may hear the musical qualities of this instrument to the best advantage when desirous of purchasing. Business with the downtown Sonora store is excellent.

IMPORTANT COLUMBIA CATALOGS.

Semi-Annual Record Catalog and New Grafonola Book Just Issued—Numerous Text and Design Improvements in the New Volume.

The advertising department of the Columbia Graphophone Co. has just issued two new catalogs of vital import to the trade, which indicate the "quality" atmosphere which characterizes every division of the Columbia publicity achievements.

One of these new catalogs is the semi-annual record catalog, which includes all records issued to date. This book contains 416 pages, 324 white pages and thirty-two tinted pages, and is indexed and cross-indexed in such a way that every selection is listed from eight to ten times. Every conceivable division under which a selection may be considered as belonging has been given consideration, and the result is a book which permits of maximum convenience in handling. The tinted pages are devoted to the recordings of the symphony and operatic artists in the Columbia record library. The cover of the new Columbia catalog is vastly superior to former editions, the design being both striking and artistic. The typography is excellent, and the catalog as a whole is deserving of hearty commendation.

The other new catalog, which is also a model of typographical excellence, is devoted to illustrations and descriptions of the complete Grafonola line, accompanied by an interesting story of the development of these popular instruments. The most striking feature of this new catalog is the elimination of all names and the substitution of numbers corresponding with the prices. The "Favorite" will be known as "Grafonola 50," the leader as "Grafonola 75," etc.

H. L. TINKER IN CHARGE.

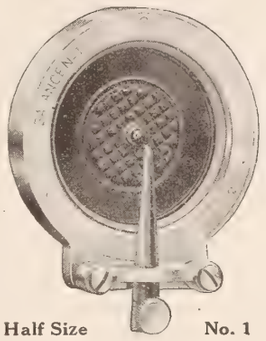
Harry L. Tinker, formerly connected with the Fischer Piano Co., Cleveland, O., has resigned from that position to become manager of the Pathé department of Wolf & Dessauer, Fort Wayne, Ind., one of the largest department stores in northern Indiana. This store will maintain an artistic Pathé department and will give this line aggressive representation.

CELEBRATE FORTIETH ANNIVERSARY.

(Special to The Talking Machine World.)

EASTON, PA., December 8.—William H. Keller & Son, who conduct "Keller's Temple of Music" at 219-221 Northampton street, this city, where, in addition to pianos and other musical goods, they handle Victrolas and records in a very large way, recently celebrated the fortieth anniversary of the establishment of the business, which was started on November 27, 1875. At the present time the house occupies an entire eleven-story building. This gives an idea of the resources of this establishment and its growth from a modest beginning.

Balance Sound Boxes



No. 1
Retail Prices
Nickel Plate $3.00
24k Gold Plate $3.50

Half Size No. 1

No. 2
Retail Prices
Nickel Plate $3.50
24k Gold Plate $4.00

Half Size No. 2

Both these Sound Boxes have the "metalloy" diaphragm for sweet and mellow reproduction in the home. Will be furnished with black mica diaphragms at the same price for those wishing greater volume of tone.

Edison dealers may obtain their supply from Edison Jobbers.

Makers of Phonographs are requested to communicate with the manufacturers

A. F. MEISSELBACH & BRO.
NEWARK NEW JERSEY

Makers of High Grade Motors, Turn Tables, Tone Arms, Sound Boxes, etc., for Phonograph Manufacturers.

THORPE ELECTRIC MOTORS
For Talking Machines

THE LATEST WONDER OF THE INDUSTRY

Simple, Compact and Fool-Proof
Occupies Less Space Than a Double Spring Motor
Powerful, Smooth Running and Noiseless
Prices Compare With Those of Good Worm Gear Motors

Operates on Two Dry Batteries, Alternating or Direct Current, Without Adjustment

(Quantity Prices Particularly Attractive)

WALTER THORPE
29 West 34th Street NEW YORK

RECITAL A GREAT SUCCESS.

Recital Rooms of Schumann Piano Co. in Rockford Headquarters Packed at Formal Opening—Edison Tone Tests Interest.

(Special to The Talking Machine World.)

ROCKFORD, ILL., December 11.—Hundreds of Rockford people who visited the West State street salesrooms of the Schumann Piano Co. at its opening last month were delighted with the wonderful improvements which have been made in the remodeling of its headquarters, and all the beautiful appointments came in for a share of praise.

The four concerts given during the afternoon and evening as tone tests of the Edison diamond disc phonograph proved a great success, the rooms being taxed to capacity at each recital.

The beauty of the new recital hall and accompanying rooms came in for a general appreciation, and tone test demonstrations were a revelation. The absolute accuracy of the diamond disc reproductions were heard with intense interest by the throngs in attendance.

Mrs. Maude Fenlon Bollman, soprano, of this city, accompanied by Miss Lila Lund and several Chicago artists, participated in the tone test demonstrations with admirable results. Mrs. Bollman, in a charming group of numbers as announced, gave a recital that of itself was of great beauty and served at the same time to make possible a close comparison with the phonograph tone, which was the exacting experiment announced, and one that has never before been attempted outside of the large cities. The Schumann management may well be gratified with the success of the dedication of their beautiful music rooms and with the interest shown by Rockford visitors.

The Albany Diamond Disc Studio was incorporated with the Secretary of State at Albany, N. Y., this week, for the purpose of dealing in talking machines, with a capital stock of $22,000. The incorporators are: Edward R. Hoffman, Rudolph Horst, Richard M. Nelson, 465 Broadway, Albany, N. Y.

A NEW MODEL PATHEPHONE

Placed on Market, Is an Electric Machine Designed to Retail at $300.

The Pathé Frères Phonograph Co., New York, has placed on the market a new model Pathephone

The Pathephone Electric.

which is an electric machine designed to retail at $300. The new Pathephone, which will be known as Style 300, is finished after the Sheraton style, and, as will be seen by the accompanying photograph, presents an artistic, high-grade appearance.

The electric motor in this new model Pathephone operates with dry batteries, the turntable acting as the armature. All parts are on bronzed ball bearings and the motor is absolutely noiseless and exceedingly simple in operation. The batteries will last more than a year with ordinary playing and can be renewed without the slightest inconvenience. An automatic stop is one of the many features of the new Pathephone.

The No. 300 Pathephone is typical of Pathé quality of tone and design in every detail. The success which has attended the Pathé Frères product to date may be attributed to the time and attention which have been bestowed upon every phase of their construction, and judging from the enthusiastic reception given the first shipment of the new No. 300 its popularity is assured.

ATTRACTIVE VICTOR STORE.

(Special to The Talking Machine World.)

BLOOMINGTON, ILL., December 8.—C. A. Fenn, who has been handling the Victor line for the past ten years, has just opened a new store at 114 East Front street, which is one of the most attractive retail establishments in the city.

There are six demonstration rooms in the store, all of which are furnished and decorated along the most advanced ideas of store decoration. These booths are absolutely sound-proof and are sufficiently large to afford comfort and convenience to visitors. A large concert room is used to excellent advantage in giving informal Victor recitals.

AN UP-TO-DATE SERVICE

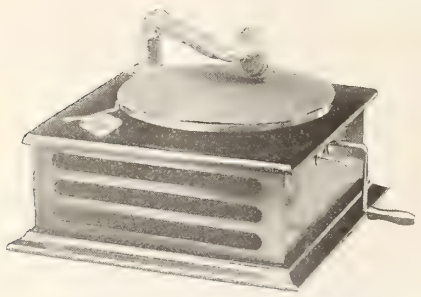
Is That Rendered by the Koerber-Brenner Co., the St. Louis Victor Jobbers.

Service is a mighty important factor in business nowadays, and the Koerber-Brenner Co., St. Louis, Mo., has fairly earned the reputation for prompt service in filling dealers' orders.

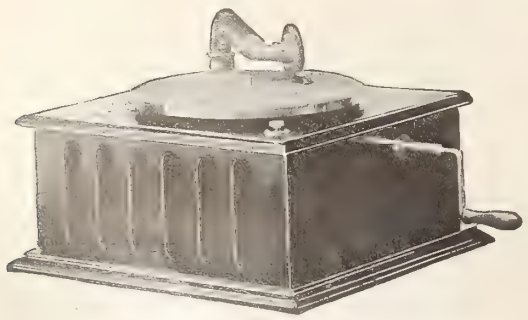
The Western trade has profited by the splendid supplies carried by this corporation and its ability to serve them with accuracy and dispatch. Reports from the Southwestern metropolis indicate a record-breaking holiday season.

FRAAD TALKING MACHINES

Represent a New High Standard of Value



STYLE 6—Mahogany finish, 10″ turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 14″, depth 14″, height 5¾″.
Retail Price $10.00



STYLE 5—Mahogany finish, 10″ turntable, strong single spring motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15″, depth 15″, height 7½″.
Retail Price $15.00

Cabinet work of finest quality.

Mechanical construction perfect.

READY FOR IMMEDIATE DELIVERY

All styles equipped with tone arm and sound box that will

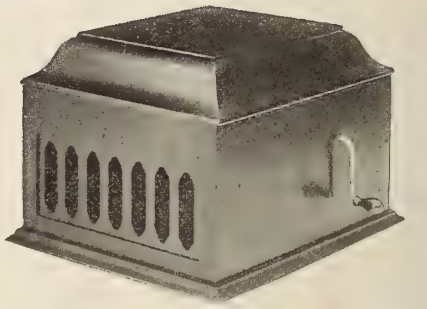
PLAY *ALL* MAKES OF RECORDS WITHOUT SPECIAL ATTACHMENTS

Send for Details

Fraad Talking Machine Co.
225 Lexington Ave. New York

PHONES { 5106 / 5821 } MURRAY HILL

MANUFACTURERS TO THE TRADE
Will Make All Sizes to Order.



STYLE 4—Fumed, early English Oak or Mahogany, 10″ turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.
Dimensions: Width 15½″, depth 17½″, height 13¼″.
Retail Price $25.00

STYLE 3—Golden or Fumed Oak or Mahogany, 12″ turntable, strong double spring, worm gear motor. All metal parts nickel plated and highly polished.
Equipped with Diamond Point
Dimensions: Width 17½″, depth 19½″, height 14¼″.
Retail Price $45.00

VICTOR PUBLICITY CAMPAIGN.

Attractive Advertising Put Forth as Aid to Dealers for the Holiday Season Has Won the Highest Commendation from Experts.

The publicity campaign carried on by the Victor Talking Machine Co. has been one of the remarkable features of national Christmas advertising.

The daily papers in the great cities, East and West, have carried page advertisements, gotten up in such an attractive form that the Victor advertisements were the dominating feature of the paper. No matter whether in cars, hotel lobbies or restaurants, where readers were turning the pages of their papers the Victor advertisements were clearly discernible.

The attractiveness of this advertising may be seen from the reduced fac-similes which are shown herewith. These reductions show a type of Victor publicity which, it might be remarked, is clearly for the benefit of the dealer, inasmuch as the name of the talking machine company or the place of manufacture does not appear in any of this attractive advertising matter.

ENTERS TALKING MACHINE TRADE.

Daniel Fraad, Prominent New York Contractor, Now Interested in the Manufacture of Talking Machines—Plans Big Campaign.

One of the latest entrants into the field of talking machine manufacture is Daniel Fraad, of 225 Lexington avenue, New York, who for over twenty-five years has been successfully engaged in the woodworking and contracting business. Mr. Fraad has recently taken over and assumed direct responsibility for the business formerly conducted by the Symphony Talking Machine Co., and will in future conduct it under his own trade name while still retaining his interest in his other business enterprises.

Under Mr. Fraad's direction several new styles of machines have been designed and manufactured with special attention paid to the mechanical construction and the cabinet work. Those who have inspected the new machines have been very favorably impressed with them, and a large advertising concern has already placed an order for a large number of the smaller types to be used in a special distribution plan.

Associated with Mr. Fraad in the new venture are several men with experience of a decade or more in the talking machine trade, both in the manufacturing and sales departments, and as a result of their efforts there has been gathered together a large stock of machines of the several more popular types for the purpose of filling orders immediately.

MUSIC A GREAT HELP IN STUDIES.

Typewriting and Penmanship Becomes Easy When Taught to the Music of a Talking Machine in Burlington, N. J., High School.

(Special to The Talking Machine World.)

BURLINGTON, N. J., December 8.—Making the fingers of pupils dance over the keys of typewriters in time with lively melodies from a talking machine as a means of increasing speed and efficiency, is meeting with remarkable success at the Robert Stacy High School, where Prof. William Beck has introduced the innovation in the commercial courses, and jigs, marches and two-steps may become an indispensable feature in other classes if experiments now being tried by the faculty bring expected results.

Penmanship of pupils is improving under the rhythmic influence of "Yankee Doodle" and Hawaiian waltzes, which, it is claimed, arouse the interest of the pupils, increase their speed and improve the clearness and regularity of their writing. At the same time the music removes the monotony of the usually dull writing exercises and relieves the nerve tension, both of teacher and pupil.

It is in typewriting instruction, however, that the music is expected to accomplish the greatest results. It starts in slow time as the pupils settle in front of their keyboards, and they soon learn to time their strokes to rhythm. As an exercise proceeds the teacher gradually quickens the time of the music and the pupils unconsciously respond by increasing the speed of their fingers.

Finer woodwork is the order of the day—and it is an order that should be encouraged.

Model No. 10. Price $100

A Tone Chamber of Crystal Glass

One of the many exclusive features of

The Knabe-Crystola

THE WONDERFUL PHONOGRAPH

No wood sounding board and hollow tone.

Other special features include:

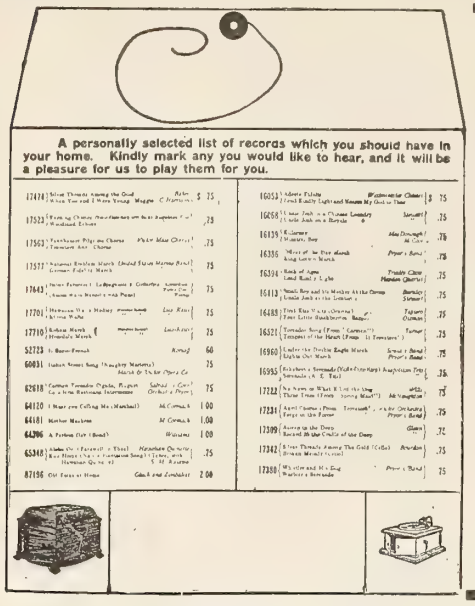
New needle arm mounted on ball bearings.
NO SCRATCHING NOISE

Plays ALL makes of records.
NO RECORD LIMIT

A new, exclusive, high-grade Proposition worth knowing about.

The Knabe Bros. Company

Cincinnati, Ohio



BEE TRADE MARK CROFT

Record Delivery Envelopes
Record Stock Envelopes
Catalogue Supplement Envelopes
Perfection Record Holders
Long Cabinets
Needles
Peerless Locking Plates

CLEMENT BEECROFT, 309 W. Susquehanna Ave., PHILADELPHIA

SUES ON CANCELED CONTRACT.

May-Stern Furniture Co., St. Louis, Brings Action for Damages Against the Victor Talking Machine Co. and Koerber-Brenner Music Co.

(Special to The Talking Machine World.)

ST. LOUIS, MO., November 15.—The May-Stern Furniture Co. recently filed suit in the Circuit Court against the Victor Talking Machine Co. and the Koerber-Brenner Music Co. for $1,047, which the plaintiff claims to have lost in profits by reason of the Victor Co. canceling the contract with the May-Stern Co. The contract, according to the petition, was entered into September 18, 1913, through the Koerber-Brenner Co., distributer. Under it the May-Stern Co. according to the petition, was authorized to deliver to the public talking machines, disc records, disc machines, sound boxes and needles, for use by the public, to be granted by a license to use for the purpose of reproducing sounds, on the condition that the May-Stern Co. pays to the Victor Co. royalty and license fee.

The May-Stern Co., prior to and on March 19, 1915, placed orders for seventeen Victrolas. Up to May 26, according to the petition, they had not been delivered. On that date the Victor Co. canceled the contract with the May-Stern Co. The right of the Victor Co. to cancel the contract is not questioned in the suit, but it is contended that the Victor Co. should have delivered the goods ordered before cancellation. The $1,047 sued for represents the profits that could have been made by the May-Stern Co. if the machines had been delivered.

In the contract attached to the petition the Victor Co. retains the title to all machines, and it is set forth that the Victor Co. can repossess machines, records and sound boxes on paying to the "user" the amount of "royalty" paid by him to the retailer for the use of the machine, less 5 per cent. per annum for machines and sound boxes and 10 per cent. per annum for records.

The machines, records, etc., the contract says, are to become the property of the users only at the expiration of the patent having the longest term to run, if the conditions have been complied with.

RETIRES FROM BUSINESS.

The Plaza Talking Machine Co., 11 East Fifty-ninth street, New York, Victor dealer, has disposed of its stock of machines and records, and has retired from business. O. A. Marsh was the owner of this concern.

TAKES ON THE EDISON LINE.

A. K. Snyder, of Winfield, Kan., has added a line of Edison diamond disc and Amberola phonographs to his drug store. The phonographs are well-displayed and a large stock of records will be kept on hand. Attractively arranged sound-proof rooms will be installed.

FINE EXHIBIT BRINGS RESULTS.

J. F. Chaffin Co., Corners Sales and Prospects as Result of Display at Fitchburg Fair.

(Special to The Talking Machine World.)

FITCHBURG, MASS., December 9.—The J. F. Chaffin Co., which conducts the music store at 356 Main street, this city, has been enjoying a particularly successful business throughout the fall with

Chaffin Co.'s Victor Display.

its lines of pianos, player-pianos and Victrolas, particularly in the latter.

A considerable portion of the company's excellent business is the result of its attractive exhibit made at the Fitchburg Fair recently, where the display occupied a large and handsomely decorated booth. In addition to pianos and player-pianos, there was shown a full line of Victrolas, including the new Style XVIII and the XVI Electric, which were kept going almost constantly. A particularly interesting feature was the exhibition of modern dancing to the music of a Victrola by Leon Foster and Christine Beckett, pupils of Vernon Castle and Joan Sawyer, and which served to keep a large crowd in front of the booth at all times. The result was numerous sales and the listing of many new prospects.

Clifford R. Ely, special representative of the sales department of the Columbia Graphophone Co., left Sunday for the Coast, to co-operate with Fred A. Denison, the recently appointed district manager of the Pacific Coast territory. Mr. Ely will spend a short time on the Coast, working in conjunction with Mr. Denison in various business-getting directions.

Milton R. Slocum, the well-known piano dealer of Cleveland, O., who recently added the Pathé line of talking machines to his large stock of pianos, is enjoying an excellent business, and the prospects for a continuance of good trade for the holiday season are of the brightest.

The Raymond Phonograph Co. has opened a store at 2135 Second avenue, New York City, and will sell talking machines exclusively.

DO YOUR PART IN SUPPORT OF PRICE MAINTENANCE. GET IN COMMUNICATION WITH YOUR CONGRESSMAN AND SHOW HIM WHY THE STEVENS BILL WILL BE A PROTECTION TO THE PUBLIC AS WELL AS TO LEGITIMATE INDUSTRIES. DO IT NOW!

PREPAREDNESS FOR 1916

504 506 508 509

BY HAVING THE ABOVE CABINETS IN STOCK

Write for catalog and full information TODAY. Immediate deliveries for January 1, YOURS FOR "THE VERY BEST"

SCHLOSS BROTHERS

Phone Columbus 7947

637-645 WEST 55th STREET, NEW YORK

A Prosperous and Happy New Year to Everybody

FORMAL OPENING OF EDISON SHOP IN INDIANAPOLIS.

Handsomely Appointed Establishment Opened by Walter E. Kipp on North Pennsylvania Street Arouses the Enthusiastic Admiration of Visitors—Holiday Sales of Large Proportions.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 4.—The recent formal opening of the Edison Shop in North Pennsylvania street, opposite Keith's Theatre, by Walter E. Kipp, was one of the most important events the talking machine trade here has witnessed. Three

Reception Room, The Edison Shop.

thousand persons visited the Edison Shop on the opening day.

No money was spared by Mr. Kipp to make this temple of music a beautiful and attractive place for the demonstration and sale of the Edison diamond disc phonograph. Architect and skilful workmen

Concert Hall, The Edison Shop.

changed ordinary business quarters in a prosaic business block into a spot of beauty. Not only has everyone in Indianapolis who has visited the new Edison Shop voiced words of praise, but others who have visited similar shops in larger cities declare there may be demonstration rooms that are as

Approach to Record Department, Seven Booths.

attractive, but that none are more beautiful or artistic.

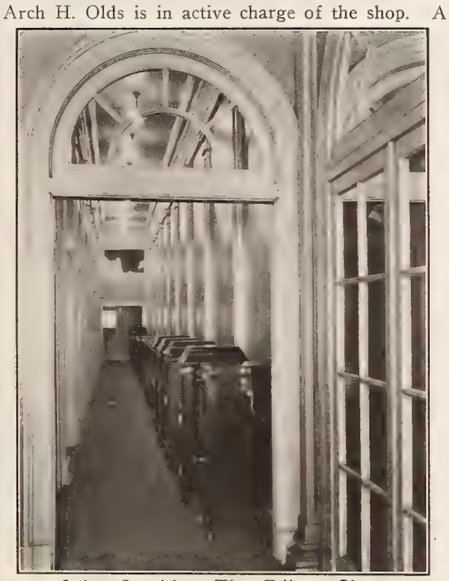
The reception room of the Edison Shop is first observed on entering the shop. In this room, as in other rooms, the arch is used effectively. To the left in this room is the arched entrance to the concert hall, and a prettier little concert hall could not be found. The indirect system of lighting produces just the right glow of light while one is listening to the daily concerts in which the singing and playing of the world's greatest artists is featured. The hall has a perfect system of ventilation.

No expense has been spared by Mr. Kipp in bringing to the notice of the public, in a splendid campaign of advertising, the opportunities offered by the new shop. Everyone is invited to slip into the concert hall at any time without obligation to the management in any sense.

The approach to the record department brings one down an attractive winding stairway. Here there are seven booths where patrons of the shop may listen to the latest records or hear played any record they wish to hear.

The circular stairway was patterned after the unsupported stairs in the Federal Building here. On the second floor are found the business offices.

Mr. Kipp is exceedingly proud of the new Edison Shop, and there is no reason why he should not be. Arch H. Olds is in active charge of the shop. A



Sales Corridor, The Edison Shop.

capable sales force is working effectively under the direction of Mr. Olds. Visitors at the shop received an elaborate booklet on "Edison's Life and His Favorite Invention."

The Kipp-Link Phonograph Co., Edison jobber, is experiencing increases in its trade by leaps and bounds. It keeps the company busy getting stock to fill its orders.

George A. Young, for a number of years manager of the store of Finch & Hahn, Albany, has opened a retail talking machine store at 210 Central avenue, that city.

"BACKING UP THE DEALER."

The Advertising Campaign of the Victor Co. Comes in for Strong Editorial Commendation from the New York American.

Under the heading "Backing Up the Dealers" the New York American published an interesting advertisement in Printers' Ink, referring to the advertising campaign of the Victor Co. as follows:

"Once a week—fifty-two weeks in the year—the Victor Talking Machine Co. advertises in several New York newspapers, a combination Victor and Victor dealers' advertisement—the space occupied by the dealers having been filled by the efforts of representatives of the newspapers carrying the advertisement.

"At this time last year the Victor people used several full-page advertisements in several newspapers, and this year they are doing the same thing over again. This is in addition to their regular campaign.

"What is the result? Every Victor dealer in the New York territory is on his toes all of the time to sell as many Victrolas as he possibly can. The dealers themselves do advertising on their own account.

"The people have the merits of the Victrola placed before them every week in the year. They are told where they can buy Victrolas. They know that around the corner in their neighborhood is a Victor dealer. They know that it makes no difference from which dealer they buy—the price is the same everywhere. Every dealer knows that he is in competition with every other dealer, but that does not keep him from advertising. As a matter of fact it encourages him to advertise. He figures rightly that he will get his share of the business by going after it."

PLAN TO EXPAND BUSINESS.

The Blackman Talking Machine Co., New York, Victor distributer, was granted a certificate of incorporation on Tuesday of last week by the Secretary of State at Albany, N. Y. The capital of the company is placed at $200,000, and the incorporators include J. Newcomb Blackman and Fred P. Oliver, president and vice-president of the company. The incorporation of this company automatically cancels the charter of the old company, which was incorporated a few years ago with a capital of $35,000. The increased capital of the new company will permit of expansion and growth along the progressive lines which have characterized its steady rise in the Victor field.

A $10 BILL FOR YOU

Clear profit in the sale of a single course in

The Herman Klein Phono-Vocal Method

Based upon the famous school of Manuel Garcia

The sale is made to the customer who is already on your books, from a demonstration outfit and practically without effort. No stock to carry, no capital tied up, for orders are filled directly by us.

Ten double-sided records, wonderfully made—twenty lessons—lead the student from the simple scale to the aria, and a comprehensive text book, compiled by Herman Klein, based on the method of Manuel Garcia, explains each step intelligently and interestingly.

This method increases appreciation of music and means more sales of high-class records and machines.

RETAIL PRICE $25, FOR COMPLETE METHOD IN ANY VOICE

Ask about our demonstration outfit, sales aids for the dealer and other details—you owe it to your business—Write TODAY!!!

THE MUSIC PHONE METHOD, 909 Putnam Bldg., 2 W. 45th St., New York

Pathé
Pathé
NO NEEDLES TO CHANGE
1916 WILL BE
YE
Notice the picture above, showing the ordinary needle and the PATHÉ SAPPHIRE BALL magnified. This is a striking illustration of one of the most important differences between the PATHEPHONE Method of Reproduction and that of other phonographs or talking machines. The needle is bound to dig into the record surface and wear it out. The PATHÉ SAPPHIRE
travels over the recor
down wave-like moti
waves from forty poin
ing out the best tone
Pathé
Model 50 Sells for $50.
Pathé
Ask the people to compare the PATHEPHONE with every other phonograph or talking machine. That's the line of least resistance for you. After they've heard the ordinary machines, they'll buy a PATHEPHONE just as surely as they prefer reality to imitation, art to crudeness, perfection to makeshift. PATHEPHONES stand comparison because they are above competition.
Model 100 Sells for $100
So true, so vibrant, so compelli
performance of the PATHÉ
PHONE that every reality of
musical interpretation is brought
satisfying manner never befor
ered possible. This wonderful
due to the PATHÉ GENUIN
PHIRE REPRODUCING-BA
PATHÉ ALL-WOOD SO
CHAMBER, and the PATH
FECT TONE-CONTROL.
PATHÉ FRÈRES P
28 W. 38TH STREET

PLAYS ALL DISC RECORDS

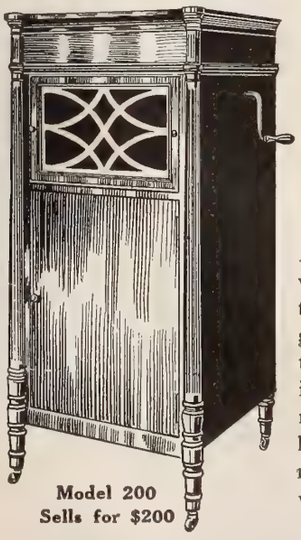
A BIG Pathephone

AR!

SAPPHIRE ***never wears out and never has to be changed.***

The music lovers are buying PATHEPHONES all over the country! The PATHÉ Dealers in hundreds of localities are all reporting an enormous volume of business—they are having a phenomenal demand for PATHEPHONES for Christmas.

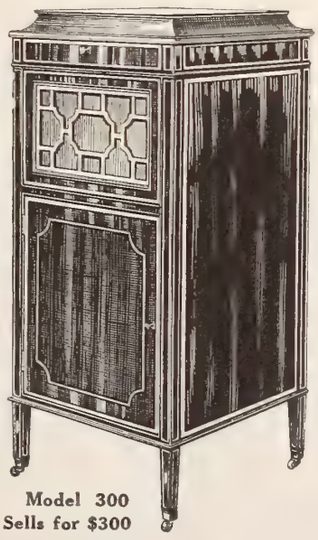
oves in an up-and-catching the music contact and bring-lities. The PATHÉ



Model 200
Sells for $200

Pathé

A PATHÉ Agency is an exceedingly valuable franchise. How about your territory? Is it taken care of? Better get in touch with us to-day and reap the advantage of our National advertising campaign and the benefit to be derived by you through the use of the well-known name, "PATHÉ FRÈRES," familiar to millions of people every day who attend the moving-picture shows.



Model 300
Sells for $300

HONOGRAPH Co.

NEW YORK, U.S.A.

Experience

—is the best teacher. Being the largest manufacturers of talking machine packing cases, we have come in contact with all sorts of problems concerning shipment and delivery of talking machines. Our capacity enables us to take care of the largest contracts on scheduled time, and delivery when wanted is one of our big assets.

***OUR EXPERIENCE* has placed us in a position to advise new as well as old manufacturers intelligently regarding both shipping costs and style of packing.**

Write to-day to our General Sales Office, Montgomery Center, Vt., stating your requirements.

Atlas Cases are made of northern hardwood veneer with clear spruce cleats. Carry the weight, save freight.

THIS IS AN
"ATLAS" PACKING CASE
MADE ONLY BY
NELSON & HALL CO.,
MONTGOMERY CENTER, VT.

You will find this label on over fifty per cent. of the cases in which cabinet machines are shipped.

NEW FACTORY AT CAMDEN, NEW JERSEY

TO INCREASE CABINET OUTPUT.

Schloss Bros. Enjoying Lively Demand for Their Cabinets and Meeting It Promptly.

One has but to visit the factory of Schloss Bros., Inc., 637 West Fifty-fifth street, New York, to realize the rapid strides this concern is making in the manufacture and sale of talking machine cabinets. Getting under way late in the spring, and delayed in many ways in the securing of raw material, Schloss Bros. have succeeded in overcoming these obstacles and reaching a point where their holiday trade could be taken care of with surprisingly little delay, even though the demands have been heavy. At the present time Schloss Bros. are looking forward to the business of the new year and are prepared to increase their output to a considerable extent, beginning with the first of January.

BUFFALO ASSOCIATION ELECTS.

(Special to The Talking Machine World.)

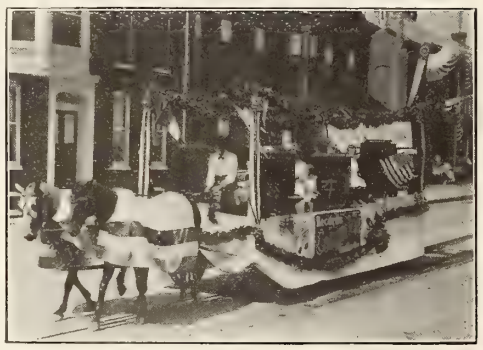
BUFFALO, N. Y., December 6.—At a recent meeting of the Buffalo Talking Machine Dealers' Association the following officers were elected for the coming year: W. F. Gould, president; W. L. Sprague, vice-president; W. J. Bruhl, secretary, and H. G. Towne, treasurer. The affairs of the association are progressing nicely, and a large number of new members have been added to the rolls.

A LIVE PENNSYLVANIA HOUSE

Is that of J. E. & W. H. Nace, of Hanover, Pa., Who Handle the Columbia Line in that City.

(Special to The Talking Machine World.)

HANOVER, PA., December 8.—One of the live-wire and aggressive retail concerns of this city is J. E. & W. H. Nace, 11 Carlisle street, who



J. E. & W. H. Nace's Float.

handle the graphophones and records manufactured by the Columbia Graphophone Co, New York. By the use of up-to-date and aggressive methods of merchandising and advertising this Columbia representative has succeeded in building up a profitable and steadily increasing clientele.

At a recent industrial parade held in this city J. E. & W. H. Nace used one of the most attractive floats presented by any retail merchant, and the 40,000 people who witnessed the parade were enthusiastic in their praises of the float's artistic conception. The concern has been featuring the Columbia Grafonola Grand to excellent advantage, and is making a special drive on this high-grade instrument.

INCORPORATED.

The directors of the Diaphone Co., Inc., of Boston, Mass., manufacturers of talking machines, which has filed articles of incorporation, are Albert Garceau, president; Ralph N. Butterworth, treasurer, and Rogers Dow. The capital is $5,000—fifty shares of $100 each.

LIVELY DEMAND FOR MOTORS.

An excellent demand for talking machine motors of the smaller type is being experienced by the Hercules Talking Machine Co., 611 Broadway, New York, which is also featuring other talking machine accessories, including tone-arms, sound-boxes, etc. The company's motor is proving very satisfactory to those who have used it, and particularly so as orders for quantities are filled promptly. Under present conditions this is a very important item.

TO REMAIN IN SAN FRANCISCO.

Having accepted a position in the talking machine department of Eilers Music House at San Francisco, Cal., J. W. Reeves, formerly with this house in Spokane, Wash., will remain permanently in the city of the "Golden Gate." Mr. Reeves has been demonstrating the Edison Diamond Disc at the Eilers booth in the Palace of Liberal Arts at the exposition for the past two months.

CLEVER WINDOW DISPLAY.

The Edison diamond disc machine gets another clever advertisement at the hands of the C. C. Harvey Co. in its wareroom window in Boston, Mass. In the front of the window is a miniature Uncle Sam, who at intervals taps on the window pane, and as he does so he directs attention with his left hand to a handsome disc machine that stands at one corner. A part of the floor is laid with the Stars and Stripes, and of course Uncle Sam is garbed in the traditional colors. As a medium for calling attention to this Edison machine it certainly fulfils its purpose, for there is scarcely a single person passing who, on hearing the knock on the window pane, does not listen, stop and look; and what more is the purpose of a clever advertisement?

OPEN VICTROLA STORE.

The Webber-Ashworth Co., Cadillac, Mich., has secured a part of the McCormick-McMullen drug store, that city, and opened a Victrola store. J. G. Benjamin, formerly of Grand Rapids, Mich., has been chosen as manager of the new department.

INCORPORATED.

Leif Koren is the incorporator of the Cleveland Talking Machine Co., of Cleveland, O., with $10,000 capital.

All the various conditions of good and ill fortune are determined by comparison. A man thinks himself rich, not by the number of dollars he possesses, but by the amount which they exceed the wealth of his neighbors. On the other hand, he counts himself poor, no matter what his wealth, if his associates command larger possessions.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

A Merry Christmas
and a
Happy New Year
to all our dealers who have so loyally supported us in 1915

Landay BROS

The House of Victor Service Exclusively

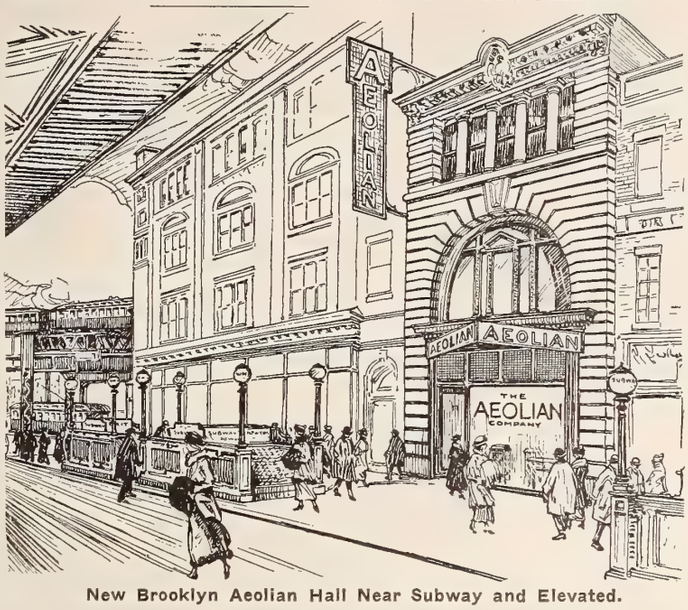
563 Fifth Avenue, New York

HEINEMAN MOTORS
"The Motor of Quality"

THE HOME OF THE AEOLIAN-VOCALION IN BROOKLYN.

The Aeolian Co., New York, formally opened its new home in Brooklyn, N. Y., on Monday of last week. The new Brooklyn Aeolian Hall is located at 11 Flatbush avenue, immediately facing the Nevins street station of the Subway and adjacent to surface and elevated car lines.

The Aeolian-Vocalion, the Aeolian Co.'s new phonograph, is prominently featured in the Brooklyn Aeolian Hall, a number of artistically decorated demonstration rooms on the first floor being devoted exclusively to the Vocalion line, with the art style presented on the second floor of the hall. On the third floor there are additional Vocalion demonstration rooms, and judging from the sales totals of the first ten days the Vocalion has intrenched itself firmly as one of the most popular musical instruments now being offered to the Brooklyn public. Informal Vocalion recitals will be held in the new Aeolian Hall, and the same careful attention will be bestowed upon them as at recitals at the New York Aeolian Hall.



New Brooklyn Aeolian Hall Near Subway and Elevated.

JAMES I. LYONS INCORPORATED.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 11.—James I. Lyons, well-known dealer and jobber in talking machines and accessories, of 25 West Lake street, was granted a charter by the Secretary of State this week for the Lyons Phonograph Co., with a capital stock of $50,000.

"I am not in a position to give any details at present," said Mr. Lyons, "but the purpose is to enable us to get additional capital to enlarge our business. The only line of machines of which we are jobbers is the Edison cylinder phonographs and records, and it is our purpose, when the necessary arrangements have been made, to engage in this line on a much more extensive scale than in the past. Contrary to reports, we haven't the slightest idea of engaging in the manufacture of talking machines in any way. The thing has not been contemplated for one minute. The incorporation is along lines of expansion."

TO PRESERVE THE "REBEL YELL."

(Special to The Talking Machine World.)

AUSTIN, TEX., December 11.—Preservation of the famous "Rebel Yell" for posterity by recording on phonograph records was authorized to-day at the annual convention of the Texas Division, Daughters of the Confederacy. It is proposed to have the records made by a group of Confederate veterans.

SAYS TAFT TO GERALDINE—

"Your Singing Was Splendid"—Ex-President Goes Behind the Stage Scenes.

(Special to The Talking Machine World.)

CHICAGO, ILL., December 11.—"I have heard you on the talking machine often, so I came to hear you in reality. Your singing was splendid."

Thus did William Howard Taft congratulate Geraldine Farrar on her singing of "Cio-Cio-San" in "Madame Butterfly" last night. The ex-President was the guest of Max Pam.

The party went back of the scenes after the performance. Mr. Taft was also presented to Signora Campanini, wife of the maestro.

George Buscombe, president of Buscombe Bros., Vancouver, B. C., Can., distributers for Columbia products, was a visitor recently at the Columbia Co.'s executive officers. Mr. Buscombe was optimistic in discussing the business situation in his territory, which is showing a steady improvement in the mace of many handicaps.

A NECESSITY FOR
TALKING MACHINE OWNERS
Our Special Home Outfit Retails at $1.00
(Contains 1 bottle of best furniture polish, a 50c. record cleaner, special machine oil for motor, oil can and 100 extra quality needles.)
LIBERAL DISCOUNT TO THE TRADE

We also handle all talking machine accessories: Motors, turntables, tone-arms, etc.
N. Y. TALKING MACHINE OUTFIT CO.
225 Lexington Avenue, New York
'Phone, Murray Hill 5106.

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF.

A TIMELY SUGGESTION

INSURE YOUR RECORD PROFITS

Victor Dealers who followed our suggestions regarding Victrola Holiday Profits are now reaping the benefit.

YOU SHOULD ACT AT ONCE

We have PREPARED for the greatest RECORD DEMAND the trade has ever experienced.

YOU will INSURE your RECORD PROFITS by ordering NOW a liberal supply of VICTOR RECORDS. Small shipments from the factory this month already indicate an increasing shortage. Within a month we PREDICT A BIG RECORD SHORTAGE.

USE OUR SPECIAL CATALOGUE

We have compiled a catalogue of 500 SELECTED VICTOR RECORDS to aid our dealers. It is "THE CHOICE OF THE VICTOR CATALOGUE." We will send a copy on request The time to act is NOW.

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
"Exclusive Victor Distributors"

Victor "HIS MASTER'S VOICE" REG. U.S. PAT. OFF.

OTTO HEINEMAN PHONOGRAPH SUPPLY CO. FORMED

By Otto Heineman, Formerly Managing Director for Carl Lindström, of Berlin—New Concern Will Have Ample Manufacturing Facilities with Offices at 25 West Forty-fifth Street.

Otto Heineman has resigned as managing director of Carl Lindström, A. G., Berlin, Germany, and has also resigned as director of the Fonotipia Odeon, Favorite, Dacapo and Lyrophone record manufacturing companies. These resignations will go into effect the first of the year.

Mr. Heineman has founded the Otto Heineman Phonograph Supply Co., Inc., which has been incorporated with a capital of $750,000 under the laws of the State of New York. This company will handle the Heineman and Lindström products, which include all kinds of supplies for the manufacture of talking machines, such as ten different styles of motors, various types of sound boxes, tone arms, etc.

In order that the company may be prepared to adequately handle its business, which from all indications will assume very large proportions in 1916, Mr. Heineman has leased the sixteenth floor of the Central Building, 25 West Forty-fifth street, New York, and will remove from his present quarters at 45 Broadway, New York, about the 20th of this month.

Mr. Heineman states that the Otto Heineman Phonograph Supply Co. will have ample manufacturing facilities, having arranged to produce its products in a large and modern factory at Elyria, O. Mr. Heineman has also leased spacious offices in Chicago at 19 West Jackson Boulevard, and has appointed a well-known talking machine man as manager of these offices. He will co-operate with the trade in the West in every possible way, and will be in a position to extend the Heineman clients excellent service.

In his new quarters at 25 West Forty-fifth street Mr. Heineman will have plenty of room for the display and presentation of the many products in the Heineman and Lindström lines. A complete stock of all talking machine supplies will be kept on hand at all times, and every convenience will be afforded visitors to examine and test these products at their pleasure. The Central Building, being located in the heart of the uptown business district, is easily accessible to all modes of travel, and Mr. Heineman extends an invitation to all members of the piano trade to visit the offices of the Otto Heineman Phonograph Supply Co.

Although Mr. Heineman has only been actively associated with the American talking machine trade for the past year, he has won a host of friends throughout the talking machine trade, who have recognized his broad knowledge of the industry and appreciated the practical assistance which he has rendered to the new talking machine companies.

Mr. Heineman, in company with Mr. Straus, founded the house of Carl Lindström, A. G., some thirteen years ago, and in a comparatively short time placed this concern in the front ranks of the world's leading industries.

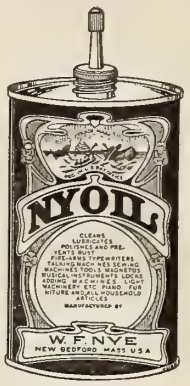
Thoroughly conversant with every development and phase of the talking machine industry, Mr. Heineman has succeeded in the short space of one year in placing the Heineman products with a great majority of the successful talking machine manufacturers. The quality of these products has, of course, been an important factor in the success of the Heineman line, but the practical co-operation which Mr. Heineman has been able to render the manufacturers in working out many of their important problems has aided considerably in the steady growth of the Heineman business.

INCORPORATED IN ELIZABETH, N. J.

The Union Talking Machine Co., 555 Elizabeth avenue, Elizabeth, N. J., has applied for a New Jersey charter to manufacture and deal in phonographs and musical instruments. The capital is $5,000, divided into fifty shares of $100 each.

FALL IN
JOIN THE ARMY OF
NYOIL DEALERS AND

YOU WILL SHARE



PROFITS WITH US

Let Us Submit Our Latest Proposition
WM. F. NYE, New Bedford, Mass.

PATHE JOBBERS IN ST. LOUIS.

Pathé Pathephone Co. of St. Louis Organized with R. H. Gordon as Its Head—Will Act as Distributers for Important Territory—Incorporated with Capital Stock of $20,000.

(Special to The Talking Machine World.)

St. Louis, Mo., December 7.—The work of the organization of the Pathé Pathephone Co. of St. Louis has been completed, and this new addition to the ranks of the Western talking machine jobbers has begun active operation from its new quarters at 810 Olive street.

The prime mover in the work of the new Pathephone Co. is R. H. Gordon, a young man, who was formerly connected with the Pathé Pathephone Co. of Chicago. Mr. Gordon has always been much impressed with the possibilities and advantages of St. Louis as a distributing center, and so, after considerable work, succeeded in qualifying with the parent company for the much sought for appointment. In an interview with Mr. Gordon last week he said to The World: "I thought it possible from the first that great things could be accomplished from St. Louis, and now that we are established things look better every day. The city itself is an important and a rich field, and the country surrounding is equally rich. The Pathé name has been well advertised in the Mound City and contiguous territory, and from the time of our first announcement we have had numerous applications from dealers for the Pathé line. The sign of the Red Rooster has taught people in this neighborhood quality in moving picture films, and we propose that the same high regard will exist for the Pathé Pathephone."

R. H. Gordon.

Associated with Mr. Gordon are H. M. Brooks and T. Hamilton. The company is incorporated for $20,000.

A Good Filing Cabinet for the Price of a Good Record

"Lundstrom"

Sectional Record Cabinet

This cabinet has been designed with view of meeting the demand for a *Practical, Inexpensive* and *Attractive* Record Cabinet for dealers in Talking Machines.

Constructed on the expansion principle, it possesses the following advantages over stationary cabinets or shelving, viz:

It Grows With Your Requirements
(You add sections as you need them.)

You Pay Only for What You Use
(No empty shelves nor overcrowding.)

Easily Adapted to Any Space
(Quickly rearranged to suit new conditions.)

Carefully Made and Beautifully Finished
in Quartered Oak or Imitation Mahogany, it will harmonize with the most costly surroundings and lend a tone of refinement to your Talking Machine Department.

Price per section with sliding fronts, $4.00
Per section without sliding fronts, 3.00

Capacity of each section, 200 Records; 100 Edison Records

Tops and Bases $2.00 Each.
Sold direct from factory only.

Shipped on Approval, Freight Paid
to all points east of Montana, Wyoming, Colorado and New Mexico; freight equalized to points in and beyond these States. You do not help to test a doubtful experiment in placing your order with us. We have been engaged in the manufacture of section bookcases and filing cabinets for over fifteen years, and give you the benefit of our long experience.

Send for descriptive circular No. 50.

The C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.
BRANCH OFFICE, FLATIRON BLDG., NEW YORK CITY

The new prices on the majority of the Columbia Symphony records are going to give Columbia dealers a sales advantage that competitors can hardly overcome.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TWO TALKING MACHINE HUSTLERS

Are Chas. R. Sammis and Chas. S. Hotaling, of the Wholesale and Retail Departments of the Gately-Haire Co., the Victor Distributers.

(Special to The Talking Machine World.)

ALBANY, N. Y., December 8.—Charles R. Sammis, a prominent man in the talking machine world, with a broad experience in the wholesale end as well as a knowledge of the manufacturing end of the industry, is associated with the Gately-Haire Co., Inc., 108 State street, this city, as special representative. It will be Mr. Sammis' duty to call upon the trade both in the capacity of salesman and adviser. His knowledge of financial affairs particularly fits him for his duties, and his visits will no doubt be gladly welcomed by dealers throughout New York and New England territory.

C. R. Sammis.

C. S. Hotaling.

Charles S. Hotaling, who is manager of the retail department of the Gately-Haire Co., is a specialist in retail talking machine merchandising. He has had wide experience in several large cities, where his efforts have realized sales achievements. With competent assistants and excellent demonstrating facilities, it enables him to care for a rapidly growing clientele of satisfied Gately-Haire customers.

The Gately-Haire Co. is to be congratulated on securing the services of men of such calibre. They, with John L. Gately, formerly district traveling manager for the Victor Talking Machine Co., Camden, N. J., as president, should prove of invaluable assistance to the trade at large and to the music lovers and music houses of not only Albany but of many other cities.

The Gately-Haire Co., Inc., may be considered one of the best equipped establishments in the East for the distribution of Victor talking machines, in view of the fact that Mr. Sammis, Mr. Hotaling and Mr. Gately have had unlimited experience in all branches of the industry and are noted for speed and aggressiveness.

COLUMBIA VS. GIMBEL BROS. ARGUED.

The suits of the American Graphophone Co. (Columbia Graphophone Co.) versus Gimbel Bros., New York, were argued last week in the United States District Court, New York, decisions being reserved in both cases. One of these actions alleged an infringement of a record patent controlled by the complainant and the other a machine patent. Gimbel Bros. were made the defendants owing to the fact that they were distributers of the products which are alleged to have infringed the patents in question.

TRADE HUMMING IN LOS ANGELES.

Never Before Has the Demand Been So Great in Southern California for Machines and Records as During the Present Period.

(Special to The Talking Machine World.)

LOS ANGELES, CAL., December 6.—Christmas business has arrived, and things are humming in the talking machine line. Never before in southern California has the demand been so great for machines and records as during the month of November. A great many more people are buying the more expensive models of machines than was anticipated, which indicates that if there is a shortage, as usual at Christmas time, it will be on the larger types of machines. A great many of the local dealers have already increased their sales forces to meet the unusual early demand for machines.

The George J. Birkel Music Co., exclusive Victor dealers, has received several large shipments of machines lately and has now a complete stock, with the exception of the X and XI styles in fumed oak. A. Graham Cook, the manager, is very optimistic about the holiday prospects, and predicts a large volume of business during the next month.

Sherman & Clay, Victor wholesale dealers, have been receiving some large shipments from the Victor Co. during the last two or three weeks. However, they are unable to keep much stock on hand on account of the large number and size of back orders. C. S. Ruggles, their local manager, says that their record stock is in better condition for Christmas trade than ever before.

The Wiley B. Allen Co., since remodeling its store, has one of the finest music houses in the Southwest. The main floor extends entirely to the show windows, thus giving a fine view of the interior from the street. All of the woodwork is finished in white, which gives an added brightness to the fixtures. The talking machine department extends nearly to the front of the store and adds five more demonstrating rooms. Mr. Lindsey, the manager, is very enthusiastic about the new department, and says it is the finest of all the Allen stores on the Coast.

The Broadway Department Store is making extensive alterations in the talking machine department preparatory to moving to the third floor after January 1. This move will give the department a great deal more room, besides being in a much more desirable location. Mr. Guyette, manager of the department, reports business as on the increase, especially in the Sonora line.

The Southern California Music Co., Thomas A. Edison wholesaler, is getting Edison disc machines and records much more quickly than heretofore, but apparently not fast enough to supply its enlarging territory. O. A. Lovejoy, manager, says the outlook is better than he expected, as he has several more large shipments due before Christmas. The retail department, under the management of William H. Richardson, is doing finely, and now has a working force of sixteen.

Weis Sectional Music-Room Furniture

is made for Disc Records, Player-Piano Rolls and Sheet Music. Any number of either or any sections may be stacked together to provide easily accessible filing space. Music is *filed*, not piled.

Disc Records each have individual filing pockets with numerical index. Pocket tilts forward so record may be removed. Pocket stays out until record is returned, after playing.

Beautiful Cabinets of Quartered Oak in Golden or Fumed Finish and Genuine Mahogany. All sections *look alike* when doors are closed.

A HOLIDAY SELLER You Ought To Have

Weis Disc Record Files

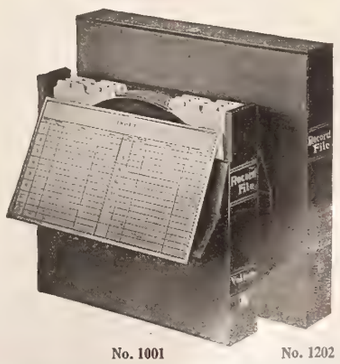
for 10 in., 12 in. and 5½ (Little Wonder) Records.

Those shown hold 12 records, have Guide Cards and Index Sheet for easy finding and filing. Deep brown covering. Tops fasten with snap-catch.

Get Catalog "K"

of Music Room and Record Filing Specialties. Interiors for Victrolas Nos. XVI, XI and X to replace cumbersome albums. Investigate.

The Weis Manufacturing Co.
216 Union St., Monroe, Mich. *New York Office 75 John St.*



No. 1001 No. 1202

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Retail Price, $3.95

PLAYING THREE FULL

LITTLE WONDERS

WITH ONE WINDING

?

?

TREMENDOUS DEMAND DEVELOPS

For the Aeolian Co.'s New Phonograph, the Aeolian-Vocalion—Reasons for Success—Constructive Features Interest—Forceful National Advertising—New Vocalion Catalog.

The extraordinary measure of success which has attended the Aeolian Co.'s introduction of its new phonograph, the Aeolian-Vocalion, may be attributed to a number of reasons. As a matter of fact, the company has been so busy the past few months endeavoring to keep pace with the country-wide demand for the Vocalion that it has not even attempted to ascertain just why this instrument has met with such a favorable reception, but its dealers have voluntarily informed it of a few of the specific reasons that account for the tremendous sale of the Aeolian-Vocalion line.

The quality of this new Aeolian phonograph has, of course, been the predominating factor in the success of the Vocalion. This quality, which represents the results of years of manufacturing experience in the piano and Pianola field, has not been confined to any particular division of the phonographic art, but, on the contrary, has embraced every distinct phase of phonograph construction.

As soon as the acoustic experts of the Aeolian Co. felt satisfied that the tone of the Aeolian-Vocalion would commend itself to the favor of the most discriminating musicians the heads of the Aeolian cabinet factories were called upon to devote their undivided efforts to producing a line of cabinet designs which would reflect credit upon the international prestige of the Aeolian Co. The artistic conception of the piano and Pianola designs in the Aeolian line served as models for the new Vocalion cabinets, and the beauty and success of the Vocalion cabinets is attested by the numerous letters of praise which have been received from all parts of the country relative to the distinctive character of the Vocalion line of designs.

The angle from which the Aeolian Co. has worked in its development of the phonograph field is well worth mention. It has consistently set forth that the Aeolian-Vocalion is a musical instrument of the very highest type, and as such may be presented to the most critical musicians and music lovers as embodying every desired requisite to please and thoroughly satisfy their musical tastes.

One of the most important features of the Aeolian-Vocalion campaign is without doubt the personal element which it has introduced in the nature of the Graduola. This device, which has been fully explained in previous issues of The World, forms one of the most valuable talking points that the phonograph dealer has been offered in quite some time. The personal and individual control over the Vocalion which the Graduola affords has been used by Vocalion dealers as the closing argument of many an important sale, and very seldom has it failed of its purpose.

The Aeolian Co.'s national advertising of the Aeolian-Vocalion has been of immeasurable assistance to the company's dealers in developing an extensive and profitable Vocalion clientele in their respective territories. This advertising is only one division of a far-reaching chain of dealer co-operation which is now being perfected. This campaign includes trade helps of a practical, serviceable nature which Vocalion dealers can use to excellent advantage.

A new Vocalion catalog just off the press affords an impressive example of the high quality of the literature being introduced by the Aeolian Co. on behalf of its Aeolian-Vocalion line. This catalog from cover to cover is typical of Aeolian prestige and excellence, and this policy of presenting the Vocalion along lines which will interest the very best classes of trade will be rigidly adhered to at all times. A feature of the new catalog is the appearance of a new style Vocalion designated as Style "G," which, judging from its attractive appearance, will be one of the most popular models in the Vocalion line.

RULE ON DEFERRED PAYMENTS.

Subject Being Considered by The Talking Machine Dealers of Minneapolis and St. Paul—Management Changes—Pathé Opens Headquarters for Northwest—Splendid Victrola Publicity in Daily Papers—News of Month.

(Special to The Talking Machine World.)

ST. PAUL AND MINNEAPOLIS, MINN., December 8.—Minneapolis talking machine dealers are seeking to reach an agreement with their contemporaries in St. Paul for a Twin City rule on deferred payments. The Minneapolis association desires a rule for a straight interest charge of six per cent., and are hopeful that its proposition will be adopted in St Paul.

Twin City dealers are more than ordinarily interested in the changes in the Columbia management. Robert Souders, formerly manager for the Columbia Co. in Dallas, Tex., is district manager at Minneapolis, succeeding Jay Wheeler, who has been with the company twenty-two years, the greater part of the time its representative in Minneapolis and the Northwest. District Manager Fuhri was in the Twin Cities affecting the change. The Emporium, one of the largest department stores in the Twin Cities, announces a talking machine department for the holidays. It will handle the entire Columbia line and is understood to be preparing to make a splurge.

The Pathé Phonograph Co. has opened headquarters in the Northwest with a retail store on Nicollet avenue, the big retail street of Minneapolis. George M. Nye, son of Mayor Wallace G. Nye, and for three years the latter's secretary, is a member of the concern.

Beckwith-O'Neill, jobbers in Victrola goods, are hard pressed to care for their orders. Of late they have been unable to fill more than one-fourth of the orders and have been compelled to refuse all new accounts as well as pleas for help as far East as Buffalo and as far West as the Coast.

The Victrola advertising of late has been the talk of the towns. The company has taken full-page ads in the daily papers, and local dealers—notably the Golden Rule in St. Paul, and Powers in Minneapolis—have supplemented these with full-page ads of their own. Foster & Waldo also have been advertising extensively, their billboard campaign being particularly noticeable.

The Gloria Opera Co., theatrical, music hall, talking machines, has been incorporated with capital stock of $20,000, under the laws of New York, by A. Pelterson, F. P. Pratt and C. Woess.

The Triton Phonograph Co., Boston, Mass., has been incorporated with a capital stock of $25,000.

WHY DON'T YOU PLAY EDISON OR PATHÉ DISCS ON YOUR VICTOR OR VICTROLA?

You can do this with the

LITTLE 4-in-1 "LEXTON ATTACHMENT."

Victor, Columbia, Edison & Pathé Discs

Can all be played with the

"PERMANENT LEXTON ATTACHMENT"

"LEXTON ATTACHMENT" complete with one LEXTON SAPPHIRE NEEDLE
NICKEL FINISH, $2.00 GOLD FINISH, $2.50 LEXTON SAPPHIRE NEEDLES, $ .75 each
(One Sample Attachment with one Needle to Dealers on Receipt of $1.00.)

Type E "LEXTON SAPPHIRE NEEDLE" is adapted for use on Edison type discs, while Type P is for use on Pathé type discs. In ordering state which type is desired.

LEXTON SPECIALTY CO., 216 West 99th St., NEW YORK.

Retails for $1.00

IF you are not carrying the Sonora Multi-Playing Jewel Needle in stock, you should do so.

It sells readily for $1.00, and we authorize you to guarantee it to give perfect satisfaction under daily use for three months.

We supply them to you at a price which permits a satisfactory profit, and will be glad to have you correspond with us on the subject.

The Jewel Needle will save your customers records, and bring out their beauty and harmony in a way not possible to the old-fashioned, scratchy, constantly-changed *steel* needle, now being rapidly discarded by careful people.

Manufacturers of steel needles state that they must be used but once because they wear the record. This is true, and it is also true that they begin to wear the record the minute they start and keep on wearing it more and more.

Write us for sample needle and full information in regard to net prices and the "service work" which we do for those who carry our products in stock.

Sonora Phonograph Corporation

Makers of the Sonora Phonograph and Sonora Multi-Playing Jewel Needle.
GEO. E. BRIGHTSON, *President*,
57 Reade Street - NEW YORK

THE TRADE IN NEW YORK CITY AND VICINITY

The use of superlatives has been so general the past year in describing the activities of the local talking machine trade that it almost seems a matter of course to record that the most recent month was a record breaker and far ahead of any other month of the year. With the splendid start which the dealers had made in their summer and early fall business, it was freely predicted that November would be the best month to date in 1915, and this prediction was correct. November was an excellent month from every standpoint but one, and that was the shortage of machines and records.

The shortage of stock has reached an acute stage at the present time, and some of the dealers in New York and the near-by territory are conducting their business with only one machine of a style in stock, and that has been sold several times over. The retailers are promising their customers that deliveries will surely be made before Christmas, and these promises have resulted in a bombardment of the jobbers' stock fortifications both in machines and records.

Remarkable Local Advertising.

The most noteworthy feature of local trade the past month, aside from the stock situation, has been the phenomenally large amount of newspaper advertising used by all divisions of the talking machine industy. It is safe to say that during the period of November 10 to December 10 there appeared in the local press more advertising than during any similar period in the history of the local talking machine industry. The leading manufacturers have inaugurated general campaigns intended to educate the public to the true musical prestige of the talking machine. The retailers have realized the advantages of being associated with these campaigns and are using individual advertisements of considerable size to emphasize their particular ability to cater to the holiday trade Service is the keynote of this advertising, and a goodly percentage of the copy used is calculated to produce both direct and indirect results.

Efficiency Department's Activities.

The New York Talking Machine Co.'s efficiency department, which is under the personal management of Sales Manager Moody, has been accomplishing some noteworthy results the past few weeks, and the co-operation which this Victor distributer is rendering its dealers is well worth mentioning. Two recent plans evolved by this department will give a fair idea of its scope and activities. The company found, through investigation, that the average Victor dealer in a small town is not in a position to have circular letters printed in a true imitation of typewriting turned out in his own town, owing to a lack of adequate facilities. The efficiency department accordingly informed the dealers that if they would send it their letter-heads it would prepare a suitable letter and run the circulars in as low quantities as 100 copies for the dealer and send them back to him for mailing. These 100 circulars cost the dealer only 50 cents, while the actual cost of composition in the letter is more than $2. The company is enabled to make the dealer this price owing to the fact that it can keep the form of the letter standing and only make slight changes for the dealers' names, thereby getting them at a very low rate

Another unique plan introduced by this efficiency department was the formation of a series of sales slips which will enable the talking machine department to keep an accurate record of the record purchases of every individual customer. Three slips are included in this system, which are colored white, yellow and card stock. The white one is given to the customer after the sale, the yellow one to the bookkeeping department, and the card stock is the property of the talking machine department. This latter card, when filed in back of the customer's name, will enable the manager of the talking machine business to know at a glance just what amount or class of records a customer is buying, his likes and dislikes, and, in short, furnishes an invaluable record of every sale. This information can be used to develop record business along the most desirable channels. These sets are furnished the dealers at $3.50 a thousand sets.

November a Record-Breaker.

"November was the best month in the history of this business," said R. F. Bolton, district manager of the Columbia Graphophone Co., 83 Chambers street, New York. "The sales totals were far in advance of last December's business and broke all previous records, notwithstanding the great shortage of stock. A feature of our November business was the steady demand for our new electric machines, which were only introduced a short while ago. These machines are proving very popular with our dealers, and as the electric motor is absolutely reliable and, in common with other Columbia products, fully guaranteed, our representatives have been able to institute aggressive campaigns to push their electric machine line. The new price of the Columbia 'Grafonola Grand,' $350, is proving quite a magnet for increased sales, and we expect a heavy demand for this instrument in 1916. Collections have been remarkably good, and the dealers are moving their goods in the right direction. Terms seem to be better than ever before, and the situation as a whole is very gratifying."

New Pathé Shop Closes Excellent Business.

Referring to the first month's business of the new Pathé Shop, 487 Fifth avenue, handling the products of the Pathé Frères Phonograph Co. exclusively, L. S. McCormick, manager of the store, said: "The past month's sales have been exceptionally satisfactory, being far ahead of expectations. Pathephone and Pathé disc business both shared in this trade, and many out-of-town people have been numbered among our patrons. The call for machines at first favored the $100 Pathephones, but has gradually changed until to-day the greater proportion of trade is with the $200 Pathephones. All classes of records are in demand, with the trade favoring the operatic selections. In order to keep pace with our record trade we have been obliged to frequently use our recital hall for demonstration purposes." Recent additions to the Pathé Shop sales staff include William Thornton and H. Luckes.

Predicts a Tremendous Record Shortage.

"Our sales for November showed an increase," said J. Newcomb Blackman, president of the Blackman Talking Machine Co., 97 Chambers street, New York, Victor distributer, "but nothing like it would have been if machines had been received from the factory as anticipated. Of course, our business must be regulated by our shipments from the factory, and just now it is only a matter of how much goods we are receiving in order to ascertain our sales figures Our record stock has been in excellent condition and we have been filling from 95 to 100 per cent. of our record orders. In some of the very late selections, however, a shortage is inevitable, and it looks to me as though many dealers are relying too much on the fact that they are getting excellent record service, and that without doubt within a few days the enormous demand will completely change the record situation. We believe we are fortified to every reasonable extent, but predict that the record advance business starting now and for the next three or four months will surpass anything in the past. It therefore behooves every Victor dealer to look well into his record stock and not be misled by conditions of the past few months." The Blackman Talking Machine Co. has inaugurated a number of improvements in its warerooms, offices and shipping floors the past few weeks, one of which included the installation of an indirect lighting system, which makes the working conditions ideal in every section of the three double floors.

Inaugurates Local Advertising Campaign.

The Columbia Graphophone Co. launched the early part of November a local advertising campaign of far-reaching proportions. Large-sized space is being used in all the leading newspapers, and recent copy has contained the names of many of the dealers in local territory. The length of this list furnishes a significant indication of the remarkable growth in popularity of the Columbia line in New York City and the adjacent suburbs. In every section of Greater New York prospects can find a Columbia dealer near at hand and equipped to serve them thoroughly and promptly. The advertising copy used by the company is essentially educational, "tone" being the prime factor in quite a number of the advertisements. The copy is producing excellent results for the dealers, who are enthusiastic regarding the benefits they are deriving from the campaign.

Wholesale Trade Exceptionally Good.

The Edison Shop, 473 Fifth avenue, New York, which is owned by the Phonograph Corp. of Manhattan, has regained its normal appearance after a period of renovation and redecoration. The new lay-out of the building provides for double the number of record rooms previously available, as both the second and fourth floors are now being devoted to record purposes. A complete stock of Edison cylinder records is kept at hand in addition to the complete Edison diamond disc stock. The third floor is given over to Edison diamond disc phonograph display and demonstration purposes, while the general offices of the company are located on the fifth floor. Every foot of floor space is now occupied to advantage. Referring to general conditions, George L. Babson, general manager of the company, said: "Business was very good in November in both our wholesale and retail departments. Wholesale trade in particular was splendid, and a feature of our business was the opening of several very desirable accounts. One of these stores will be opened in the very near future at 160th street and Broadway, and will be one of the finest talking machine establishments in New York. Shipments from the factory are very satisfactory, and our stock is pretty well rounded out to serve our dealers for the holidays."

Install New Demonstrating Rooms.

Jacob Doll & Sons, 116 West Forty-second street, New York, have several plans under way whereby their Pathé department will receive excellent representation. Artistic demonstration booths have been ordered, and a complete stock of Pathephones and Pathé discs will be kept on hand at all times. Frank Hamilton Jones, the recently appointed general manager of the Jacob Doll & Sons retail stores, is a keen admirer of the Pathé products and expects to launch an aggressive sales campaign on behalf of these machines and records during 1916.

RECITALS INTEREST PUBLIC.

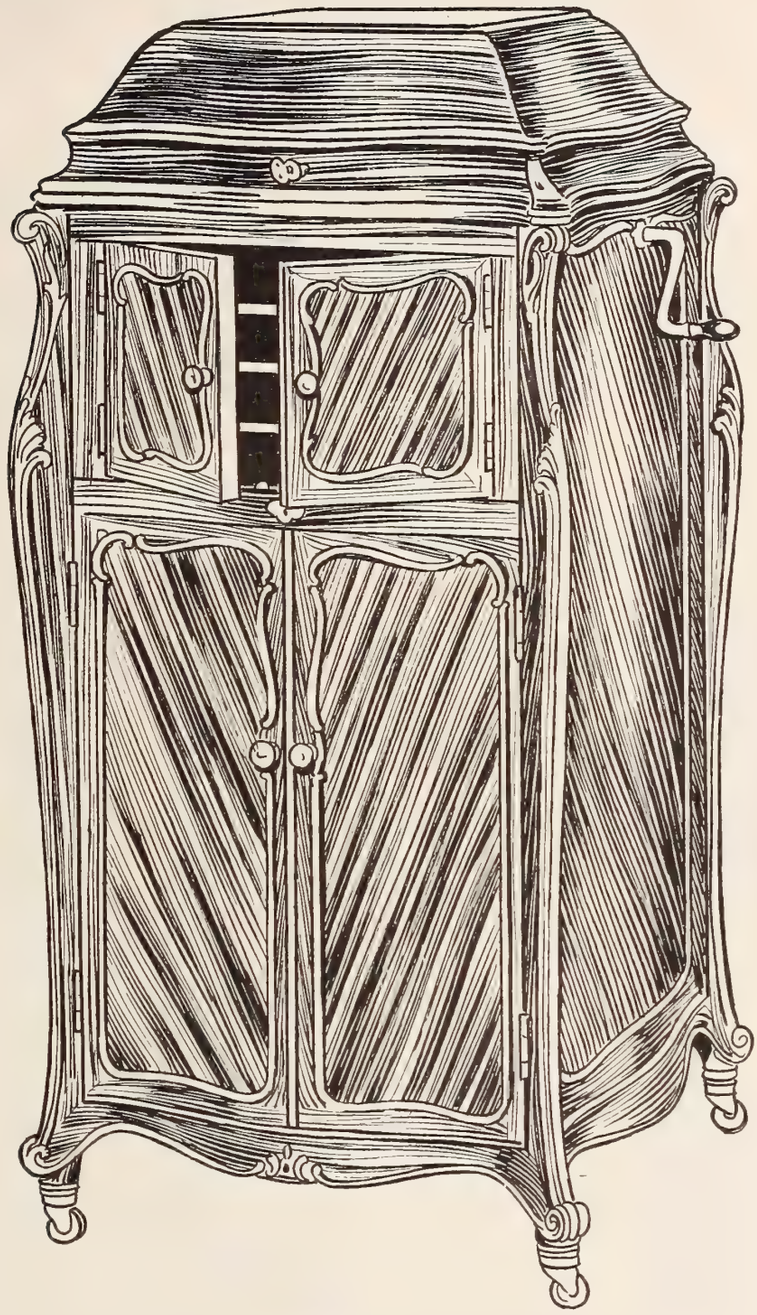
Owens & Beers Arrange for Saturday Recitals in Which Prominent Artists Will Appear.

Owens & Beers, Victor dealers at 81 Chambers street, New York, are evidencing their progressiveness by giving a series of informal concerts in a handsome recital hall, which they have tastefully decorated. The first one of these concerts was held the last of November, and it is planned to give them daily until Christmas and probably later.

Admission to the concerts is free, and a feature of this series of recitals will be the appearance of prominent Victor artists, who will render several solo selections and also sing in conjunction with their Victor records. Among the artists presented at these recitals were Miss Mabel Struck, a coloratura soprano of prominence, and John J. Kimmel, the famous accordeon player. The recitals to date have been successful, capacity audiences being the rule.

DO IT NOW! DON'T DELAY PUTTING OFF SEEING YOUR CONGRESSMAN SO THAT HE MAY KNOW THAT HE WILL HAVE YOUR SUPPORT IN THE ADVOCACY OF THE STEVENS BILL. GIVE HIM THE REASONS WHY.

The "Eighteen"
Is the Finest Victrola



Do you realize that **"SIXTEENS"** are unobtainable?

We Anticipated That Shortage

We have hundreds of "Eighteen" in stock

PUSH THE "EIGHTEEN"

NEW YORK TALKING MACHINE CO.

119 West 40th Street **New York City**

For every argument that might occur to you as to the wisdom of not carrying Columbia Grafonolas and records along with competitive product, we will show you a letter from a dealer who has gotten by the argument stage and has the proof right in his bank book.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

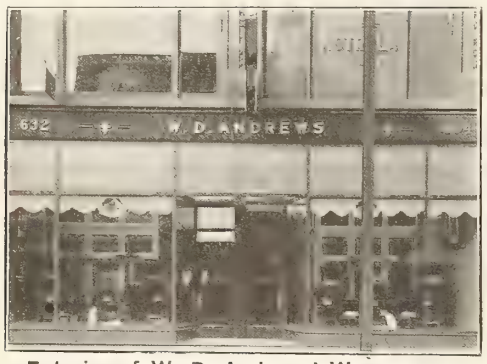
Columbia Graphophone Company
Woolworth Building, New York

OPENING OF ANDREWS' NEW STORE.

Formal Opening of Rearranged Buffalo House Attracts Many—Handling Talking Machines Exclusively—Carrying Big Stock of Goods.

(Special to The Talking Machine World.)

BUFFALO, N. Y., December 8.—Another epoch in the city of Buffalo was the formal opening to the public of the new store of W. D. Andrews, 632 Main street. It will be remembered that recently Mr. Andrews discontinued the sporting goods department, and he is now utilizing that space for the exploitation of the Victor. Not only is this spacious store for the benefit of the music patrons of Buffalo, but it is also used for the convenience of dealers in and about this territory who are desirous of selecting their machines and records under the most auspicious circumstances.



Exterior of W. D. Andrews' Warerooms.

C. N. Andrews, head of this store, states that

Interior View of Warerooms.

200,000 records are constantly carried in stock, thus offering a selection that is comprehensive in scope and large enough to make prompt shipments, either retail or wholesale. There are a number of large booths now installed, and by glancing at the accompanying photographs one sees just how beautiful the store interior now is. It is needless to add that the decorative scheme of the store is of pleasing tints and shades.

TALKING MACHINE EXPORTS.

Talking machines to the number of 2,110, valued at $61,924, were exported for September, 1915, as compared with 1,743 talking machines, valued at $40,311, sent abroad in the same month of 1914. The total exports of records and supplies for September were valued at $78,216, as compared with $63,419 in September, 1914. For the nine months 19,339 talking machines were exported, valued at $556,671, and records and supplies valued at $574,505 were sent abroad for that period.

VICTOR CO.'S PUBLICITY CAMPAIGN.

Carrying Full Pages in Leading Newspapers Which Are Strikingly Conceived for the Purpose of Stimulating Interest in the Victor Talking Machine, Thus Helping the Dealer.

The Victor Talking Machine Co. inaugurated some weeks ago a mammoth newspaper campaign in local territory which is certain to boom business for Victor dealers for the holiday season. This campaign is similar to the one launched by the Victor Co. about this time last year, which produced remarkable results for Victor representatives and brought many hundreds of letters to the Victor Co., thanking it for the co-operation extended its dealers.

Full pages are being used by the company in all of the leading newspapers, and to date every one of these advertisements has been splendidly conceived and executed. Prestige and quality form the keynote of these advertisements, and the campaign has won favorable comment from the leading members of the advertising and mercantile fraternities. Victor dealers are taking advantage of the efforts and money which the Victor Co. is expending on their behalf by using good-sized space in the newspapers, advertising their individual establishments as the home of Victrolas and Victor records.

A recent advertisement in this campaign, headed "Victor Supremacy," is especially worthy of mention. The page was divided into four rows of photographs, entitled "The world's famous singers," showing portraits of Caruso, Melba, Farrar, Tetrazzini, Schumann-Heink, Gluck and McCormack; "the world's famous instrumentalists," with pictures of Kreisler, Paderewski, Elman, Kubelik, Zimbalist, Powell and De Pachmann; "the world's famous bands and orchestras," showing Herbert, Sousa, Pryor, Vessella, Conway, Santelmann and Kryl; and "the world's famous comedians," with photographs of Lauder, Hopper, MacDonald, Janis, Montgomery, Stone and Bayes. Every artist named records for the Victor Co.

The last paragraph of the advertisement emphasizes the fact that the Victrola reproduced the actual tones of every one of the famous artists mentioned, and is "the genius, the power, the beauty of every voice and every instrument."

INCORPORATED.

The Majestic Phonograph Co., New York, has been incorporated, with capital stock of $6,000, for the purpose of engaging in printing, photography, lithographing, book selling, the sale of phonographs, etc. The incorporators are C. W. Mitchell, T. C. Vatterson, Jr., and R. T. Russell.

W. A. CONDON'S PLANS.

W. A. Condon, well known in talking machine circles, who has been associated with the Pathescope Co. of America, New York, for the past two years, resigned from that position the first of the month. Mr. Condon has a number of important propositions in the talking machine field under consideration and expects to announce his plans for the future in a few weeks.

Like another extensively advertised product, our

Truetone TRADE MARK Made in U. S. A.

Disc Record NEEDLES

"cannot be improved," so we are packing them, to order, in new, handsome and convenient

METAL BOXES

IMPRINTED WITH DEALER'S NAME AND ADDRESS WITHOUT EXTRA CHARGE

SEND FOR SAMPLES AND PRICES

NEW YORK DISC NEEDLE CO.

110 WORTH STREET **NEW YORK**

POPULARITY OF UNICO BOOTHS.

Leading Houses Throughout the Country Have Installed These Booths Made by the Unit Construction Co. and Are Enthusiastic in Their Praise of Their Attractiveness.

Among the recent installations of Unico booths, manufactured by the Unit Construction Co., Thirty-first and Chestnut streets, Philadelphia, are the following: Frank E. Galway & Son, Inc., Syracuse, N. Y.; Rex Talking Machine Co., Rochester, N. Y.; D. Buchanan & Son, Inc., Norfolk, Va.; A. B. Weiler & Co., Greenwood, Miss.; North American Mercantile Co., New York City; Spear & Co., Pittsburgh, Pa.; Ideal Music Co., New York City; Boggess Music Co., Fremont, Neb.; Thurman & Boone, Roanoke, Va.; Leopold Lewis, New York City; Martin & Adams, Wichita, Kans.; Jacob Doll & Sons, New York City; James R. De Nyse, Brooklyn, N. Y.; H. H. Sturtevant Co., Zanesville, O.; C. J. Schmidt Piano Co., Tiffin, O.; West End Grafonola Co., Bridgeport, Conn.; Dunkerley & Co., Passaic, N. J.; Blake & Burkhart, Philadelphia, Pa.; Fulton, Driggs & Smith Co., Waterbury, Conn.; The Hub Co., Baltimore, Md.; Robelen Piano Co., Wilmington, Del.; Diamond Disc Phonograph Co., Cleveland, O.; Buehn Phonograph Co., Pittsburgh, Pa.; Famous & Barr Co., St. Louis, Mo.; Elbel Bros., South Bend, Ind.; the C. E. Walker Co., Holyoke, Mass.; Harmony Music Shop, Cleveland, O.; Hermann Bros. Co., Calumet, Mich.; Webber-Ashworth Co., Cadillac, Mich.; Lightner & Lewis, Buenos Aires, Argentina; Gimbel Bros., Philadelphia, Pa.; Goetz & Co., Brooklyn, N. Y.; Owl Drug Store, Mt. Clemens, Mich.; Brown Talking Machine Co., Philadelphia, Pa.; Hanford & Horton, Middletown, N. Y.; Pearson Piano Co., Indianapolis, Ind.; Rorabaugh-Wiley Dry Goods Co., Hutchinson, Kan.; Ferguson-Lilienfield-Lightfoot Corp., Norfolk, Va.; the Donovan Co., Lancaster, Pa.; C. Ludwig Baumann Co., Brooklyn, N. Y.; Lit Bros., Philadelphia, Pa.; Ludwig Piano Co., Philadelphia, Pa.; Fulton Bowman & Son, Allentown, Pa.; William D. Triplett, Ironwood, Mich.; the Dodge Co., Akron, O.; Petoskey House Furnishing Co., Petoskey, Mich.; Frederick Piano Co., Pittsburgh, Pa.; F. C. Wampler, McKeesport, Pa.; Lyon & Healy, Chicago, Ill.; C. J. Heppe & Son, Philadelphia, Pa.; Halle Bros., Cleveland, O.; M. H. Pickering Co., Pittsburgh, Pa.; Bauer Bros., Zanesville, O.; Spear & Co., Pittsburgh, Pa.; Johann Schick, New York City; Stranburg's Music House, Jamestown, N. Y.; James Donnely, South Norwalk, Conn.; A. Hospe Co., Omaha, Neb.; S. Kjeldsen, Brooklyn, N. Y.; Fred W. Peabody, Haverhill, Mass.; John V. Roberts, Iola, Kan.; G. A. Rutherford Co., Cleveland, O.; Premier Talking Machine Co., Pittsburgh, Pa.; C. A. Hansen & Bro., Brooklyn, N. Y.; E. Winters' Sons, Kingston, N. Y.; George P. Bent Co., Chicago, Ill.; H. D. Munson's Sons Music Co., Zanesville, O.; Fred Leithold Piano Co., La Crosse, Wis.; Bloomingdale, Bros., New York City; Crescent Talking Machine Co., New York City; C. E. Wheelock Co., Peoria, Ill.; Vitaphone Sales Co., Plainfield, N. J.; J. Herman Estate, Calumet, Mich.; Louis Bertschey, Wheeling, W. Va.; Music Supply Co., Toronto, Canada; Lauter Piano Co., Paterson, N. J.; William Taylor, Son & Co., Cleveland, O.; A. Hospe Co., Omaha, Neb.; Lauter Piano Co., Newark, N. J.; the Jones Store Co., Kansas City, Mo.; C. Bruno & Son, Inc., New York City; James Mather Music Co., New York City; Rudolph Wurlitzer Co., New York City; Edmund Gram, Milwaukee, Wis.; Albert Lindo, Panama City, Canal Zone; W. A. Myers Sporting Goods House, Williamsport, Pa.; G. A. Barlow's Son Co., Trenton, N. J.

Rayburn Clark Smith, president of the company, in October made a quota for November business which he thought was reasonable, based upon his years of experience in the installation of talking machine booths. When the figures were added up the first part of December he found that the volume of business done was four times the amount of business that was allotted. This will give an idea of the vast amount of business being transacted by the Unico Co. and how the dealers regard the value of having proper warerooms for the conduct of their business.

NEW ISSUE OF "MUSIC MONEY."

Reappearance of This Volume in New Dress Should Make a Strong Appeal to Merchants —Full of Valuable Data for the Trade.

"Music Money," issued a few years ago by the advertising department of the Columbia Graphophone Co. for use by all retail dealers, and particularly piano merchants, has made its reappearance in a new dress and makeup as the second edition of this remarkably popular book. The text of the new edition conforms on the whole to the first edition, a few changes and additions being made in order to make the new book up to date.

In size the new edition of "Music Money" is considerably larger than the first volume, an artistic colored illustration being used on the front cover with most pleasing results. The inside cover shows a group picture of the home of Columbia manufacturing activities, with the vast plant at Bridgeport, Conn., in the center and some of the other plants surrounding it. Attention is called to the fact that the main Columbia factories are at Bridgeport, Conn., and other plants are located at Brooklyn, N. Y.; Detroit, Mich.; Wabash, Ind.; New Albany, Ind.; Salem, Ind.; Pulaski, N. Y.; Chicago, Ill.; Lowell, Mass.; New York, N. Y.; Brideport, Conn.; Toronto, Ont., and London, Eng. The text of "Music Money" is well worth perusal, as it embodies a discussion of important problems which the average merchant must consider when weighing the pros and cons of the talking-machine situation. The various articles are pithy and to the point, the information presented being in such form as to permit of rapid assimilation. Every phase of the talking-machine business is discussed in "Music Money," the whys and wherefores of Columbia methods and policies being adequately set forth.

L. D. Frye, prominent in musical circles in Dayton, O., has taken charge of the sales department of the Soward Piano Co., 40 North Main street, that city. He will give special attention to the Victrola department.

Removal Announcement

Unprecedented Demand

for the

Wonder Talking Machine

$5.00 to $20.00

resulting from hosts of satisfied purchasers has forced us to engage **five times the space we started with five months ago.**

Our New Address is
113 to 119 Fourth Ave., New York
AT 12th STREET

WE extend Greetings of the Season and best wishes to our customers and friends and thank them for their share in our exceptional and rapid growth.

Write for descriptive folder, advertising material, samples and special dealers' proposition.

THE WONDER TALKING MACHINE CO.
113-119 FOURTH AVE. NEW YORK
Telephones, Stuyvesant: 1666-1667-1668

THE VICTOR TALKING MACHINE CO.'S NEW POWER PLANT.

New Auxiliary Station Will Develop Six Thousand Horse Power and Pump Ten Million Gallons of Water in Twenty-four Hours—One of the Greatest Plants of Its Kind.

The river power house of the Victor Talking Machine Co., now being erected on the Delaware River front, at the foot of Cooper street, Camden, N. J., will be, when completed, a substantial structure of brick and reinforced concrete with steel frame, approximately 187 feet long on the Cooper street side, 100 feet wide, with a 34x52 foot ell at the southeast corner.

The building will have two working floors the first slightly above grade and the other 16 feet above the first. The latter will be the main operating floor, and on it will be placed the boilers, stokers, turbo-generators, exciters and switchboard. The lower floor will be devoted to auxiliary equipment, such as condensers, pumps, blowers, ash-handling apparatus, etc.

The ultimate capacity of the boiler plant will be 6,000 boiler horsepower, 2,000 horsepower of which will be installed immediately; the boilers being of water-tube type, 500 horsepower each. Two of the four boilers now to be installed will be equipped with automatic stokers, and the remaining two with refuse destructors for the burning of factory waste; all the furnaces being particularly designed for the elimination of smoke and dust.

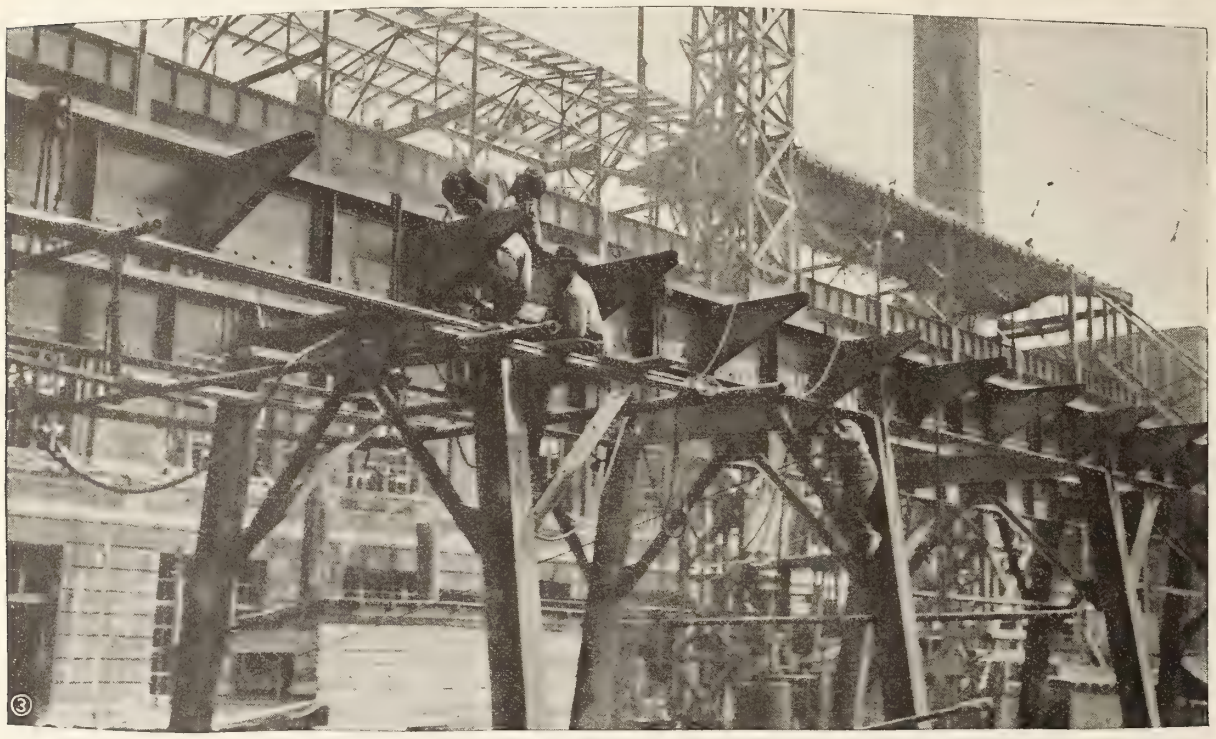
The main generating equipment now contracted for will consist of two 1,250 kilowatt turbo-generators with exciters for the generation of alternating current at 2,300 volts. Space will be provided for future installations of 7,500 kilowatts additional generating capacity, bringing the total ultimate capacity of the plant up to 10,000 kilowatts.

The completed plant contemplates two radial brick stacks, each 176 feet 6 inches high, 8 feet in diameter at the top, the one now erected being sufficient for present needs.

A 10,000,000 gallon per 24 hour triple expansion pumping engine will be located in a specially constructed pump pit, drawing water from the bed of the Delaware River by a unique scheme, and distributing it under pressure to the various buildings.

A complete coal handling and storage plant will be installed in connection with the power house, incorporating a locomotive crane for unloading and reloading coal crushers, trestle, weigh car, conveying apparatus and boiler room coal bunker.

This plant when completed will be a typical modern power house, up-to-date in every detail and equipped for the most economical and cleanly generation of power possible under modern engineering practice.



Building the Trestle Work for New Coal Conveyor to New Power Plant.

The Coombs & Clouse music store, Chariton, Ia., has been entirely remodeled, new show windows installed and a series of sound-proof rooms provided for the Victrola department.

Hooper Sons, who conduct a housefurnishing store in Portland, Me., have secured the agency for the Columbia graphophones in that city.

COLUMBIA CO.'S XMAS ADVERTISING.

Some Excellent Material Sent Out for the Aid of the Retail Dealer—A Clever Booklet "A Christmas Secret" Included, as Are Illustrated Window Hangers and Car and Counter Cards.

The Columbia Graphophone Co. has just issued an array of Christmas advertising matter which cannot fail to prove of material assistance to Columbia dealers throughout the country in profitably developing their Christmas trade. For several years past the Columbia Co.'s advertising department has devoted much time and attention to the preparation of artistic, sales productive Christmas literature, but this year's publicity matter is far beyond anything it has ever issued.

The most important feature of this advertising material is a decidedly original and unique booklet, entitled "A Christmas Secret—Don't Tell," which is filled with timely, interest compelling thoughts in the form of utterances of a youngster who has a "secret" to tell regarding the arrival of a certain Christmas present. His cryptic remarks in connection with the many forms of entertainment which the Columbia Grafonola will produce are illustrated by a series of drawings pertinent to the individual thoughts.

When the youngster is finally ready to reveal his "secret" a double-page illustration in colors presents a Christmas tree with a Columbia Grafonola as the center of attraction. As the "secret" is carefully guarded till the final revelation, the series of drawings are certain to be of unusual interest to the younger members of the household. This booklet furnishes an ideal medium for use as a special enclosure to a "live" mailing list, as a list of suitable Christmas records follows the story, which should interest buyers.

Other publicity helps included in this Christmas material are a special hanger in two colors, featuring Christmas music, the illustration used being exceptionally striking and attractive; a timely car card and two handsomely designed window and counter cards.

At the opening of the new quarters of the Dayton, O., branch of the Aeolian Co. an eighty-eight-note music roll or a Columbia double-disc record was presented to every owner of a player-piano or talking machine who visited the store as a souvenir.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

35c.

is the Price of the most popular Double-faced Record on the Market.

"The Crescent"

plays longer than any 75c. Record.

24 New Selections Just Out

"THE CRESCENT"

All Talking Machines in One

The Only Complete Universal Line That Will Play All Records of Any Make

Write for Terms and Territory Today

Crescent Sales Company

Distributing Agents

PROVIDENCE RHODE ISLAND

FOR BEST TONE QUALITY USE CRESCENT NEEDLES

RED LOUD TONE

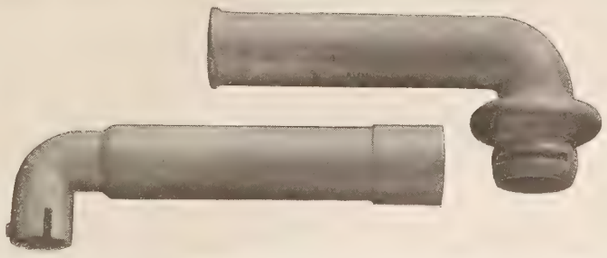
WHITE MEDIUM TONE

BLUE SOFT TONE

5c. THE PACKAGE OF 100

USE NEEDLES ONCE ONLY

Special Prices to All Our Dealers



Acme Die Casting Corporation

BUSH TERMINAL, 35th ST. AND 3rd AVE.
BROOKLYN, N. Y.

In the manufacture of sound boxes, tone arms, elbows and other phonograph parts, we will co-operate with you and give you the kind of die-castings and "service" that our long experience in this particular field makes possible. We know the kind of finish and fit your castings must have and you will be able to rely on our promises of delivery. Get our quotations now, before ordering. You will be pleased with our prices and samples.

HIGH GRADE MACHINES IN DEMAND IN BALTIMORE.

Trade Assuming Enormous Proportions This Winter With Tendency Toward the Better-Known High-Priced Products—Shortage in Machines Causes Much Concern—Talking Machine Men Postpone Meeting—The Vocalion Enters the Vocal Field—Other News.

(Special to The Talking Machine World.)

BALTIMORE, MD., December 6.—In the midst of a whirl of holiday business by the talking machine dealers of Baltimore there entered the field a newcomer to take its place in the fight for recognition alongside of the Victor, Columbia, Edison and Pathé lines. The newcomer is the Aeolian-Vocalion, and this instrument is destined to make its mark in the field, according to the Sanders & Stayman Co., which is handling it.

The usual shortage of machines at the holiday season is at hand, and everywhere there is the same cry of "more machines." The distributers are raising the biggest howl, for they are being beset on all sides by the retailers in the demand for machines. Despite the fact that many dealers sought to get a big reserve stock on hand with the view of preventing their becoming short when the rush came, they all find they have failed to provide a sufficient number of machines to handle the business.

One of the most pleasing features of the local business is the general demand for high-grade machines in all lines. Heretofore the demand has been in the most part for $100 and less, but this year the $100 grade and the better class seem to be the leaders. This class of goods is being pushed by most of the high-grade houses, but the furniture houses that do a big instalment business are making a special run in most instances on the $15 machines.

Many dealers, realizing the shortage in machines is going to have an effect on their gross profits, are now pushing the sale of records, with the result that already, despite the large amount of records the local distributers have on hand, there is a noticeable shortage in many of the recent issues which have been widely advertised.

Owing to the big December rush there will be no meeting of the Baltimore Talking Machine Dealers' Association this month, and the next gathering will be in January, when another attempt will be made by the leaders to bring about the adoption of a term schedule by which machines are to be sold. The last meeting of the association adopted resolutions favoring the passage of the Stevens Bill before Congress, and has petitioned its representatives in both Houses of Congress to vote for it.

William B. Turlington, manager of the Sanders & Stayman Co., is very much elated over the way the Aeolian-Vocalion is taking with the Baltimore public. Although the company has had the instrument less than a week, the store has been visited by thousands of persons interested, and they have been much pleased with the demonstrations which have been conducted. All who see the instrument are at once struck with the handsome case. As the workings are explained and they hear the Vocalion they are even more pleased. Some good sales of Vocalions have been made the past week, and it looks as though a big Christmas business will be done in the instruments.

"We've had a wonderful month's business," was the comment of A. J. Heath, manager of the local Columbia headquarters, "and the business would have been ten times greater if we would have been able to get sufficient machines to supply the demand. We have also had a tremendous sale of records, which is very pleasing." Columbia electric machines are going well, and there seems to be an awakening for this class of instruments. The National Electric Week aided in stimulating the trade with this class of instruments.

D. W. Causey, the Columbia manager at Norfolk, Va., was a visitor to local headquarters during the week.

Jesse Rosenstein, for the National Piano Co., the Pathé distributers, reports a wonderful business for the month in Pathephones and records. "If we could only have had as many machines," said Mr. Rosenstein, "as we could have used we would have done many times as much business."

The following Pathé dealers have just been announced by the National Co.: Morris Garrett Fugua Co., Bristol, Tenn.; New River Co., McDonald, W. Va.; Hub Furniture Co., Washington, D. C.; A. W. Steer & Bro., Baltimore, and O'Neill & Co., one of Baltimore's most exclusive women's department stores.

I. Son Cohen, for Cohen & Hughes, Victor distributers, reports a great Victor business, which would have been phenomenal had they been able to get a sufficient number of machines. Of one style for which the firm has more than 1,500 orders, they are only able to receive shipments of lots of twenty-five at a time. Very attractive windows at both the Howard street headquarters and the Baltimore street store of the firm aided in the sale of records.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributer, is doing a remarkable business in both the wholesale and retail lines.

Henry Eisenbrandt, head of the Victrola department of H. R. Eisenbrandt Sons, Inc., feels that when the final Christmas rush comes there will be a decided shortage of machines.

Joseph Fink, for the Kranz-Fink Talking Machine Co., reports a 40 per cent. increase in Victor and Columbia business over last November.

Miss Alice Kirby, of the sales staff, is making a fine record selling records, and one of the members of the firm said that she has shown the ability of being able to sell every one of her customers more records than they originally decided to purchase.

Milton Boucher, manager of the Victrola department of William Knabe & Co., is making preparations to handle a very large Christmas business. The firm has just put in an excellent Christmas window, with old Santa Claus as the main feature. The window is attracting much attention.

Charles E. Stran, manager of the Victrola department of Stewart & Co., foresaw a big Christmas trade, and as a result he has his stockroom filled to overflowing. It was stated that during November the total amount of business done was almost double that of the same month a year ago. Mr. Stran reports big sales of $100 and $150 machines and says he has a good stock of both these. He is a little short on the $75 ones, however. This he is overcoming to a great extent by offering the $50 machine wtih a Udell cabinet, which is taking remarkably well. He has purchased an entire carload of the cabinets.

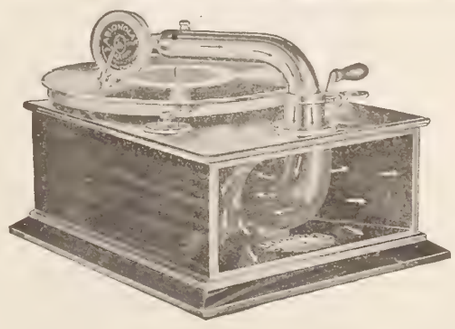
Miss Mollie E. Griffith, of the Stewart sales force, was again the leader during the last month. She beat the other members of the department by a good margin.

The Hub Piano Co. and the Consolidated Gas Co. are doing a big Columbia business.

With the Hammann-Levin Co., Victor dealers, it is feared that the company will fall short of machines. The holiday rush is now on.

Manager Crowley, for the Hub, is highly pleased with the business being done by the new department in both Edisons and Columbias.

Manager Haas, of the Leader, is overjoyed at the business being done with Columbia and Pathé lines, recently installed.



YOU CAN PROVE

—to your own satisfaction, as many other dealers already have done, that the new construction methods of

The ARIONOLA

make it a sure, fast seller. The wooden sounding-board principle of tone reproduction, the strong, noiseless motor, the dark mahogany finish and the low price, $15, make this musical instrument a necessity along with your other lines.

Write at once for full information and benefit by our new proposition, the announcement of which will appear in the next issue of this publication.

Acknowledged the best low-priced machine.

ARION MANUFACTURING CO.

250 Devonshire Street **BOSTON, MASS.**

We told you so! Told you what? That 1915 would be *the* Columbia year in the talking machine trade. The end of the year is here—and we're right here with it, where we said we would be.

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

TRADE SHOWS BIG INCREASE IN SAN FRANCISCO.

General Conditions Satisfactory—Leading Concerns Report Expansion of Talking Machine Business—New Agencies Reported—Association Meets—Everett Worthington, the Capable Victor Man, Given Send-Off at Close of Exposition—Trade News of Month.

(Special to The Talking Machine World.)

SAN FRANCISCO, CAL., December 7.—The local talking machine dealers are very well satisfied over the outcome of November business and the prospects for a banner holiday trade. It seems sales during the past month showed a substantial increase over the corresponding period of last year, which was hardly to be expected, considering the all-absorbing interest shown in the exposition the last few weeks of its existence. Some lines of business suffered a temporary setback, but talking machines were not included in the list. Reservations for holiday delivery started in early, and already several of the downtown departments report a large number of sales of machines to be held until December 24. While some types of machines are rather scarce here, the stock situation, taken as a whole, is better than in former years. Profiting by past experiences, lots of goods were purchased early and received here during the summer and early fall months, the local interests preferring to pay storage on them rather than take the chance of a shortage.

E. M. McCrea With Columbia Co.

A new traveler has been added to the local force of the Columbia Graphophone Co. in the person of E. M. McCrea, who was connected with the Chicago office of the Columbia Co. some years ago. He has just completed his first trip in the San Joaquin Valley.

New Sonora Agencies Formed.

F. M. Steers, president of the Sonora Phonograph Co., of San Francisco, has just returned from a very successful trip in Colorado and Utah. At the local headquarters Manager F. B. Travers reports an excellent business for November, and he says interest in the line is gradually extending to the outlying districts. The Jackson Furniture Co. has put in a stock of the machines in Oakland and is featuring them extensively. In Berkeley an agency has been placed with Tupper & Reed, and the Hawley Music Co. has signed up for the line in Richmond. Arrangements have also been made through the local office for the handling of the line in Manila by the F. O. Roberts Co. and in Honolulu by the Hawaiian Phonograph Supply Co.

Expect Big Holiday Business.

F. R. Anglemier, manager of the local warerooms of the Columbia Graphophone Co., reports a splendid demand for the Leader machine, also for the $100 model. He says there is a considerable shortage in the cheaper types of instruments, but that the high-priced machines are fairly plentiful. Much interest is being shown by dealers in this vicinity in the new electric motor recently announced by the company. Record business has held up fine the past month and stocks are very complete here. W. S. Gray, district manager for the Columbia Co., says the outlook for holiday business is excellent throughout his territory.

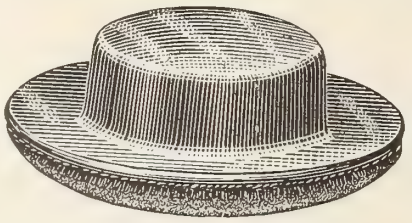
Enlarge Talking Machine Space.

Extensive alterations were recently completed on the ground floor of the Eilers Music House which give the talking machine department more than double the former space occupied by this part of the business. Six more large demonstration rooms have been added in the rear of the store, where the general offices of the business were formerly situated. These have been moved upstairs in order to give the talking machine department additional room demanded by its rapid expansion, and the space has been nicely fitted up. J. W. Reeves, who demonstrated the Edison diamond disc at the Eilers booth at the exposition for two or three months, has been added to the downtown force. He was formerly with the company in Spokane, Wash.

Hauschildt Extending Talker Business.

Henry Hauschildt, proprietor of the Hauschildt Music Co., is preparing to go more extensively into the talking machine business than ever before, as he says this part of the music business shows greater promise than the other lines. When he fitted up his present location on Kearny street he gave over a large portion of the ground floor to the talking machine department, and has since added more demonstration rooms than the original plans called for. He is now carrying more different lines of machines than any other house in this city. He has handled the Victor, Columbia and Edison lines for many years, and just recently has added a stock of Sonora machines and is now planning to put in a full line of Pathephones and Pathé records. Mr. Hauschildt reports a very satisfactory business for November, and he looks forward to the best December trade he has ever enjoyed, both at the San Francisco and Oakland stores.

"Standard" Record Cleaner



Price, 50 Cents, List
Patented June 2, 1914.

ARTISTIC AND ATTRACTIVE

Grips the record surface and clings as if on rails.

Extended brush area cleans record with one sweeping circuit.

Send 10 cents in stamps for a sample cleaner. Write on your business letter head only. Place regular orders through your jobber.

STANDARD GRAMAPHONE APPLIANCE CO.
173 LAFAYETTE STREET NEW YORK

We also manufacture the Simplex Record Cleaner, Price 15 cents, list.

HAWAIIAN UKULELES

Next to Victor Goods, now the biggest sellers in the small musical instrument line. The Ukulele is the Hawaiian national instrument, guitar-shaped but smaller. The Ukulele craze is rapidly spreading over the United States—easy for anybody to learn. Can be sold at a low price and still make big profit. We are distributors of the entire output of Jonah Kumalae, the largest maker in the Hawaiian Islands. Kumalae Ukuleles were awarded the gold medal at Panama-Pacific Exposition. Write for illustrated price list.

SHERMAN, CLAY & CO.
163 Kearny Street, San Francisco
Largest Jobbers of Hawaiian Music and Ukuleles in the United States.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC.

From the DORAN CO. 45 MICHIGAN AVE Phone-Main 4126 DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. LTD MONTREAL — OTTAWA

Kunkel Piano Co. BALTIMORE

EASILY AND PERMANENTLY APPLIED. BE THE FIRST DEALER IN YOUR CITY TO USE THIS POPULAR METHOD OF ADVERTISING.

500 MINIMUM QUANTITY MANUFACTURED.

SEND FOR SAMPLES AND PRICES.

GEO. A. SMITH & CO. INC.
136 LIBERTY ST., NEW YORK

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTIRE THIRD FLOOR) PHONES - PROSPECT 2140 - CENT 1406 CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E. BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

TRADE SHOWS BIG INCREASE IN SAN FRANCISCO—(Continued from page 60).

Prepared to Handle Holiday Trade.

J. S. Baley, manager of the Edison Shop on Geary street, says holiday business started in unusually early. Despite the counter attraction of the closing days of the exposition, November business ran way ahead of last year's corresponding month at this shop, according to Mr. Baley. He says machines and records have arrived in sufficient number, he thinks, to care for the holiday trade in fairly good shape.

Some Effective Publicity Work.

The publicity work of J. A. Coyle, special demonstrator of Edison products in San Francisco, is helping out greatly in stimulating interest in these goods. He has been giving recitals before lodges, churches, clubs and other organizations and assisting the dealers generally in their campaigns for the promotion of the Edison diamond disc products.

Banquet Given Everett Worthington on Close of Exposition.

Exhibit of Edison Machines.

An exhibition of Edison machines has been arranged on the fourth floor of the Manufacturers' Exhibition Building, 1055 Market street, by the Pacific Phonograph Co., which provides a splendid opportunity for the demonstration of the line to furniture dealers, as the building is general headquarters for the furniture trade, being occupied by manufacturers and distributers of furniture and kindred lines and open to the trade only.

W. S. Gray Talks at Association Meet.

W. S. Gray, Pacific Coast manager for the Columbia Graphophone Co., was the principal speaker at the November meeting of the San Francisco and Oakland Talking Machine Dealers' Association. This was the first regular monthly meeting of the new organization, and it was well attended. A plan was proposed for the holding of weekly luncheons for the members of the association, and a committee was appointed to look into the matter.

Banquet for Everett Worthington.

In recognition of the splendid work accomplished by Everett Worthington in the past ten months as manager of the Victor Temple in the Palace of Liberal Arts at the Panama-Pacific Exposition, and the great service he rendered the trade of San Francisco during that period, the Victor dealers of that city gave him a farewell banquet on the evening of November 29. The banquet was served in the Beefsteak Room of the Hof-Brau Restaurant, with about twenty-five present. The diners took their places at the table at 7 o'clock and did not leave until 11. A delightful menu was enjoyed, and many special features were introduced which will make the occasion one long to be remembered by the participants. James J. Black, manager of the talking machine department of the Wiley B. Allen Co., acted as toastmaster and took his part admirably, supplying just enough of the lighter vein to keep everyone in fine spirits. Speeches were made by Byron Mauzy, Stockton street dealer; George R. Hughes, of the Wiley B. Allen Co.; P. H. Beck, who operates the Kohler & Chase talking machine department, and William F. Morton on behalf of Sherman, Clay & Co. F. J. Kendrick, of the Victor Talking Machine Co., happened to be in town and was naturally present at the dinner. He conferred the "Order of the Yellow Dog" upon Mr. Worthington, a part of the program which aroused much interest. As a token of their friendship and concrete evidence of their sincerity, the San Francisco dealers took advantage of the opportunity, while assembled at the banquet, to present Mr. Worthington with a handsome snakewood cane. He received the gift gracefully and expressed great appreciation of the signal honor bestowed upon him by the trade of the Exposition City.

ATTRACTIONS AT ELECTRIC SHOW.

The Displays of the Edison Shop and the Aeolian Co. Interest the Public.

(Special to The Talking Machine World.)

INDIANAPOLIS, IND., December 1.—Among all the "live-wire" exhibits at the electrical show held this week in the University Building in celebration of "Electrical Prosperity Week," the exhibits from the Edison Shop and the Aeolian Co. proved to be centers of attraction.

H. W. Dixon and L. P. Brock, from the Edison laboratory, were in charge of the exhibit, which was supplied by the Kipp-Link Phonograph Co., which runs the Edison Shop and distributes Edison diamond disc phonographs. Mr. Dixon and Mr. Brock were greatly pleased at the crowds which pressed around their booth requesting various records to be played and asking information regarding the phonographs.

The Aeolian exhibit was generally conceded to be the most beautifully and artistically arranged exhibit of the show. A Weber Duo-Art Pianola shared honors with a Stroud Pianola and a number of Vocalions on a platform with floral decorations. The Pianolas were played with electricity.

PROBABLY A MARCH.

"Thump-Battlety-Bang!" went the piano.

"What are you trying to play, Jane?" called out her father from the next room.

"It's an exercise from my new instruction book, 'First Steps in Music,'" she answered.

"Well, I knew you were playing with your feet," he said, grimly; "but don't step so heavily on the keys—it disturbs my thoughts."

The Uncle Sam Talking Machine Co., New York, has been incorporated with capital stock of $5,000 by Abraham Brown and Sarah and Solomon Bernstein.

ESTABLISHED 1868

EDWARD B. JORDAN & CO., Inc.

127-135 DEGRAW ST.—36-60 TIFFANY PL., BROOKLYN, N. Y.

Talking Machine Cabinet Manufacturers

We made the first talking machine cabinets created in this country, and we have specialized in this particular line ever since.

We will submit special designs of talking machine or record cabinets, or quote you from blue prints or samples. We manufacture to order only.

THE TRADE IN PHILADELPHIA AND LOCALITY

(Special to The Talking Machine World.)

PHILADELPHIA, PA., December 6.—Philadelphia has enjoyed another phenomenal talking machine business in November. It was the largest month the dealers have ever had, and the factories are swamped with orders, only part of which they will be able to fill. All the leading stores have pigeon holes filled with orders but cannot get the machines. Because Philadelphia is so close to the Victor factory many firms all over the country have been sending here for machines and records, thinking that they will be able to get at least a part supply, but Philadelphians are no better off than elsewhere. Some of the Western firms have been trying to get machines in Philadelphia, and are willing to pay retail prices; but even this was devoid of results, as the local firms say that they will not be able to take care of their own regular customers.

The Penn Phonograph Co. states that its business has been fine in November, and that it was the largest month that it has ever had. It has an enormous lot of orders on hand for machines and practically none whatever in stock. It does not expect to get nearly the number it will need. Ralph Clark is at present on the road for the firm and L. P. Brown will start out on Monday to make his last trip of the year. William H. Keller, the dealer of Easton, Pa., was here calling on the trade, and he reports a phenomenal condition in his section.

Harry Weymann tells me that their November business has surpassed even the optimistic ideas they had entertained. They have been sending out a special list of 500 Standard records of their own selection, on which they have bounteously supplied themselves, and request dealers to order from this list, and have found their effort is being very much appreciated by their trade. Their business has compelled them to remain at the store at night for the past few weeks, and they expect to be engaged nights until after the holidays.

John De Angeles, formerly with the Cunningham Edison department, has assumed charge of the same department with the Ludwig Piano Co., and is hustling for trade. Mrs. A. J. Randolph has accepted a position at the Cunningham store as assistant to Clarence Hopkins, in charge of the Columbia department. Mr. Cunningham reports that his talking machine business is most satisfactory.

Penn Phonograph Co.

VICTOR

The Penn is mightier than the sword, it stands for right service. We know what you want and your first order will prove it. If you want service on "shorts" during the rush of the next few weeks, 'phone us and we'll deliver. Victor Records a specialty.

PHILADELPHIA PENNA.

Pen Your Victor Orders to Penn

Fred Ferris, of Heppe's talking machine department, has been transferred to Lancaster, to take charge of the talking machine department of Heppes in one of the big department stores of that city.

The Pennsylvania Talking Machine Co. has been having a phenomenal business, and beyond all expectations of Manager W. L. Eckhart, who finds himself swamped with orders and doing everything possible to get sufficient goods from New York to supply as many of the demands as possible. He has now no possible hope of complete success.

In the Dictaphone department there has also been an unusual activity. Manager J. D. Westervelt is very much pleased over the progress he has made, and feels satisfied that the future of the machine he represents is assured from every standpoint.

C. J. Heppe & Sons have placed in their 1117 Chestnut street window a most attractive Victor talking machine display, the chief feature of which is a large revolving star.

Louis Buehn reports that the business of his firm is the same old story. The increase has been regulated by the supply, and, like the other firms, they could have added very largely to their machine sales if they had been able to get the goods. They have secured very many more machines than they did last year, but the business increase has been so correspondingly large that their shortage is equal to last year. They have a very heavy supply of records and are almost able to fill orders to 100 per cent.

Mr. Elliott, of the Kline, Eppinhimer Co., of Reading, was in town this week trying to facilitate shipments as much as possible, and reports that Reading business is in excellent shape.

Charles E. Robinson, the talking machine dealer at 3851 Lancaster avenue, has been renovating his store, making it more attractive.

Gimbel Bros. are about as well stocked with machines as any of the local retailers for the reason that when Manager McCarthy assumed charge of the department early in the summer he anticipated the heavy business that was sure to come this fall by placing large orders.

Blake & Burkhart have been doing a very large business on the Edison all through November, and they have been greatly handicapped for want of space. They are making preparations to move into the other half of the floor of their building on January 1 and they are anxiously awaiting this move, for they have worked up such a large business on the Edison that they will need all this space. It will be of special advantage to them as a place to demonstrate the Edison, for they will so arrange the floor that it will have a concert hall that will seat at least 150 people.

From all appearances the Philadelphia talking machine people will be on a constant rush from now on until Christmas day, and the business is going to be limited only to the amount of stock that the firms will be able to secure. This means not only the Victor but the Columbia and Edison dealers as well.

1864—ESTABLISHED OVER HALF A CENTURY—1915

VICTOR DEALERS

Send your orders for Victor Records to

WEYMANN

and have them filled 100 per cent.

SUPERIOR VICTOR SERVICE

WEYMANN & SON, Inc.

VICTOR DISTRIBUTORS

1010 Chestnut Street Philadelphia, Pa.

Send for our Special List of 500 BEST SELLING RECORDS

NO SHORTAGE. Philadelphia was hit with a shortage of records during November—that is, everywhere but at the Buehn store.

Dealers know about the shortage, but SOME of the dealers do not know that they could have secured EVERY record desired were they to ask Buehn. We cannot say we predicted the shortage, because we didn't, but the reason we had the records was because WE MAKE IT A POINT to HAVE ALL Records, at all times.

This was the greatest coup ever put over, and PROVES that our system of ordering and stocking when given a great test, proved itself by extra profits to Buehn dealers.

"A warning in time saves nine." Don't fail to ask us when you want records, as we know that the first order will be the forerunner of many others.

FOR 1916, plans are under way for keeping abreast and perhaps a trifle ahead, of trade developments, so that those who do use Buehn Service, can feel proud in referring to it as "the best service."

We thank those who co-operated with us in such an efficient manner and extend our cordial wishes for A Merry Christmas and A Happy—Prosperous 1916.

The Louis Buehn Co.
Philadelphia
Exclusively WHOLESALE Victor Distributors

On record orders we fill from stock over 99% of the orders. Foreign record orders are filled practically complete. Orders for the different types of Victor machines are as well filled as factory conditions permit. Complete stocks of repair parts and accessories are likewise well filled.

Test us with any size of order—small or large—so you can see that Buehn Victor Service means a co-operation that is modern in every characteristic.

COLUMBIA GRAPHOPHONE CO. ENTERTAINS OFFICE STAFF.

Dance and Supper at the Hotel Bossert Proves a Most Enjoyable Affair — Company Executives Attend—Serves to Promote Good Fellowship Among Staff Managers.

The second annual dance and supper of the employes of the executive offices of the Columbia Graphophone Co., New York, was held on Friday night, November 12, at the Hotel Bossert, Brooklyn, N. Y., and was even a greater success than any members of the committee had anticipated. The Columbia Co. was the host at this gathering, and the hotel to enjoy a delicious buffet supper. Informality and joviality were the keynote of this division of the program, and as the committee had prearranged every detail, large and small, the supper was carried through from start to finish without the slightest hitch.

Incidental to the supper, several informal talks members of the sales staffs, stenographers and clerical workers become acquainted with one another in an informal, unconstrained spirit that is impossible to cultivate in business circles.

Among the guests present in addition to those mentioned above were: H. B. Ray, advertising manager, and Mrs. Ray; John C. Ray, of the executive offices, and Mrs. Ray; G. C. Jell, general manager of the Columbia recording laboratory; George P. Metzger, Hanff-Metzger Co.; William S. Scherman and Paull F. Hayden, advertising department, and a bevy of pretty girls and matrons whose charm and sociability was a material factor in the evening's success.

Guests at Columbia Graphophone Co.'s Dance and Supper.

Gentlemen in Two Front Rows: First row (left to right)—George P. Metzger, G. C. Jell, Edward N. Burns, John A. Cromelin. Second row—E. B. Jordan, Jr., E. B. Jordan & Co., Brooklyn, N. Y.; Frederic Goodwin, H. B. Ray, J. C. Ray, A. E. Donovan (standing).

discharged its duties in a manner which gave keen pleasure to its hundred guests.

The Van Eps Banjo Orchestra, one of the best-known organizations in musical circles, was engaged to furnish the music for the evening's entertainment, and the program of dances prepared by the committee offered the orchestra an unusual opportunity to display its remarkable proficiency in playing fox-trot, one-step and waltz music. Extra dances were requested at frequent intervals, and the applause at the end of each dance became so insistent that the committee was obliged to issue a definite time limit to the various dances, or the first half of the program would have continued until dawn.

Among the most active participants in the exhibition of the terpsichorean art were Edward N. Burns and John A. Cromelin, vice-president and general manager, respectively, of the Columbia Graphophone Co. Both of these gentlemen danced every number on the program, and evinced an active enjoyment in the evening's fun and a knowledge of the latest dance steps, which easily accounted for their being the most popular dancers on the floor. Mr. Burns and Mr. Cromelin entered into the spirit of the festivities in a whole-hearted, sincere way, which put the rest of the assemblage at their ease and started a feeling of sociability and good cheer which increased as the evening progressed.

The first half of the dance program was completed by midnight, subsequent to which the guests adjourned to one of the private dining rooms of were given by the heads of departments and the committee members, both Mr. Burns and Mr. Cromelin declining to be included in the speech-making activities on the plea that their minds were so exercised by the multiple requirements of their dance programs that any kind of a speech would render them hors de combat for the rest of the evening. They both, however, expressed their appreciation of the admirable way in which the dance and supper had been arranged and planned. Frederic Goodwin, head of the Columbia educational department, and A. E. Donovan and Lester L. Leverich, of the dance committee, delivered a few remarks in a cheerful vein, Mr. Donovan's talk being in the nature of a blank verse poem, in which the names of many of the officials of the company were opportunely interwoven.

The Hotel Bossert, at which the dance and supper were held, is one of the most fashionable hostelries in Great New York, and, as it is admirably equipped to handle an affair of this kind, its choice by the committee was a happy one. Transit facilities to reach the hotel are ideal, and in short the committee, which consisted of Edmund F. Sause, Henry D. King, A. E. Donovan and Lester L. Leverich, well deserved the congratulations which they received from the individual guests and the company.

The value of these annual dances as a means of promoting and fostering sociability and good fellowship among the employes of the Columbia executive offices is unquestioned, as executives,

CHANGES IN ST. JOSEPH, MO.

The Townsend & Wyatt Music Co. Disposes of Jobbing Rights of Pathephone to E. E. Trower, Who Organizes New Company.

(Special to The Talking Machine World.)

St. Joseph, Mo., December 1.—The Townsend & Wyatt Music Co. has bought the interest in the company of E. E. Trower and has disposed of its jobbing interest in the Pathephone talking machine to Mr. Trower, who no longer will be connected with Townsend & Wyatt.

A new jobbing concern, to be known as the E. E. Trower Music Co., will be opened in St. Joseph as soon as quarters are provided. Articles of incorporation of the new company, capitalized for $25,000, have been filed in the office of the County Recorder. E. E. Trower holds 248 shares of stock and Lila Landis Trower and S. R. Trower hold one share each. The company will deal in musical instruments and talking machines and will transact only a wholesale business.

The Townsend & Wyatt Music Co. will continue in the retail music business as heretofore.

One promise broken will ruin the effect of a hundred promises kept. It is the broken promise that the customer remembers.

F. A. DENISON TAKES CHARGE

Of the Columbia Territory on Pacific Coast as District Manager with Headquarters in San Francisco—Succeeded in Detroit by R. H. Mills, Formerly Asst. Manager at Pittsburgh.

The Columbia Graphophone Co. announced last week the appointment of Fred A. Denison as district manager of the Pacific Coast territory, succeeding Walter S. Gray. Mr. Denison, who will make his headquarters in San Francisco, left last week for the Coast to assume his new position.

Mr. Denison has been associated with the Columbia Graphophone Co. for a number of years, having been successively manager of the Buffalo, Baltimore and Detroit wholesale distributing establishments. His success in Detroit was most gratifying, well justifying his promotion to the very important post he will now occupy.

Mr. Denison is succeeded as Detroit manager

F. A. Denison.

by R. H. Mills, formerly assistant manager of the Columbia establishment at Pittsburgh, Pa., who has also been connected with the Columbia Co. for several years past.

ENTERTAINED AT SEND-OFF DINNER.

Talking Machine Men of Detroit Give F. A. Denison Farewell Dinner on His Departure for Pacific Coast—An Enjoyable Gathering.

(Special to The Talking Machine World.)

DETROIT, MICH., December 8.—F. A. Denison, former manager of the Detroit office of the Columbia Graphophone Co., and who has been transferred to San Francisco, where he will look after the Pacific Coast business, was tendered a farewell dinner on Wednesday evening, November 17, by Columbia dealers and employes of the branch.

The affair took place in one of the private dining rooms of the Hotel Statler and was an elaborate function. The guests were F. A. Denison, S. E. Lind, manager of city sales; Philip Lang, Heyn's Bazaar; H. H. McGee; Robert Barclay, Ling's Music Store; Joseph Pyle; K. Mills, Pittsburgh; the new Detroit manager, H. Q. Duble; J. Goldberg, dealer; Frank Niman; J. Oppenheim, dealer; Oswald Hustedt, dealer; Syl Brady; Jacob Smith, The Talking Machine World; A. J. Wolf and W. G. Goldblum, Story & Clark.

Following the dinner, S. E. Lind acted as toastmaster. He called upon all of the dealers present to say something appropriate for the occasion, and everyone was unanimous in the expression that Mr. Denison was an excellent manager, a splendid fellow personally, a man whose word was always relied upon, whose confidence they always had, and that they regretted sincerely to see him go. Nevertheless, they wished him greater success in his new field, and also assured Mr. Mills, his successor, of the same co-operation they had always given to Mr. Denison.

Mr. Denison was in Detroit about eighteen months as manager of the Detroit store, and during that time had built up the branch to the point where it was conceded to be one of the best in the country. For six consecutive months he took the prize of $25 for the best collections. Mr. Mills, his successor, has been manager of the Pittsburgh branch.

DO IT NOW! YOU HAVE CAPITAL INVESTED IN YOUR STOCK. IT WILL BE SECURE IF THE STEVENS BILL PASSES THE NEXT CONGRESS.

No. 439 (Vertical Interior).
FOR VICTROLA IX.

Height, 32½ in. Width, 17¼ in. Depth, 21 in.
Holds 240 Victor or Columbia Records.
Mahogany front, sides and back. Quartered oak front, sides and back.
Average weight, crated, 80 lbs.

No. 449 is this Cabinet arranged with top for Columbia "Favorite."
(If horizontal shelving is desired, order No. 1439. When felt interior is desired, order No. 439F.)

Cabinets for ALL Talking Machines

With Vertical Interiors, Horizontal Shelves or Felt-Lined Uprights, One Disc to the Space

For years we have led in the Record Cabinet field. Our November business was the biggest month we *ever* had on Record Cabinets. In 1916 we purpose to stay at the head of the procession AND WANT YOUR HELP.

Machine—Records—Cabinet—that's the combination that makes you the biggest profit and the most satisfied customers.

Get our literature—and you'll want our cabinets. They won't disappoint you.

The Udell Works

1205 W. 28th St., Indianapolis, Ind.

LECTURE-RECITALS INTEREST.

The Work of J. K. Reynard at the Pathé Shop, 487 Fifth Avenue, New York, Wins High Praise from Visitors to This Establishment.

J. K. Reynard, who is in charge of the recital hall at the Pathé Shop, 487 Fifth avenue, New York, and who is giving a series of valuable lectures on the phonograph art in addition to the usual form of recitals, is one of the best-known members of the talking machine field, having been associated with the industry since 1895.

J. K. Reynard.

Mr. Reynard, some twenty years ago, organized the Diamond Quartet, which made a number of records for several of the then leading companies of the industry. He was associated with the Columbia Phonograph Co. for a number of years, working in several important divisions of its recording laboratories.

Prior to becoming a member of the Pathé Shop staff Mr. Reynard was connected with the Pathé Frères Phonograph Co., New York, where he acquired a detailed knowledge of the Pathephone and Pathé discs. Mr. Reynard's recitals and lectures at the Pathé Shop have been highly praised by visitors.

John M. Dean CORPORATION

PUTNAM, CONN.

A quality needle with a quantity production is the ideal combination for good needles at the right prices.

Manufacturers of

TALKING MACHINE

NEEDLES

The more you realize that in the future of this industry the best results are yet to come, the more freely you must admit that the Columbia is the line best worth the investment of your time, your energy and your capital. (Printing this every little while. Proving it all the time.)

(Write for "Music Money," a book "full of meat" for those dealers interested in quick and frequent turnover of capital.)

Columbia Graphophone Company
Woolworth Building, New York

GREAT ACTIVITY PREVAILS IN CLEVELAND TRADE.

Talking Machines of All Makes Being Strongly Featured Both in Newspaper Advertising and Window Displays—Heavy Increases in Business Reported on All Sides—Machine and Record Shortage Makes Itself Felt—Diamond Disc Phonograph Co. Opens.

(Special to The Talking Machine World.)

CLEVELAND, O., December 4.—The talking machine trade in this city is right in the midst of the holiday rush, and it seems as if all the retailers of talking machines are on the job and alert to get their share of the tremendous business anticipated. The newspapers and magazines of this State and city have been paid thousands of dollars for advertising, and unique window displays are the attraction everywhere. Although the jobbers have tried their utmost to prepare for the biggest December business in the history of the trade, there is a decided shortage, but despite that fact every jobber and dealer in this city is happy.

The Victrola department of the Wade H. Poling Piano Co., successor to the W. F. Frederick Piano Co., under Earle Poling is advancing rapidly and the unique window displays have influenced many to come into the store, which is very beautifully decorated. The recent recital of well-known artists in the salesrooms of the company demonstrated that this is a splendid business getter.

The spirit of Christmas is in the air at the Euclid Music Co., prominent East End dealer. Business is booming and everyone is happy. A new auto truck with exquisite advertising lettering has just been added to the already fine equipment of the company. A new record rack, having space for over 12,000 records, has also been installed.

The Diamond Disc Phonograph Co. has just opened a beautiful new store handling the Edison line in Superior avenue, one of the city's finest residential districts. E. A. Friedlander, formerly manager of the phonograph department of the Bailey Co., is manager. The company is splendidly equipped with machines and records, and is striving to give the best possible service.

The Harmony Music Shoppe, located in the large arcade, has experienced an excellent month's business and is ready to make this a banner month. Miss Gertrude I. Bishop, formerly of the Eclipse Musical Co., is now secretary and treasurer and general manager of the Harmony Music Shoppe.

The Hueter Jewelry Co., Victrola dealer in the east end, reports excellent business. Mr. Moffatt, formerly of the W. F. Frederick Piano Co., is in charge of the department.

The Starr Piano Co. has had excellent success with the new Starr phonograph, and Mr. Brett, sales manager, states that there is a big shortage due to the exceedingly heavy demand for the instrument.

The Columbia Graphophone Co. in this city has had a 200 per cent. increase in business over the same month last year. G. M. Madson reports that the increase would have been even greater if the goods could have been obtained. The demand for the new electric Grafonolas has been very heavy and every effort has been put forth to get ample stock to supply the local dealers. The company now supplies an increased number of dealers and has increased its facilities for taking care of the tremendous demand for Grafonolas.

Manager Bowie, of the B. Dreher's Sons talking machine department, said that the sale of the Vocalion phonograph was tremendous. With ample stock and a live sales force Mr. Bowie hopes to eclipse any previous month's sales in the history of the department. In connection with the Vocalion the department handles the Columbia Grafonola.

The Grafonola Co., with C. A. Routh general manager and F. S. Federman secretary and treasurer, reports the biggest month's business in the history of the company. The business for November was greater than that of last December, which was an exceptionally large month.

The Victrola department of the Collister & Sayle Co., under Jack Kennedy, reports a large month's business. The department supplies over 100 dealers.

R. W. Shirring, manager of the Victrola department of the Caldwell Piano Co., is now wearing the smile that won't come off. He says that business is great and with the excellent equipment expects a big month.

The Wamelink & Sons Piano Co. has been having a big run on Columbia Grafonolas. Sales Manager D. G. Free is optimistic concerning the results of the month.

The Phonograph Co., of this city, extensive Edison jobbers, has been busy day and night trying to keep up with the orders received. A large number of orders for Christmas delivery have already been received.

The Eclipse Musical Co. reports a big month's business; in fact, the largest in the history of the trade. C. K. Bennett, general manager of the company, was well pleased with the result of his visit to the Victor factory and expects large shipments between now and Christmas. Morris P. Fitzpatrick, special traveling representative, spent Thanksgiving at the Victor factory, where he found the holiday spirit in evidence. In getting around the territory Mr. Fitzpatrick says that the dealers are very well satisfied with the service, although the shortage in some models is still hampering many of the dealers.

Some of the recent visitors in the city were: H. J. Shartle, of the Victor factory; H. H. Schwenker, also of the Victor factory; Mr. Yahrling, of the Yahrling-Rayner Piano Co., Youngstown; F. W. Troy, of Kent, O., and H. F. Sears, of Cuyahoga Falls.

Miss Elsie Baer, manager of the Victrola department of the M. O'Neill Co., of Akron, was a recent guest of the Eclipse Musical Co.

THERE is character to Andrews Service. You are handled by men who know the talking machine business, and since we dropped the sporting goods department, there is more time for over-pleasing you. On Records, particularly, you can get what you want at Andrews.

We specialize on Victor and Edison (cylinder) machines and records, and all accessories adapted to the talking machine industry.

W. D. ANDREWS
BUFFALO, N. Y.

When you think of Buffalo, think of Andrews.

PROTECT YOUR OWN INTERESTS AND URGE THE PASSAGE OF THE STEVENS BILL. DO IT NOW!

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Impossible for Manufacturers to Keep Up With Heavy Demand for Machines—Prices Raised an Average of Fifty Per cent.—The Record Situation—Annual Report of "His Master's Voice" Co.—Some New Patent Legislation—Newest Record Lists Full of Interest—Pathé Frères to Distribute Diamond Records—W. H. Reynolds (1915), Ltd., and Wm. Cooper Bros., Ltd., in New Quarters—Some Interesting New Publications—News of Month.

(Special to The Talking Machine World.)

LONDON, E. C., November 29.—For too obvious reasons trading in these times is, and must so remain during the war period, surrounded with conditions difficult almost beyond estimation. Yet on all hands one meets with a spirit of reasonable satisfaction, which has for its foundation full acknowledgment that the economic and political situation of the country still permits the development and carrying on of luxury trade. On the machine side, supply shortage of parts and accessories continues to militate against output. To some little extent an improvement is registerable, but I am afraid it cannot be maintained under existing conditions. Even so, the demand for machines is altogether inadequately met. Dealers find their stocks diminishing at a rate quite beyond any prospect of complete replenishment, in consequence of which, coupled with labor shortage and the new import tax imposition, prices are constantly on the upward grade. The average increase I should now put at 50 per cent.; in many cases more. The one or two British manufacturers of motors, tone-arms, sound-boxes and a few other parts do not collectively produce any very great quantity, but with this and imports from Switzerland, etc., the gramophone side of our industry manages to make quite a nice showing, all circumstances considered.

The Present Record Situation.

In the record field the position is very different. Were it not for the growing seriousness of the labor question, practically every record manufacturer would be producing increased outputs. This is, however, actually true in a few isolated cases, one firm I know having certainly doubled its normal turnover. The situation, nevertheless, is one of continued anxiety for the record houses, since, with the new recruiting scheme in force, under which all eligible men will voluntarily or otherwise find themselves in khaki, labor is at a premium.

The manufacture of anything not directly helpful in the successful prosecution of the war must be subordinated for the release of men whose energy and skill can be applied in more useful directions than in the production of luxury articles. This is generally recognized and cheerfully acquiesced in. That being so, it may reasonably be asked why we are able to continue making millions of records which admittedly offer little justification for their existence these terrible days. The answer is that the machinery required for record manufacture cannot be adapted or used for munitions or other useful work; that labor is practically confined now, and more so within the very near future, to the services of men either medically unfit, too old for army purposes, or otherwise ineligible; and that under these circumstances, if there be any justification for the continued production of mechanical music, it is found in the joy and gratitude of our soldiers and sailors thus afforded the means of enlivening an otherwise more or less monotonous time, routine, etc., and the relief and soothing effect of music upon the nerve tension and pain inseparable from this shocking conflict. Subject to the needs of our country, let us therefore continue to flood the world with music!

What time the greatest conflict within history will end no one can tell.

Coming back to actual business conditions, I may mention as a remarkable fact that retailers of gramophone goods and musical instruments generally are experiencing no lack of custom, sales being exceptionally good. Their only cause of complaint is inability to obtain adequate supplies and keep fully replenished the ebbing flow of their stock. Heavy orders have been placed with factors for the special Christmas supplements issued by the various record companies, whose announcements this season are of unusual interest.

Annual Report of His Master's Voice Co.

The effects of the war upon gramophone trade returns is reflected in the annual report of the Gramophone Co., which will be read with more than ordinary interest. In perusing this statement it should be borne in mind that practically the whole of the company's continental business has been suspended by the war. The report as hereunder is a reprint from the London Financial Times: "The report of the Gramophone Co., Ltd., for the year ended June 30, 1915, states that the result of trading is a credit balance of £16,772, to which must be added the balance brought forward of £39,427, making together £56,199. From which must be deducted the following: Debenture interest, £15,000; debenture sinking fund instalment, £7,800; income tax, £8,771; directors' remuneration for year ended June 30, 1915, £2,461; debenture stock issue expenses—instalment written off, £2,000; depreciation of investments, £5,917; leaving

(*Continued on page* 72.)

"His Master's Voice" *Copyright*

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists — the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Cia. Francesca del Gramophone, 56, Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon - Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balliaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaires of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

We do not rely on giant advertisements for Sales—We depend on intrinsic Merit alone.

No amount of advertising can increase the value of

WINNER RECORDS:

("The World's Super-Disc")

They outwear all others.

Only up-to-date songs and selections recorded.

Winners leave the dealer a generous margin of profit.

THEY SELL ON THEIR MERITS

Independent LIVE REPRESENTATIVES WANTED—in U. S. and British Colonies

Write the manufacturers for Trade Terms

THE WINNER RECORD CO., Ltd.

Willowbrook Grove, Camberwell, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 67).

a balance of undivided profits since June 30, 1912, to be carried forward of £14,248. Depreciation at adequate rates has been written off the warehouse, factory buildings, machinery and plant, warehouse furniture and fittings. Sales of gramophones and records in England during the year have been satisfactory, and in view of the general conditions ruling in the country during the greater part of the year, have exceeded the directors' expectations. The total assets of the company (irrespective of patents, trade-marks and good will) and of the foreign companies and branches owned by the company on June 30, 1915, amounted to £1,628,683; deduct liabilities and reserve on investments, £437,223; debenture stock, £300,000; leaving net tangible assets of £891,460. Since the outbreak of war every effort has been put forth by the management to employ the capital, factories and resources of the company in the manufacture of munitions of war. The company has done all the needful preparatory work, secured large contracts and made substantial and successful progress in executing the contracts, but the benefits of this cannot be shown in the present accounts as realized profits. The period prior to June 30 last was largely occupied in adapting existing facilities, extension of buildings, installation and manufacture of special plant and tools, and in the general preparation for the carrying out of the extensive munition contracts entrusted to the company. The present output of munitions from the factories is very large, and should considerably increase after the installation of further plant already on order. The contracts which have been entered into should show satisfactory profits during the year ending June 30, 1916. Under an order of the Ministry of Munitions, the company has been declared a controlled establishment as and from September 6 last. Large sums of money have been received in advance on contracts placed with the company, and large stocks of metals are being carried to fulfil such contracts. The special provision of £42,380 made in the accounts of June 30, 1914, and specified as over and above the usual provision made by the auditors in respect of outstanding accounts, has been retained, and the usual provision in the present accounts has been made without regard to this item. The directors recommend that in respect of the year ended June 30 last the full dividend on the preference shares be paid not later than January 1 next. The ordinary dividend for the year is necessarily passed by."

Saw First Phonograph Work.

The death is announced of William Field, Hollywood, Egham Hill, Surrey, who was for over fifty years in the service of the Cunard Line. When in charge of transatlantic ships he got to know many celebrities, among whom was Thomas Alva Edison. Mr. Field, it is said, was actually present when Edison's little strip of metallic foil was first made to tick out "Mary Had a Little Lamb," and he was afterward wont to descant upon the great inventor's unbounded joy and enthusiasm on this important occasion.

Patents and Designs Bill.

An important piece of legislation was recently before Parliament. Mr. Pretyman (Parliamentary Secretary to the Board of Trade) moved the second reading of the Patents and Designs Act (Partial Suspension) Bill. He explained that in the Patents and Designs Act of 1907 there was a very valuable clause which enacted that any patent which was granted in this country could be revoked if within four years of the date it was granted the patentee did not manufacture the patented article in this country. The manufacturing conditions of the country had been entirely changed by the war, owing to the difficulty of obtaining labor and material. The object of the bill was to prevent any patentee having his patent voided because he was unable to work it, owing to war conditions.

The second reading was agreed to, the bill was afterward passed through all its remaining stages and has now received the formal Royal assent.

Larger Quarters for Wm. Cooper Bros., Ltd.

Indicative of the comparatively strong position of talking machine business, notwithstanding wars and so forth, is the fact that a gramophone firm actually feels justified in choosing the present, of all times, to make a move into larger premises. Partly by reason of trade expansion and partly for the convenience of centralization, William Cooper Bros., Ltd., have transferred their quarters from Clerkenwell Road to 63 City Road, London. The new premises are well located, right in the heart of a district which by reason of its many gramophonic inhabitants is popularly dubbed "Phonoland." Ample accommodation is provided at the new location for the complete concentration under one roof of the many sections or departments of the Messrs. Cooper's varied interests, which cover a multitude of things under the synonym of "The House of Many Parts." In pre-war days this firm occupied a paramount position in the field of supplies, etc., and although so many sources of supply have dried up, the complexity and range of their stock in parts and accessories is still something wonderful. Trade expansion has been particularly noticeable, however, in the direction of record sales. The record featured so successfully is styled the "Coliseum," which, of 10-inch double-sided diameter and selling at a price consistent with the competitive rates generally in force to-day, has won for itself a position in the trade of supreme importance. A big and thoroughly comprehensive repertory, associated with a good standard of quality at the right selling price, is the secret of Coliseum strength.

It may be of interest to here mention that Mr. Adams, who for a number of years occupied the managerial chair at Cooper Bros., has severed his connection with the firm. The new secretary and manager is H. C. Bonfield, a gentleman whose experience and knowledge of the gramophone industry dates back a decade. As a chartered accountant,

GUARDSMAN DOUBLE-SIDED RECORDS. NEEDLE CUT.

ARE YOU ALIVE to the fact that we can supply you with records which you can sell much cheaper than your present lines and make a larger profit?

We will record your own titles and put your own label on the record, if you prefer it.

Send for our terms and catalogues. Don't delay. DO IT NOW!

INVICTA RECORD CO., Ltd., 1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 68).

Mr. Bonfield for some years controlled the clerical department of the Beka record interests and audited books elsewhere. He plans to exclusively devote his energy to the Cooper interests, and it is already obvious that he is out to make things hum. Hearty good wishes from The World!

"His Master's Voice" Notify a Price Increase.

"H. M. V." dealers have been advised that any orders for instruments placed after November 11 which, owing to economic conditions, the company may be unable to deliver before December 31, will only be accepted under a new scale of prices to come into force on January 1 next, and of which due notice will be given. The rearrangement of prices will not affect the trade discount, which remains at the same percentage as before.

British Zonophone List.

A wonderful list indeed is that issued by the British Zonophone Co. for this month. It is a concentration of artistic talent and accomplishment seldom seen within the borders of a single supplement. Quite a number of the contributors are of universal renown, though all occupy high positions in the English musical world. Of the titles—much too numerous to mention—it is sufficient to remark that every phase of music is represented from, for instance, "Till the Boys Come Home (Keep the Home Fires Burning)" to oratorio music, Christmas and other selections, both vocal and instrumental. A quality program unsurpassed.

An Interesting Little Volume.

"A Winner Record, a Recitation for Christmas," by William Littlejohn, is the title of a brightly written little story which J. E. Hough, Ltd., is sending out with its lists and catalogs during the present season. It will repay those who can appreciate a short, effective reading, either for their own perusal or to entertain friends, if they merely request the firm to favor them with copies. These are distributed gratuitously. Address "Publication Department, Edison-Bell Works, Glengall Road, London, S. E." At the same time ask for the Christmas list of Winner records, wherein will be found a numerous selection of appropriate songs, instrumental and descriptive pieces and other items for the season 1915-1916.

Pathé Frères to Distribute Diamond Records.

Owing to representations from some of their dealers, I am given to understand that Pathé Frères Pathephone (London), Ltd., will in future catalog and distribute in the ordinary way the full repertoire of Diamond records, which are the products of the Diamond Disc Record Co., Ltd., 81 City Road, London. The latter concern will, of course, carry on its business as usual through special factors whose trading ramifications pretty thoroughly cover the United Kingdom.

Plan Annual Fair at Lyons.

Information is to hand that the municipality and the Chamber of Commerce of Lyons have decided to establish in that town an annual exhibition of goods on the lines of the Leipzig Fair. The first fair is to be opened on March 1, 1916, and will continue for two weeks. Foreign buyers and manufacturers of the allied and neutral countries are invited to this exhibition.

The Guardsman Program for December.

A strong list of new records makes a timely appearance from the Invicta Co. These "Guardsman" records savor very much of the festive season, there being a goodly sprinkling of appropriate Christmas numbers, which of course are the fashion just now. "Somewhere in France, Dear Mother," will touch the hearts of many a British home this year, poignantly reminding one of this unhappy war's effect in disuniting thousands of families which otherwise would be joyfully celebrating the Yuletide social gathering. This item is feelingly rendered by Eric Knowlman, who couples with it "The Girl I Love (Good-bye Nellie)." A special issue is record No. 525, bearing "France, Italy, Russia, England," and "I Love the Ladies" (it sounds a peculiar combination), sung by John Ansell, a baritone of merit. The list covers a wide choice of titles of standard and up-to-date issue, the majority being, I should estimate, of quick-selling value. The Guardsman and the Mozart Symphony orchestras are each responsible for two well-known morceaux, while Ceredig Walters is at his best in "Coming Home" (Willibey) and "A Farewell" (Liddle). The December "Guardsman" list is certainly worth obtaining.

A Visit to the Columbia Co.'s Laboratory.

An Evening News man recently published in that paper an interesting story of a visit he made to the recording laboratory of the Columbia Graphophone Co. When Mr. Brooks, the firm's recording angel, requested some of the artists to "repeat" the Evening News man couldn't quite understand it. "Does it mean you haven't got a clear enough record?" he asked, and Mr. Brooks promptly let him into the secret by explaining the necessity of arranging the length of the record so as to leave enough space in the center for the copyright label. At least, that's the tenor of the story as published in our contemporary.

"His Master's Voice" Record Lists.

At the moment of writing, the "His Master's Voice" record supplement for December is not to hand. The efflux of time makes it somewhat late in the day to offer comment upon the company's issues for November, since this journal, apart from its home circulation, will not be in the hands of readers elsewhere throughout the world until about Christmas time. A word or two, however, may not come amiss. Each month's "H. M. V." program seems an advance upon its preceding issue. The November supplement is justifiably described as a "Gold Mine." It certainly is, if the names of such eminent artists as Caruso, Tetrazzini, Amato, Gluck, Kreisler, Zimbalist, etc., are any criterion. All these leaders in the world of music present celebrity contributions, apart from the listing of many other prominent items, which inspire dealers with confidence. The sales attributes of this list coincide with the enthusiasm of its compiler in so describing it as a gold mine. It is suggested that dealers might arrange for special recitals featuring the cream of the program. With the suggestion goes an offering of new electros of various sizes representing eye-compelling advertisements for use

(*Continued on page 70.*)

THE HOUSE OF MANY PARTS

WM. COOPER BROS., Ltd.

63 City Road, London, E. C. Also at Manchester and Cardiff

THE FAMOUS BRITISH-MADE

COLISEUM RECORDS

(10" and 12" double-sided)

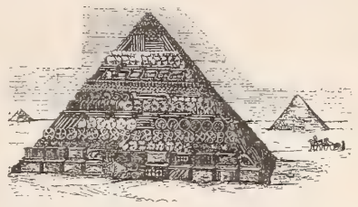
A large and varied choice of titles, over 1300 catalogued

The prevalent demand from all parts of the world for British records of merit encourages us to make a special offer to enterprising dealers able to handle large quantities. The Coliseum is a record of high tonal quality, bearing a large selection of splendidly recorded titles, including all the English and American "hits" by tip-top artistes who have established for themselves a big reputation. **Only real-selling titles listed.**

Our special offer together with lists and other interesting publicity matter sent free upon receipt of your trade card.

Reno

The Man of Many Parts



Accessories for any Machine Ever Made from the Year Dot to 1915

Favorite Record

Entirely British Made

Wide Selection of Up-to-date Titles
Best and Cheapest Record on the Market

Safiro Needle

Reproduces Best and Lasts Forever

The "Safiro" can be Used for any Sound-Box or Needle Cut Record

Order Sample Goods To-day

and

Write for New Illustrated Catalog

W. H. Reynolds (1915), Ltd.

Manufacturers of

Talking Machines, Records, Accessories and Motors

45 City Road, London, E.C., ENGLAND

THE EDISON-BELL
VELVET-FACE (VF) RECORD
DOUBLE-SIDED—NEEDLE-CUT—10 inch and 12 inch
IS THE SUPREME EFFORT OF GRAMOPHONIC ART

10 inch
2/6
12 inch
4/—

There are no faulty VFs as Every Record has to pass a crucial test before it is released for sale. The production is of the highest quality. The Titles and Subjects recorded are by the most prominent artistes in the Gramophone world.

If your jobber doesn't stock them try our Direct Service. It will pay you both for quality and price. Duty paid. For full particulars, Wholesale and Retail, apply to

J. E. HOUGH, Ltd., Edison Bell Works, Glengall Rd., Peckham, London, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 73).

in local journals to make known more widely the wonderful "H. M. V." value obtainable at the recently reduced prices.

An Elaborate New Publication.

"Supremacy—Being a Story of Leadership," is the title of a magnificent new work just published by "His Master's Voice" Co., of Hayes, Middlesex. It is said to be the most expensive booklet so far issued in the talking machine trade, a fact which no one who has seen it could dispute. I must admit I have never seen anything quite like it. The conception and carrying out of this splendid book fully justifies it being described as a work of art; nothing less. Interleaved with the story of "His Master's Voice" leadership in the domain of things gramophonic are beautiful pictures of all their cabinet models—art studies one may say, which convey the most natural expression of each instrument's appearance without, be it noted, the aid of colors. The moral of the story pertains to this, that it has taken the Gramophone Co. twenty years to perfect its instruments—twenty years of constant experiment—of ceaseless endeavor after improvement; this period to secure the loyalty and homage of the world's greatest artists. That being so, any comparison is not possible. "His Master's Voice" is supreme.

It is a powerful and convincing story, and I have little doubt but that it will fully accomplish the obvious desideratum at which the Gramophone Co. aims. Supplies of the book are being sent to "H. M. V." agents for judicious distribution.

W. H. Reynolds (1915), Ltd., Catalog.

Those having knowledge of the difficult position in which the British gramophone trade finds itself by reason of the shortage of supply parts and accessories will appreciate that it is in the nature of a triumph for any one firm to commit itself to the issue of a new catalog. As a matter of fact, few have dared to embark upon what after all can only be described as a somewhat daring venture. "Of many parts" is the slogan of the House of W. H. Reynolds (1915), Ltd., and, as if to substantiate its, by now, world-wide reputation in that respect, the company has produced and issued broadcast certainly one of the finest and most comprehensive catalogs within its history. To attempt anything like a complete review of this encyclopedic production would be impossible within the limit of the space at my disposal. Readers interested will best be advised to write Messrs. Reynolds, 45 City Road, London, E. C., for a copy. In it is itemized in great variety a hundred-and-one articles, such, for instance, as exterior horn, cabinet and hornless gramophones at all prices; tone-arms, inverted and otherwise; tone-arm rests; screws, bolts; sound-boxes; metal and wood horns; needles, steel and sapphire; record carrying cases; stylus bars; diaphragms, and dozens of replacement parts; springs; brakes; turn-tables; tools, etc., too numerous to mention. Almost anything required by the gramophone trade is obtainable at Reynolds'. The terms and conditions of trading are set forth in plain language.

On the record side the company features one of the best 10-inch double records on the market here at a competitive price. It is well named the "Favorite," on which is recorded every phase of vocal and instrumental music, covering an exceptionally wide choice of titles.

Russell Hunting Bound for China.

Following his recent visit to America in company with E. Pathé, Russell Hunting made but a brief stay in Paris prior to undertaking a special trip to China, where Pathé Frères have considerable business connections. The object is to further develop those interests, and I have no doubt that Mr. Hunting will do so to the best advantage of his company. In his absence G. Menke will take charge of the London office. For six years this gentleman had control of the Pathé interests in Holland, and has altogether been associated with the firm for some ten years. With such a wide experience as Mr. Menke possesses the British and Colonial trade interests of the house of Pathé are in good hands.

The Winner Co.'s December List.

The Winner Record Co.'s Christmas specials embrace band selections from the popular revue, "Shell Out" (2903), and from the musical comedy "The Only Girl" (2904). The Royal Court Orchestra are the interpreters, and this well-known orchestra do all that can be done to provide acceptable Christmas samples. On 2895 Stanley Kirkby sings "God Bring You Back" and "Christmas Bells of Hope," and on 2896 "Somewhere in France, Dear Mother," and "My Heart Is in the Trenches." No more appropriate selections could be offered to British families at the present time. "Dear Old Mother" and "There's a Light Burning in the Window" are sung by Robert Carr, whose clearness of voice and distinct enunciation is unrivaled. From the musical play "To-night's the Night" Doreen Herbert and Yorke give us the duet "They Didn't Believe Me" on disc 2901, and on the reverse side Cove and Thompson sing of "Jane." On 2905 that very useful vocalist Ted Yorke describes musically "John Bull's Christmas Tree" and "John Bull's Christmas Party." Anyone with national feeling hearing either of these will demand an encore. These selections will "catch on." The first section of the descriptive portion of the list contains "Christmas with the Kiltie Boys" (2894), in which the Scotch company sings snatches of various songs that will cause "Glesca' Chiels," "Sons o' Auld Reekie," "Ayrshire Gallants" and all the "Hielan' Laddies" to place their hands on their hearts to stay the throbbing. The six following items: (2897) "His Last Record" and "In the Good Old Days," (2898) "On a Cold and Frosty Morning" and "The Village Blacksmith" (not Longfellow's), and (2899) "Whitlock's Boarding House," parts 1 and 2, are offered by Billy Whitlock, Bluff and company. The humorous Billy works hard to please his patrons and has added to his repertoire half a dozen descriptive sketches flavored with the characteristics of the season. Altogether there are over one hundred and one subjects!

Sir Henry Wood Indorses Columbia.

What is undoubtedly a historic pronouncement upon the status of records as a musical achievement is embodied in the following letter sent by Sir Henry J. Wood to the Columbia Co. after hearing the records he made for it. Sir Henry wrote:

"I feel I must write you a few lines to express my warm approval of your orchestral records. In my opinion, they surpass anything yet attempted in orchestral recording, because the characteristics of each orchestral instrument make their due effect. There is also plenty of light and shade, and one realizes that it is a full modern orchestra that is playing, and not a brass band."

Seeing that Sir Henry J. Wood has persistently declined to make records for many years until the new Columbia recording process was brought to his notice, this valuable testimony is an unmistakable Columbia triumph.

The Columbia December supplement is another tower of strength. On the celebrity side it presents us with a striking list of artists, leading off with Mme. Clara Butt and following with the Beecham Symphony Orchestra, Pachmann, Ysaye, W. H. Squire, Mme. Stralia and a first record of the famous Russian basso, Vallier. On the popular side we have the "1812" overture by the Grenadiers, a "Bric-a-Brac" selection, a new recording by the Milan Symphony Orchestra, four records of carols, and new records by Jacobs' "Trocaderians." It is a list that should find much favor this month.

Pachmann's record on Columbia this month should enjoy immense popularity, for the great pianist treats us to his famous interpretation of the best known of all the Chopin nocturnes, that in E flat. It is a wonderful piece of work, and few will care to miss it.

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Talking Machine
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

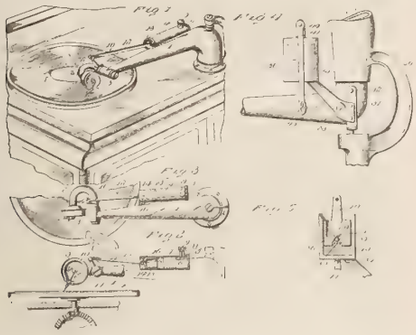
(Special to The Talking Machine World.)

WASHINGTON, D. C., December 5.—CUSHION FOR A SOUND BOX.—Henry C. Miller, Waterford, N. Y. Patent No. 1,155,945.

This invention relates to improvements in devices for preventing a sound box dropping on a record that is being reproduced on a talking machine.

The object of the invention is to provide a pneumatic cushion for a sound conveyor in such manner that when the usual tilting sound box is lowered it will gradually drop on the record without liability of scratching or otherwise mutilating the grooves. A further object is to provide a device which will preclude the accidental falling of the sound box with such force as would mutilate the face of the record.

In the drawings: Figure 1 is a perspective view illustrating the application of the invention. Fig. 2 is a vertical longitudinal section, taken through the cylinder, the sound box being in lowered position



in full lines, and in its elevated position in dotted lines. Fig. 3 is a plan view of the cushioning device. Fig. 4 is a detail side elevation of a modified form of the invention. Fig. 5 is an enlarged detail view thereof.

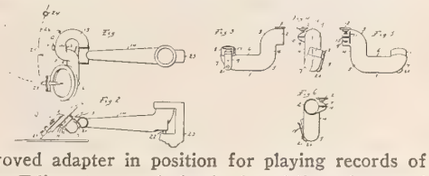
ADAPTER FOR TALKING MACHINES.—Pliny Catucci, Newark, N. J., assignor to A. F. Meisselbach & Bro., same place. Patent No. 1,156,130.

This invention relates to devices for use in connection with one of the well-known talking machines now on the market and is designed as an attachment to the tone arm of the machine so as to adapt the sound box for use in playing any kind of disc record now on the market. Such disc records are made in various ways, as, for example, by the well-known Berliner method, whereby the record groove is in the form of a zig-zag spiral groove of uniform depth impressed in the record. The best results with such record are obtainable by locating the sound box with its diaphragm in a plane perpendicular to the plane of the record disc, so that the stylus needle may vibrate literally across the direction of the record groove. Other records made in accordance with the well-known Edison method have the sound groove running in a spiral, but the sound waves are formed by a series of successive elevations and excavations within the groove. In this case the sound box must have its diaphragm located in a plane passing substantially through the center of the record disc, but intersecting said disc at an acute angle.

In order that the stylus needle of the sound box may properly track in the record groove, the parts must be adjusted so that the tone arm, swinging about its center, must carry the point of the stylus in an arc which passes through the center of the rotating disc record. If the stylus point varies materially from this arc, then it is liable to jump out of the groove and race across the face of the disc to the obvious injury of the record and certainly spoiling the rendition of the selection upon it.

It is the purpose of this improvement to provide a connection for the tone arm and sound box of a talking machine, whereby the same sound box may be utilized for the reproduction of records either of the Berliner type or of the Edison type; that is, the records in which the sound groove is a zig-zag spiral of uniform depth, or where the sound record is made by excavations and elevations.

Figure 1 illustrates a plan view of the tone arm and sound box of a talking machine with the im-

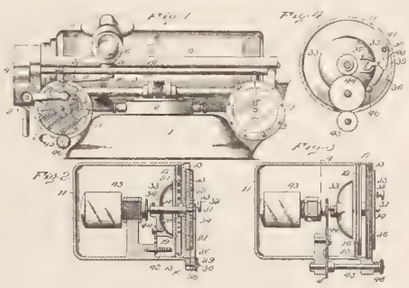


proved adapter in position for playing records of the Edison type, and also in dotted lines the sound box in position for playing records of the Berliner type. Fig. 2 is a side elevation of the same showing in dotted lines the position occupied by the sound box for the reproduction of records of the Berliner type. Fig. 3 is a top plan view of the improved adapter. Fig. 4 is a right-hand end view. Fig. 5 is a bottom plan view. Fig. 6 is an end plan view showing the means for securing the adapter to the tone arm of the talking machine in general use.

CORRECTION DEVICE FOR TALKING MACHINES.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,153,665.

This invention relates to talking machines, and more particularly to correction devices employed in machines used for dictation purposes, when the record is to be transcribed and it is desired by the dictator to impart certain information in regard thereto to the transcriber. For example, a record having a variety of matters thereon, among which may be a telegram or other rush work, may be delivered by the dictator to a transcriber, or the dictator may desire to have a correction made in matter already dictated, as by erasing or changing certain parts, etc.

The invention consists in a revoluble disc actuated by the sound-box carriage of the machine, and preferably so as to make one complete revolution during the time that the sound box is traveling the length of the record tablet, combined with means whereby the dictator may mark the disc at the point where a correction is to be made, telegram taken off or other desired matters attended to. This disc is removed from the dictation machine with the record, and is placed upon the transcriber's



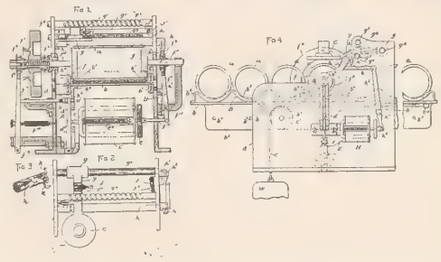
machine and, in co-operation with a fixed scale, indicates the position in which the transcriber is to place the sound box for taking off the telegram or other matter. The device is capable of being applied to any suitable talking machine provided with a traveling sound box.

In said drawings Figure 1 is a front elevation of a talking machine showing the invention applied thereto; Fig. 2 is a horizontal section through the correction device taken on the line 2—2 of Fig. 1, looking in the direction of the arrow, parts being shown in elevation; Fig. 3 shows the parts of the correction device in side elevation, and the inclosing chamber in central vertical section, and Fig. 4 is a vertical section of Fig. 3 on the line 4—4.

PHONOGRAPH.—George H. Underhill, Boston, Mass. Patent No. 1,158,750.

Many features of this invention have useful application to various types of such machines, including those employing but a single record, but this invention is particularly applicable and is herein illustrated with reference to one type of multiple record machine employing a plurality of cylindrical records adapted automatically and successively to be brought into reproducing or recording relation with reference to suitable reproducing or recording mechanism, the latter being caused automatically to traverse the face of each record as the same is presented.

In the drawings Figure I is a central vertical section partially broken away, showing the prin-



cipal operating parts of a phonograph embodying one form of the invention; Fig. 2 is a plan showing principally the sound-box traversing mechanism in the phonograph illustrated in Fig. 1; Fig. 3 is a detail of the mechanism for lowering the sound-box on its return to its initial position, and Fig. 4 is a side elevation, partially broken away, of the instrument shown in Fig. 1.

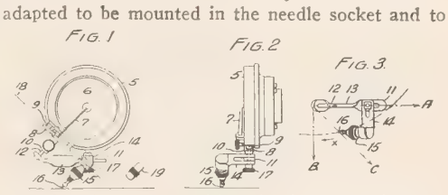
ATTACHMENT FOR GRAMOPHONES.—Sylvain Dayan, Montreal, Quebec. Patent No. 1,160,146.

This invention relates to improvements in attachments for gramophones, and the object is to provide a device by means of which any gramophone designed to use a steel needle may be equipped with a jeweled needle.

Two types of disc records are manufactured for gramophones, one having lateral undulations in the groove; that is, undulations on the side of the groove, and the other having undulations in the bottom of the groove. The former type is adapted for steel needles and the latter jeweled needles. It will thus be seen that an entirely different motion is transmitted to the sound-box diaphragm by the two types of record, and therefore a sound-box adapted for the type of record producing lateral vibrations will not operate if used on a record producing vertical vibrations.

The attachment forming the subject of the present invention is a means for transforming vertical vibrations into lateral vibrations, necessary to a sound-box adapted to receive only lateral vibrations.

The device consists essentially of a short arm adapted to be mounted in the needle socket and to



extend under the sound-box in the same plane as the sound-box diaphragm. This arm carries an offset socket containing the jeweled needle, the offset being such that the movement of the needle with the undulations of the record imparts a rolling motion to the arm which is transmitted to the sound-box in the proper direction.

In the drawings which illustrate the invention Figure 1 is a front elevation of a sound-box with the attachment in place. Fig. 2 is a side elevation. Fig. 3 is a plan view of the attachment.

GRAMOPHONE.—Reginald Warren, de la Rue, Newmarket, England. Patent No. 1,160,268.

This invention relates to the starting and stopping of the electric motors by which gramophones are sometimes driven.

The term "gramophone" is intended to include all talking machines of a simliar type in which a rotating record disc is used.

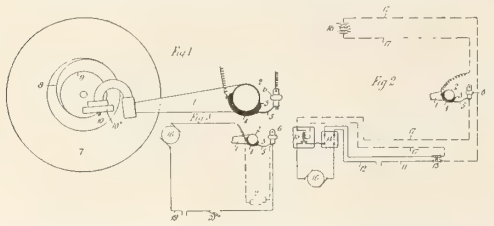
According to this invention, an electric circuit is made and broken by the movement of the tapered arm carrying the sound-box, and the electric motor

(*Continued on page* 72.)

LATEST PATENTS RELATING TO TALKING MACHINES—(Continued from page 71).

for driving the gramophone is thereby started and stopped.

In one way of carrying out the invention the current is led by a brush carried by a bracket on a stationary part of the gramophone to a segment of conducting material secured to but insulated from the vertical part of the tapered arm, the segment being so arranged that the circuit is made when the arm is placed in the starting position, and broken when the tune or reproduction is finished. In order to insure a complete break in the circuit the needle is guided to the center of the record at the end of the reproduction by a groove or a raised line. To minimize the sparking between the segment and brush which causes a roughness which interferes with the swinging of the arm, a relay is employed operated by a battery of small E. M. F. to



make and break the current which operates the motor, or in place of a relay a condenser is connected to the segment and brush.

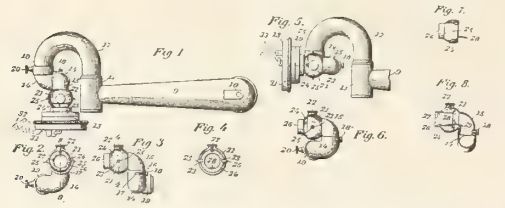
In the drawings which illustrate the invention Figure 1 is a diagrammatic view showing the conducting segment on the tapered arm of a gramophone, the circuit being broken. Fig. 2 is a diagram showing the electrical connections. Fig. 3 is a diagram showing an alternative method for minimizing sparking when the circuit is broken.

Reproducer Support for Graphophones.—George C. White, Baltimore, Md. Patent No. 1,160,803.

This invention relates to an improved means for sustaining reproducers of graphophones.

The object of the invention is to provide an improved means for sustaining reproducers so as to enable the same to have a freedom of movement not heretofore permitted and to also provide a reproducer support that will enable the reproducer to have a playing position substantially tangential with respect to the grooves in the record disc, or substantially crosswise of the said disc grooves.

At the present time two distinct forms of record discs are employed and commercially known as Victor or Columbia records and Edison records. In the case of the Victor and Columbia records the side wall of the record disc groove is provided with irregularities with which the reproducer



needle coacts so as to reproduce the sound. In the case of the Edison records the grooves of the disc are provided with irregularities in the bottom of the groove. In the Victor and Columbia discs the grooves of which have an irregular side wall, the reproducer in practice is sustained vertically so that its diaphragm will have position substantially tangential with respect to the grooves, whereas in the case of the Edison discs with the grooves of irregular bottom, the reproducer in practice is sustained in a horizontal position. The respective positions of the reproducers with respect to the two forms of grooves as above noted are necessary.

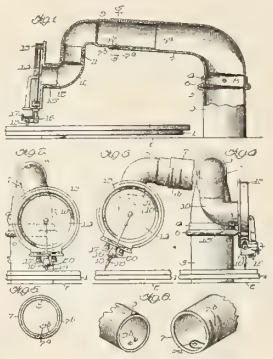
This invention, therefore, has for its object to provide a reproducer support of such construction that the reproducer may be carried so as to operate with disc records of either of the types referred to.

With these and other objects in view, the invention is illustrated in the accompanying drawing, wherein Figure 1 shows in top plan a conventional reproducer arm of the Victor type to which the improved device is attached, the reproducer being in position to operate with either a Victor or Columbia disc record. Fig. 2 illustrates a side elevation of the improved attachment with the reproducer detached. Fig. 3 shows a rear elevation of the same. Fig. 4 illustrates a cross-sectional detail on the line 4—4 of Fig. 3. Fig. 5 shows a top plan of the attachment carrying the reproducer and in position to co-operate with a disc record of the Edison type. Fig. 6 shows the same in side elevation with the reproducer removed. Fig. 7 illustrates in side elevation a detail of the universal ball part of the joint on which the reproducer is to be attached, and Fig. 8 shows a vertical sectional detail through the attachment, the section being taken on the line 8—8 of Fig. 2.

Talking Machine.—Theodor Isaac, Chicago, Ill., assignor of two-thirds to Louis Schram and Jacob Rothschild. Patent No. 1,160,998.

This invention relates to talking machines, and more particularly to the tone arm and sound-box thereof, the object of the invention being to provide a construction such that the sound-box may be quickly and easily adjusted to play records either of the Berliner type, in which the groove has lateral vibrations, or of the Edison type, in which the groove has vertical vibrations—that is, variations in depth. As a result of this invention the machine may be quickly adjusted to play records differing as to type of groove and records varying as to feed—records such as those commercially known as Victor and Columbia records feeding from the circumference of the disc toward the center, and others such as the Pathé Frères feeding from the center toward the circumference.

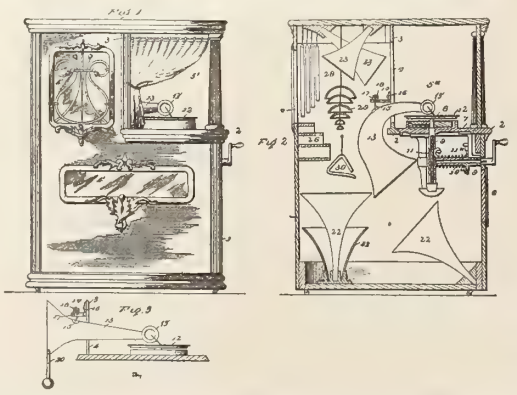
Another object of the invention is to provide a



needle holder and a jewel holder on the sound-box so constructed that when the needle is in place it will hold the jewel up out of contact with the record, and when the needle is removed the jewel may be lowered into contact with the record.

Figure 1 is a longitudinal section of a tone arm and sound-box employing the invention. The parts are adjusted for the playing of an Edison type disc record. Fig. 2 is an end view looking toward the right in Fig. 1. Fig. 3 is a side elevation of the sound-box and adjacent portion of the tone arm showing the parts adjusted to play a Berliner type record. Fig. 4 is a view looking toward the right in Fig. 3. Fig. 5 is a sectional view of the tone arm taken on the line 5—5, Fig. 1. Fig. 6 shows in perspective the interfitting portions of the tone arm.

Cabinet Sound-Reproducing Machine.—Henry C. Miller, Waterford, N. Y., assignor to the Victor



Talking Machine Co., Camden, N. J. Patent No. 1,159,978.

This invention relates to improvements in cabinet sound-reproducing machines. The object is to provide means, inclosed within a sound-chamber, to amplify and improve the reproduced sound.

A further object of the invention is to provide improved means for supporting the amplifying horn, to permit the sound-box to be moved in any convenient direction.

In the drawings Figure 1 is a front elevation. Fig. 2 is a transverse section. Fig. 3 is a detailed view showing the improved mounting employed with a different form of amplifier.

Machine for Recording and Reproducing Sound.—John H. P. Haines, New York. Patent No. 1,158,917.

This invention relates to sound-reproducing apparatus of any sort where a record medium is continuously rotated and a sound-recording or reproducing device is displaced gradually over the surface of the record medium. A spring or other motor has been ordinarily employed for rotating the record medium, and displacing the sound-recording or reproducing device.

ELECTRIC SIGNS AS TRADE HELPS.

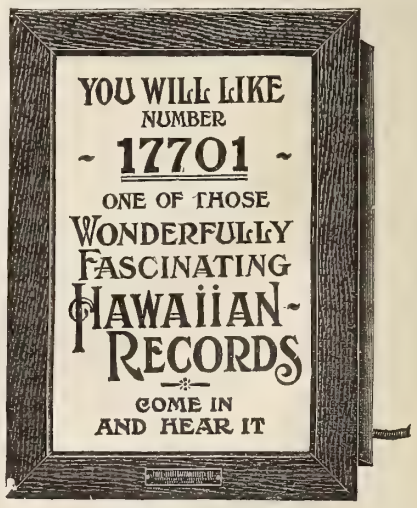
Some Specialties of C. Bruno & Son, Inc., That Are Making a Wide Appeal.

There is considerable activity in electrical circles tending to the sale of things electrical and the more

Bruno Electric Sign.

universal use of electricity. In the talking machine field there is evidence that the phonograph with electric motor is becoming more popular all the while. Electric signs for the sale of talking machines are likewise being used more and more by dealers who are alive to the fact that the eyes of the passers-by are quickly attracted to the window display, which oftentimes leads to more sales.

C. Bruno & Sons, Inc., 353 Fourth avenue, New



Bruno Electric Sign.

York, offer two electric signs at the low price of $5, with low cost of operating. These are 10¼ by 14½ inches, about the right size to be attractive and yet unobtrusive. Charles F. Bruno, treasurer, reports a great desire on the part of dealers to secure these signs, particularly because these are what are termed "duplex signs"—they show one ad when unlighted, and when the light goes on another advertisement appears.

RECORD BULLETINS FOR JANUARY, 1916.

THE VICTOR TALKING MACHINE CO.

POPULAR SONGS.

No. Size.

17903 If it Takes a Thousand Years (J. Keirn Brennan-E. R. Ball) .....Jas. Reed-J. F. Harrison 10
Could the Dreams of a Dreamer Come True (Jeff Branen-Arthur Lange).....
George Wilton Ballard 10

17904 Alagazam (To the Music of the Band) (Andrew B. Sterling-Harry Von Tilzer) .....
Peerless Quartet 10
When Old Bill Bailey Plays the Ukulele (Chas. McCarron-Nat. Vincent).....Peerless Quartet 10

17885 Ballymooney, from "Chin-Chin" (Trooper Terence Lowry) .....Billy Murray 10
I've Been Floating Down the Old Green River (Bert Kalmer-Joe Cooper).....Billy Murray 10

17896 Piney Ridge (Ballard Macdonald-Halsey K. Mohr) .....Irving Kaufman 10
All I Can Do is Just Love You (Clarke-McCarthy-Monaco).....Irving Kaufman 10

17900 Along the Rocky Road to Dublin (Joe Young-Bert Grant) .....American Quartet 10
Molly, Dear, It's You I'm After, from "The Girl from Utah" (Frank Wood-Henry E. Pether) .....Orpheus Quartet 10

TWO POPULAR SELECTIONS BY PIETRO.

17895 Success Medley "Alabama Jubilee," "Tulip Time in Holland" (Accordeon Solo).....
Pietro Deiro 10
Melody Rag (Pietro).....Pietro Deiro 10

JANUARY DANCE RECORDS.

35500 Angel's Dream—Waltz (A. Herman) "Angel's Serenade" (Braga), "Spring Song" (Mendelssohn), "Kreutzer Sonata" (Beethoven), "Nocturne" (Chopin, Op. 9, No. 2) (Patrick Conway, Director).....Conway's Band 12
Nightingale Waltz, from C. Zeller's Comic Opera "The Tyrolean" (Czibulka) (Patrick Conway, Director) .....Conway's Band 12

17692 Chutney—Fox Trot (Theo. Morse).....
Victor Military Band 10
Sugar Lump—Fox Trot (Fred M. Bryan).....
Victor Military Band 10

THE VICTOR ENGAGES THE IMPERIAL QUARTET OF CHICAGO.

17872 My Ain Folk (L. G. Lemon)...Imperial Quartet 10
A Perfect Day (Carrie Jacobs-Bond).....
Imperial Quartet 10

17873 The Cross Bow ("It Takes Nine Tailors to Make a Man," from "Robin Hood" (De Koven)....
Imperial Quartet 10
Way Down Yonder in the Cornfield.....
Imperial Quartet 10

VOCAL AND INSTRUMENTAL HAWAIIAN RECORDS.

17867 Poli Pumehana (Press Me to Thy Bosom) (Jos. Koahiki) Hawaiian Sextet with Native Instruments .....Toots Paka Hawaiian Troupe 10
Ko Maka Palupanu (Soft Eyes) Hawaiian Sextet with Native Instruments.....
Toots Paka Hawaiian Troupe 10

17892 My Girl of Paradise (Irving Berlin) Hawaiian Guitars. .....Helen Louise-Frank Ferera 10
Kawaihau Waltz (Mekia Kealakai) Hawaiian Guitars. .....Helen Louise-Frank Ferera 10

MORE OLD-TIME SONGS BY GARDNER.

17888 Long, Long Ago (T. Haynes Bayly) Violin Solo.
Samuel Gardner 10
Darling Nellie Gray (B. R. Hanby) Violin Solo.
Samuel Gardner 10

TWO ATTRACTIVE WHISTLING AND SINGING DUETS.

17891 Whistle While You Walk, with Whistling Specialty (Belmont).....Murray and Belmont 10
Blue Jay and the Thrush (with Whistling) (Belmont) .....Murray, Harlan and Belmont 10

TWO NEW RECORDS BY NAT. M. WILLS.

17894 Parody on Eight Familiar Songs...Nat M. Wills 10
A Father of 36 (Humorous Monologue).....
Nat M. Wills 10

TWO OF PERCY GRAINGER'S POPULAR DANCES.

17897 Shepherd's Hey (Morris Dance Tune) ("British Folk Music" No. 16) (Percy Aldridge Grainger) With Harp and Xylophone accomp.....
Victor Concert Orchestra 10
Irish Tune from County Derry ("British Folk-Music" No. 15) (Percy Aldridge Grainger)..
Victor Concert Orchestra 10

ANOTHER McKEE TRIO COMBINATION.

17898 A Little Bit of Heaven (Ernest R. Ball). Violin, 'Cello and Piano accomp.....McKee Trio 10
Where the River Shannon Flows (Jas. I. Russell) Violin, 'Cello and Piano accomp...McKee Trio 10

TWO NEW ORPHEUS RECORDS.

17899 A Stein Song (Richard Hovey-Fred'k F. Bullard)
Orpheus Quartet 10
Swing Along (Will Marion Cook).....
Orpheus Quartet 10

TWO NEW SOUSA MARCHES BY SOUSA'S BAND.

17901 New York Hippodrome March (John Philip Sousa.).....Sousa's Band 10
The Pathfinder of Panama March (John Philip Sousa).....Sousa's Band 10

CONWAY PLAYS TWO FAMOUS COMPOSITIONS.

35505 Finlandia (Tone Poem) (Jean Sibelius, Op. 26; No. 7) (Patrick Conway, Director).....
Conway's Band 12
Fackeltanz (Torchlight Dance) (Meyerbeer) (Patrick Conway, Director)....Conway's Band 12

TWO SUPERB INSTRUMENTAL NUMBERS.

35508 Stabat Mater—Inflammatus (Rossini) (Cornet Solo).....Michele Rinaldi 12
Serenade (Schubert) (Cornet Solo by Rinaldi)
Vessella's Italian Band 12

A SUPERB ORCHESTRA RECORD OF THE COMPLETE POET AND PEASANT OVERTURE.

35509 Poet and Peasant Overture—Part I (Franz Von Suppé) (Arr. by Chas. J. Roberts).....
Victor Concert Orchestra 12
Poet and Peasant Overture—Part 2 (Franz Von Suppé) (Arr. by Chas. J. Roberts).....
Victor Concert Orchestra 12

TWO SPECIALTIES BY GOLDEN AND MARLOWE.

35504 The Insect Powder Agent (Comic Specialty with Banjo) .....Golden and Marlowe 12
Henry Attempts Suicide (Darky Specialty with Banjo) .....Golden and Marlowe 12

TWO SPLENDID GOSPEL SONG MEDLEYS.

35510 Gospel Songs, No. 1—Moody and Sankey Hymns: Chorus, "Pull for the Shore"; Solo and Chorus, "In the Sweet Bye-and-Bye"; (Webster); Duet, "Almost Persuaded" (Bliss); Chorus, "Hold the Fort"; Quartet, "Where Is My Wandering Boy To-night" (Lowry); Chorus, "Beulah Land" (Sweeney); Chorus, "God Be With You" (Tomer); .....
Victor Mixed Chorus 12

Gospel Songs, No. 2—Billy Sunday Hymns: Chorus, "I Am Coming Home" (Ackley); Solo, "I Walk with the King" (Ackley); Chorus, "If Your Heart Keeps Right" (Ackley); Solo and Chorus, "De Brewer's Big Hosses" (Herbert); Duet, "Sweeter as the Years Go By" (Mrs. C. H. Morris); Chorus, "Since Jesus Came Into My Heart" (Gabriel); Chorus, "Brighten the Corner Where You Are" (Gabriel) .....Victor Mixed Chorus 12

NEW EDUCATIONAL RECORD.

55060 Tell Me, Where Is Fancy Bred, Casket Scene from "Merchant of Venice" (Shakespeare-Sir John Stevenson). 'Cello, Flute and Harp accomp.....Lucy I. Marsh-Reinald Werrenrath 12
Yon Spotted Snakes, from "Midsummer Night's Dream"—Act II, Scene 3 (Shakespeare-Mendelssohn) .....Victor Women's Chorus 12

BLUE LABEL RECORDS.

Two New Irish Ballads by MacFarlane.

45074 My Own Home Town in Ireland (Bartley Costello-Alfred Solman).....George MacFarlane 10
Ireland (Wm. J. McKenna-August Kleineke)..
George MacFarlane 10

Two Operatic Airs by Althouse.

45076 Die Walküre—Siegmund's Liebeslied (Siegmund's Love Song) (Act I) (Wagner) In German....
Paul Althouse 10
La Gioconda—Cielo e mar (Heaven and Ocean) (Act II) (Ponchielli) In Italian.....
Paul Althouse 10

NEW RED SEAL RECORDS.

A Favorite Ballad by McCormack.

64405 Somewhere a Voice is Calling (Eileen Newton-Arthur F. Tate). Tenor Solo in English.....
John McCormack 10

64480 Noche Serena (Calm Night) (Mexican Folk Song). Baritone Solo in Spanish.....
Emilio de Gogorza 10

Martinelli Sings the "Masked Ball Barcarolle"

64487 Ballo in Maschera—Barcarola "Di tu se fedele" (Masked Ball "The Waves Will Bear Me") (Act I, Scene 2) (Verdi). Tenor Solo in Italian. .....Giovanni Martinelli 10

An Operatic Air by Mme. Culp.

64490 Samson et Dalila—Mon coeur s'ouvre à ta voix (Samson and Delilah—My Heart at Thy Sweet Voice) (Act II) (Saint-Saëns) Contralto Solo, 'cello obligato by Rosario Bourdon, in French
Julia Culp 10

A Favorite Cadman Song by Williams

64516 From the Land of the Sky-Blue Water, from "American Indian Songs" (N. R. Eberhart-C. W. Cadman). Tenor Solo in English.....
Evan Williams 10

An Eighteenth Century Gem by Powell.

64520 Tambourin (Jean Marie Leclair) Violin Solo, pianoforte by George Falkenstein. Maud Powell 10

Two New Elman Records.

64530 In a Gondola—Impromptu (Elman)..Violin Solo, pianoforte by Walter H. Golde..Mischa Elman 10

74455 Spanish Dance (Spanische Tanze—Op. 22, No. 3) (Sarasate). Violin Solo, pianoforte by Walter H. Golde.....Mischa Elman 12

Braslau Sings a Popular Concert Song.

74456 Oh, Dry Those Tears (Teresa Del Riego). Contralto Solo in English.....Sophie Braslau 12

A Favorite Temple Song by Hamlin.

74457 Love's Nocturne (F. E. Weatherly-Hope Temple) Tenor Solo in English, with 'cello and harp accomp.....George Hamlin 12

Gluck and Zimbalist Present the Famous "Monotone."

87208 The Monotone (Ein Ton) (Op. 3, No. 3) (P. Cornelius). Soprano Solo in English, with Violin accomp.; pianoforte by Sam Chotzinoff.....
Alma Gluck and Efrem Zimbalist 10

A New "Rosary" by Schumann-Heink.

87221 The Rosary (Nevin). Contralto Solo in English.
Ernestine Schumann-Heink 10

A Neapolitan Number by McCormack and Kreisler.

87231 Carmè (Canto Sorrentino) (Arr. by G. B. de Curtis. Tenor Solo in Italian, Violin accomp.
John McCormack and Fritz Kreisler 10

COLUMBIA GRAPHOPHONE CO.

Popular Hits of the Month.

A1864 I Think We've Got Another Washington (Wilson Is His Name) (Fairman). Orch. accomp.....
Peerless Quartet 10
Soldier Boy (Morse). Tenor and Baritone Duet, orch. accomp.....
Billy Burton and Herbert Stuart 10

A1865 Alagazam (To the Music of the Band) (H. Von Tilzer). Orch. accomp.....Peerless Quartet 10
When Old Bill Bailey Plays the Ukulele (McCarron and Vincent). Orch. accomp.....
Peerless Quartet 10

A1842 America, I Love You (Gottler). Tenor Solo, orch. accomp. .....Sam Ash 10
I'm Simply Crazy Over You (Schwartz). Soprano and Tenor Duet, orch. accomp.....
Louise MacMahon and Sam Ash 10

A1870 Out of a City of Six Million People (Vincent). Song Monologue, orch. accomp.....
Margaret Farrell 10
I'm Homesick (H. Von Tilzer). Tenor Solo, orch. accomp. .....George O'Connor 10

A1869 Keep the Home Fires Burning Till the Boys Come Home (Novello). Tenor and Baritone Duet, orch. accomp.....
Reed Miller and Frederick Wheeler 10
On the Road to Happiness (Albert Von Tilzer). Tenor Solo, orch. accomp.....Sam Ash 10

A1867 Come Back to Old Kentucky (Taylor). Tenor Duet, orch. accomp.....
Albert Campbell and Henry Burr 10
You'd Never Know That Old Home Town of Mine (Donaldson). Baritone and Tenor Duet, orch. accomp...A. Collins & B. G. Harlan 10

A1868 If You Only Had My Disposition (A. Von Tilzer). Tenor and Soprano Duet, orch. accomp.
Sam Ash and Edith Chapman 10
Hello, Boys (Harry Von Tilzer). Tenor Solo, orch. accomp. .....Dan W. Quinn 10

Dance Records of the Month.

A5739 Universal Fox Trot (Rosey). Introducing: "Some Beautiful Morning,"....Prince's Band 12
America, I Love You Medley—One-step, introducing "When You Were a Baby and I Was the Kid Next Door".....Prince's Band 12

A5740 Harry Von Tilzer Medley (H. Von Tilzer)—One-step, introducing "Alagazam," "Close to My Heart," "Hello, Boys," and "I'm Back Again" .....Prince's Band 12
Good Scout (Kaufman)—One-step. Prince's Band 12

A5738 That Soothing Symphony Medley (Snyder)—Fox Trot, introducing "I'm Simply Crazy Over You," "Don't Blame Me for What Happens in the Moonlight,".....Prince's Band 12
The Kangaroo Hop (Morris)—Fox Trot.....
Prince's Band 12

A5741 Princess Pat (Victor Herbert)—Medley Waltz. Introducing "Ballet Suite," "Encore Song," "Estellita Waltz," and "Love Is Best of All."
Prince's Orchestra 12
Valse Celestia (L. O. Smith)..Prince's Orchestra 12

Two Humorous Descriptives.

A1838 Greetings in Bingville (Knight)—Descriptive...
Ada Jones, Byron G. Harlan, Steve Porter and Harlan Knight 10
The Trial of Joshua Brown (Knight).—Descriptive. Orch. accomp.....
Ada Jones, Steve Porter and Harlan Knight 10

Schubert's Immortal "Unfinished" Symphony.

A5748 Symphony in "B" Minor (Schubert). "Unfinished." First Movement, Allegro Moderato...
Prince's Orchestra 12
Symphony in "B" Minor (Schubert). "Unfinished." Second Movement, Andante con moto.
Prince's Orchestra 12

A Coupling of Christian Science Hymns.

A5737 Shepherd, Show Me How to Go (Christian Science Hymn).....Beecher Burton 12
Just for Today (Christian Science Hymn).....
Beecher Burton 12

Stupendous Orchestral Recordings of Operatic Gems.

A5736 I Lombardi (Verdi). "Pilgrim's Chorus"....
Prince's Orchestra 12
Largo (Handel).....Prince's Orchestra 12

BLUE-LABEL DOUBLE-DISC RECORDS.

Initial Recordings of Marie Sundelius, Famed Concert Artist.

A1875 Mary of Allendale (Hook). (Old English Ballad). Soprano Solo, orch. accomp.....
Marie Sundelius 10
Take Me, Jamie, Dear (Bischoff). Soprano Solo, orch. accomp.....Marie Sundelius 10

Anita Rio "American Festival Soprano" Makes First Recordings.

A1872 Slumber Boat (Gaynor). Soprano Solo, orch. acomp. .....Anita Rio 10
Four-Leaf Clover (Brownell). Soprano Solo, orch. accomp. .....Anita Rio 10

Montague Glass Writes a "Cohen" Sketch.

A1863 Cohen Telephones the Health Department (Montague Glass). Comedy Monologue. Joe Hayman 10
Serenade (Jensen).....Prince's Orchestra 10

A Delightful Group of Instrumental Novelties.

A1874 Kilima Waltz. Hawaiian Guitar (Ukulele) Duet
Palie K. Lua and David Kaili 10
Hawaiian Hotel (Nainas). Hawaiian Guitar (Ukulele) Duet..Palie K. Lua and David Kaili 10

A1879 Maui Girl. .....Toots Paka Hawaiian Co. 10
Kai Malino .....Toots Paka Hawaiian Co. 10

A1880 Julia Waltz (Hurtado).....Royal Marimba Band 10
Guatemalian Girls March (Hurtado). .....
Royal Marimba Band 10

A1878 Sweet Genevieve (Tucker). Celesta Solo.....
Charles A. Prince 10
The Switzer's Farewell (Linley). Celesta Solo.
Charles A. Prince 10

More of Karl Jörn's Lyric Singing.

A1840 Morgen Hymne (Morning Hymn). Tenor Solo, in German, with orch.....Karl Jörn 10
Schlummerliedchen (Slumber Song). Tenor Solo, in German, with orch.....Karl Jörn 10

A1841 Wenn Die Schwalben Heimwarts Ziehn (When the Swallows Homeward Fly). Tenor Solo, in German, with orch.....Karl Jörn 10
Jägerleben (Hunter's Life). Tenor Solo, in German, with orch. .....Karl Jörn 10

Descriptives with Many Orchestral Brilliancies.

A1877 A Love Episode in Birdland (Bendix). "The Gentle Dove" Descriptive...Prince's Orchestra 10
A Love Episode in Birdland (Bendix). "The Merry Lark" (A Joyous Flight). Descriptive .....
10

Negro "Spirituals" by the Famous Fisk University Jubilee Singers.

A1883 Swing Low Sweet Chariot.....
Fisk University Male Quartet 10
Shout All Over God's Heaven .....
Fisk University Male Quartet 10

Favorite Songs by Favorite Quartets.

A1881 Nellie Dean (Armstrong). Orch. accomp.....
Columbia Stellar Quartet 10
I'se Gwine Back to Dixie (C. A. White). Orch. accomp. .....Peerless Quartet 10

Exceptional Harmonies in Inspired Part Songs.

A1871 The Long Day Closes (Arthur Sullivan).....
Columbia Mixed Quartet 10
The Lamp in the West (Horatio Parker).....
Columbia Mixed Quartet 10

Two Clever Compositions by Barrere Ensemble.

A1839 Salut D'Amour (Elgar) Op. 12. Flute Solo, accomp by Barrere Ensemble....Geo. Barrere 10
Serenade Badine (Marie). Flute Solo, accomp. by Barrere Ensemble.....George Barrere 10

Records by Irene Franklin, Vaudeville's Leading Comedienne.

A1873 Red Head (Burton Green). Soprano Solo, piano accomp. by Burton Green.....
Irene Franklin 10
All Wrong (The Wail of a Chorus Lady) (Irene Franklin-Burton Green). Soprano Solo, piano accomp. by Burton Green.....Irene Franklin 10

Instrumental Numbers of Unusual Interest.

A1884 Dialogue for Three (J. Val Hamm). Flute, clarinet & oboe trio. ..Columbia Instrumental Trio 10
Serenade (Titl). French horn and flute duet, orch. accomp.....Gus Wagner & M. P. Lufsky 10

A1882 Under a Peaceful Sky (Von Blon).Prince's Band 10
New Colonial March (Hall).....Prince's Band 10

A1876 Scots Wha Hae (Words by Burns). Baritone Solo, orch. accomp.....Albert Wiederhold 10
Bonnie Dundee (Words by Sir Walter Scott). Baritone Solo, orch. accomp.....
Albert Wiederhold 10

A New Year Special—Two Arrangements of Tennyson's Immortal Poem.

A5745 Ring Out Wild Bells (Chopin). Soprano Solo, with orch. accomp. .....
Grace Kerns-Columbia Male Quartet 12
Ring Out Wild Bells (Gounod). Orch. accomp.
Columbia Oratorio Chorus 12

Vocal Gems from Two Piquant Operettas.

A5743 La Mascotte (Audran). Vocal Gems. Orch. accomp.....Columbia Light Opera Co. 12
Olivette (Audran). Vocal Gems. Orch. accomp.
Columbia Light Opera Co. 12

Two Superb Vocal Male Octets.

A5742 In Vocal Combat (Dudley Buck) Orch. accomp.
Columbia Male Octet 12
Land-Sighing (Grieg). Orch. accomp.....
Columbia Male Octet 12

Eloquent Interpretations of "The Lost Chord" and "The Holy City."

A5744 The Lost Chord (Arthur Sullivan). Orch. accomp. .....Columbia Stellar Quartet 12
The Holy City (Adams). Orch accomp.....
Columbia Mixed Quintet 12

SYMPHONY DOUBLE-DISC RECORD.

Oscar Seagle Makes New Music of Old Melodies.

(*Continued on page 74.*)

RECORD BULLETINS FOR JANUARY—(Continued from page 73).

A5747 Oh, Dry Those Tears (Teresa del Riego) Baritone Solo, orch. accomp.....Oscar Seagle 12
Turn Ye to Me (Old Scotch Melody). Baritone Solo, orch. accomp.....Oscar Seagle 12

NEW EDISON DIAMOND DISC RECORDS.

50274 Little Orphant Annie, and an Impromptu Fairy-Tale (Riley). Recitation....Harry E. Humphrey
Mister Hop-Toad, and the Tree-Toad (Riley). Recitation.....Harry E. Humphrey
50277 I Like Your Town (Weston-Bedford)..Glen Ellison
Wee Little House That You Live In (Mellor-Gifford-Godfrey).....Glen Ellison
50281 Laughing Love (Christine) Whistling Solo.....Charles Crawford Gorst
Oberammergauer Polka..Oberammergauer Zither Trio
50297 My Hula Maid—The Passing Show of 1915 (Edwards). Soprano and Tenor Duet.....Gladys Rice and Irving Kaufman
Somebody Knows (H. Von Tilzer). Tenor and Bass Duet.....Harry Mayo and Harry Tally
50299 Josephine Polka (Koesseldorfer).....Oberammergauer Zither Trio
Kalima Waltz—Hawaiian Guitars.....Wiliam Smith and Walter K. Kolomoku
50301 My Sweet Adair (Gilbert-Friedland). Tenor Solo .....Walter Van Brunt and Chorus
When I Leave the World Behind (Berlin). Baritone. .....Glen Ellison
50302 O Little Town of Bethlehem (Redner). Mixed Voices.....The Carol Singers
Once in Royal David's City (Gauntlett). Mixed Voices .....The Carol Singers
50303 Angels From the Realms of Glory (Smart). Mixed Voices .....The Carol Singers
It Came Upon the Midnight Clear (Willis). Mixed Voices. .....The Carol Singers
50304 Hallelujah Chorus—Messiah (Handel).Sodero's Band
O Come, All Ye Faithful (Adeste Fideles). Reading .....Sodero's Band
50305 Ragging the Scale—Fox Trot (Claypoole). For dancing .....Jaudas' Society Orchestra
Whistling Rufus—One-step (Mills). For dancing .....Jaudas' Society Orchestra
50306 Emancipation Handicap—Descriptive (Mohr). Baritone and Tenor Duet.....Arthur Collins and Byron G. Harlan
Scene at a Dog Fight..Gilbert Girard & Steve Porter
50307 If You Can't Sing the Words You Must Whistle the Tune (Darewski). Tenor Solo...Billy Murray
I'm a Lonesome Melody (Meyer). Tenor Solo...George Wilton Ballard and Chorus
80204 He Lifted Me (Gabriel). Mixed Voices.....Metropolitan Quartet
Let the Lower Lights be Burning (Bliss). Mixed Voices .....Metropolitan Quartet
80207 Légende (Wieniawski). Violin Solo...R. Czerwonky
Liebesfreud (Kreisler). Violin Solo....R. Czerwonky
80231 Fall In! (Cowen). Baritone Solo.....V. Archibald
John Bull's Catechism (Johnston). Baritone....Arthur Crane and Male Chorus
80252 Good-Bye (Tosti). Soprano Solo.....Anita Rio
Ma Curly-Headed Babby (Clutsam). Contralto Solo.....Beatrice Collin and Chorus
80266 Die heilige Nacht (Silent Night). (Gruber). Male Voices .....Manhattan Quartet
Am Rheim und beim Wein (Rhein-Wine Song) (Ries). Baritone Solo in German....Otto Goritz
80273 Call of the Motherland (Miller). Baritone Solo. Frederick Wheeler and Male Chorus
We'll Never Let the Old Flag Fall (Kelly). Baritone Solo.....Frederick Wheeler and Male Chorus
80275 Carmena—Vocal Waltz (Wilson-Richards). Mixed Voices .....Metropolitan Quartet
Spring Flowers (Mattiozzi). Soprano Solo....Mary Carson
80276 Abide With Me (Monk). Soprano and Baritone Duet.....Elizabeth Spencer and Thomas Chalmers
When the Roll is Called Up Yonder (Black). Tenor and Baritone Duet with Mixed Quartet. John Young and Frederick Wheeler
80277 Recitative and Chorus—Messiah (a) There were Shepherds; (b) Glory to God—Chorus (Handel). Soprano Solo..Anita Rio and Oratorio Chorus
Open the Gates of the Temple (Knapp). Tenor Solo .....Hardy Williamson
82087 Addio del passato (Farewell to the Bright Visions)—La Traviata (Verdi). Soprano Solo in Italian .....Alice Verlet
Explanatory Talk for Addio del Passato.
82096 All Hail, Thou Dwelling Lowly—Faust (Gounod) Tenor Solo.....Paul Althouse
Habanera—Carmen (Bizet). Contralto Solo in French .....Margaret Keyes
82536 Ave Maria (Bach-Gounod). Soprano Solo in Latin, with violin obligato.....Marie Rappold and Albert Spalding
Explanatory Talk for Ave Maria.
82537 Parigi, O Cara (Far from Gay Paris)—La Traviata (Verdi). Soprano and Tenor Duet in Italian .....Alice Verlet and Guido Ciccolini
Explanatory Talk for Parigi, O Cara.
83030 Gott! Welch' Dunkel Hier! (God! How Dark, This Dreadful Quiet!)—Fidelio (Beethoven). Tenor Solo in German.....Jacques Urlus
Explanatory Talk for Gott! Welch' Dunkel Hier!

LATEST EDISON AMBEROL RECORDS.

THREE CONCERT RECORDS.

28221 Am Rhein und bein Wein (Rhine-Wine Song) (Franz Ries). Baritone Solo, orch. accomp. Otto Goritz
28220 Berceuse—Jocelyn (Godard). Violoncello Solo, piano accomp. by Robert Gayler...Herman Sandby
28219 Recitative and Chorus—Messiah: (a) There Were Shepherds; (b) Glory to God—Chorus. (G. F. Handel) Soprano Solo, orch. accomp... Anita Rio and Oratorio Chorus

CHRISTMAS SELECTIONS.

2771 Angels from the Realms of Glory (Henry Smart) Mixed voices, orch. accomp.....The Carol Singers
2769 It Came Upon the Midnight Clear (R. S. Willis) Mixed voices, orch. accomp.....The Carol Singers
2770 O Come, All Ye Faithful (Adeste Fideles) (J. Reading) .....Sodero's Band
2767 O Little Town of Bethlehem (L. H. Redner) Mixed voices, orch. accomp.....The Carol Singers
2768 Once in Royal David's City (H. J. Gauntlett) Mixed voices, orch. accomp.....The Carol Singers
2761 All Aboard for the County Fair (Rube Sketch) Harlan E. Knight and Company
2754 Andante pastorale—Souvenirs des Alpes, (Th. Böhm, Op. 31). Flute Solo, orch. accomp.....Weyert A. Moor
2774 Are We Downhearted—No! (David and Wright) Soprano Solo, orch. accomp.....Elizabeth Spencer and Chorus
2764 Auntie Skinner's Chicken Dinner Medley—One-step. (For dancing.).....Sisty and Seitz's Banjo Orchestra
2766 Chimes of Normandy Airs—No. 2 (Planquette) Orch. accomp.....New York Light Opera Co.
2755 Coronation March—Prophète (Meyerbeer).....Sodero's Band
2772 Dominion of Canada March (May Hill).....Sodero's Band
2750 Emancipation Handicap—Descriptive (Halsey K. Mohr). Duet, orch. accomp.....Arthur Collins and Byron G. Harlan
2756 I'm a Lonesome Melody (Geo. W. Myer). Tenor Solo, orch. accomp.....George Wilton Ballard and Chorus
2763 In the Land of Love with the Song Birds (Wallace Rega). Tenor and Baritone Duet, orch accomp. .....Geo. W. Ballard and Owen J. McCormack
2765 The Last Waltz (F. T. Dabney). For dancing. Sisty and Seitz's Banjo Orchestra
2762 Little Grey Mother (Harry De Costa). Tenor Solo, orch. accomp.....Jim Doherty and Chorus
2760 Scene at a Dog Fight—Descriptive.....Gilbert Girard and Steve Porter
2753 Somebody Knows (Harry Von Tilzer). Tenor and Bass Duet, orch. accom.....Harry Mayo and Harry Tally
2751 That's the Song of Songs for Me (Nat Osborne). Tenor Solo, orch. accomp.....Walter Van Brunt and Chorus
2759 They Didn't Believe Me (Jerome D. Kern). Soprano and Tenor Duet, orch. accomp.....Gladys Rice and Walter Van Brunt
2773 'Till the Boys Come Home (Ivor Novello). Baritone Solo, orch. accomp.....Frederick Wheeler and Male Chorus
2758 Trumpeter of Säckingen—Parting Song. (Victor E. Nessler.) Cornet Solo, orch. accomp...Louis Katzman
2752 Waltz of the Season—The Blue Paradise (Edmund Eysler). Tenor and Baritone Duet, orch. accomp...Geo. W. Ballard and F. Wheeler and Chorus
2748 We'll Have a Jubilee in My Old Kentucky Home (Walter Donaldson). Tenor Solo with orch. accomp. .....Billy Murray and Chorus
2749 When I Leave the World Behind (Irving Berlin). Baritone Solo, orch. accomp. .....Glen Ellison
2757 Whistling Rufus—One-step (Kerry Mills). For dancing .....Jaudas' Society Orchestra

OPEN VICTOR DEPARTMENT.

Piser & Co., the Big Furniture House at 2887 Third Avenue, Secure Agency for Victor Line, with Harry Baish in Charge.

Piser & Co., 2887 Third avenue, New York, one of the most successful furniture houses in the Bronx, have secured the agency for the Victor line and will open in the very near future a handsome talking machine department, devoted exclusively to the display of Victrolas and Victor records.

For a number of months past Piser & Co. had been desirous of entering the Victor business, but, owing to the embargo placed by the Victor Co. on the establishment of new dealer accounts because of the oversold condition of the Victor Co.'s products and the Victor Co.'s desire to co-operate with its present dealers, they were unable to secure the agency until a fortnight ago.

The opening of a Victor department in Piser & Co.'s store was made possible by the company buying out the stocks and dealer franchises of three Victor representatives, each of whom in the past had closed an annual business totaling five figures. Piser & Co. will merge the interests of these dealers in their establishment, and although these three Victor representatives were all closing a substantial trade there is no doubt but that Piser & Co.'s prestige in their territory, combined with the tremendous increase in the demand for Victor products, will result in a steady gain over the dealers' sales figures.

Harry Baish, for four years a member of the Victor Co.'s traveling staff, has been appointed manager of Piser & Co.'s Victor department. He is familiar with every phase of the Victor business, and his success has been based on his ability to handle all divisions of the Victor dealers' activities, including the executive, financial and sales ends of the business. Mr. Baish is now conferring with V. W. Moody, sales manager of the New York Talking Machine Co., Victor distributer, regarding the installation of sales and stock systems which will make the Piser Victor department a model in this respect. Ben Hermann, formerly manager of the Plaza Talking Machine Co., New York, has been appointed assistant manager.

THE CONCERTOLA CORP.

The Concertola Corp. has been incorporated under the laws of the State of New York to engage in the talking machine and musical instrument business. The capital is $50,000, and the incorporators are G. F. Hanrahan, H. Goldstein and M. Reinherz.

EDISON TO AID ACTORS' FUND.

Thomas A. Edison has agreed to take part in the campaign begun six weeks ago by the Actors' Fund to raise $1,000,000. The inventor will head a committee of men prominent in the motion-picture industry.

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Milwaukee, Wis., Albert G. Kunde, 615 Grand Ave.
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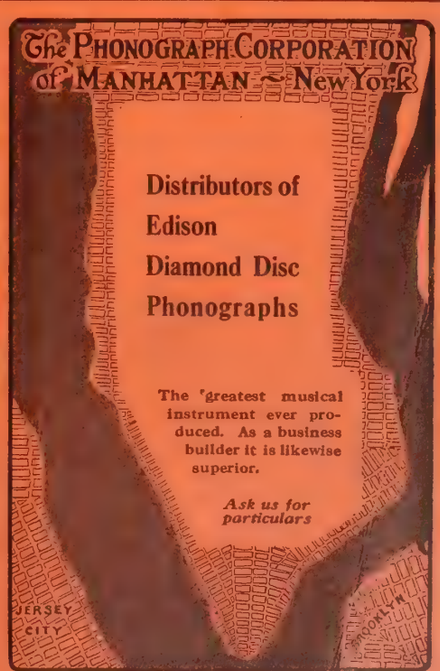

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